JANUARY 1955

EXTENSION SERVICE Review

FARM-HOME UNIT METHOD

Special Issue

U. S. DEPARTMENT OF AGRICULTURE—FEDERAL EXTENSION SERVICE

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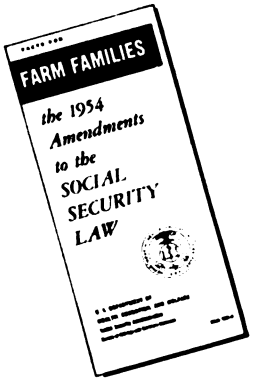
The County Agent *and Social Security for Farm People*

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 yo rack of bulletins of interest to farm people.**



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In this Issue—

EXTENSION SERVICE Review

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Photograph

(Opposite page)

Farm and home planning is a family job for Mr. and Mrs. W. S. Speights and their nine children, as is indicated by this picture taken at the Speights' farm on Section Road, near Port Allen, La. Ivy Creel (with pencil and clipboard), discusses a land-use problem with Mr. Speights (at left). Mrs. Speights is standing (to the right) with her arms around the shoulders of two of the four Speights daughters. The oldest four of the nine youngsters are in 4-H Club work.

Ear to the Ground

The theme song of 1955 Extension is surely the unit approach to farm and home development, so consistently is it heard from specialists, administrators and supervisors. For this reason, it seemed the favorite choice for our first special issue in 1955. We hope you will find it a useful source of ideas as well as information.

Next month the Review will bring you the plans for summer Extension courses; the scholarships and fellowships that are available; and interesting accounts of summer and travel experiences.

As teachers you are aware of the need for continuing study. Never has the opportunity for assistance and cooperation in bringing your hopes and plans into fruition been so great. Living arrangements, the best of instructors, recreation, and compensation are included in carefully laid plans for giving Extension workers every chance to learn the newest in method and fact.

With the prospects of a rapidly increasing population, educators are scrutinizing their programs more carefully than ever. Less spoon-feeding and broader curricula are general policies to be followed, judging by the talks at the Land-Grant College meetings. One educator advised, "Educate your students for occupational breadth and flexibility." This is the same philosophy and open-mindedness being encouraged in Extension, isn't it? —CWB

In the Farm-Home Unit Approach Agents Advise— ***But the Family Makes the Decisions***

What's It All About?

TO NEW extension workers, and perhaps to some older ones, the emphasis now being put on the unit approach to farm and home problems may be a bit puzzling. Perhaps you're wondering what it's all about, why it's so important, and what the Cooperative Extension Service hopes to accomplish through this effort. To understand it, one must look to the roots of its development.

During the last half century the business of farming has undergone tremendous changes. Our social structure too, is much more complicated. Keeping pace with these technological, economic and social developments has called for more and more education and experience. This is difficult for many farm couples to achieve. Families must produce and market efficiently to maintain a satisfactory level of living. Most are aware of this. But many lack the understanding to integrate their total farm and home operations into efficient units. Some State Extension Services recognized early this difficulty that farm families have in combining the best farming and homemaking practices into a united, satisfactory whole, and made the effort to help them with overall farm and home plans.

Land grant colleges have been studying this problem for more than a decade. Farm leaders and farm organizations have long sought a solution to the problem. Voicing the opinions of these leaders, Secretary of Agriculture Ezra Taft Benson said, "The problems of modern farming, more and more, are demanding solutions that are both increasingly complicated and specific to individual farms.

"In this setting the extension program is of strategic importance . . . The spearhead of an enlarged extension program should be an expanding farm advisory service in each county that will work directly with farm people, helping them to take research findings and fit them together so that they will work profitably on a particular farm."

Congress' response to requests for additional help was a $7 million increase in the appropriations to States for the fiscal year 1955. This represents an increase of approximately 8 percent in the total operating funds available to the extension services in the States and makes possible the employment, on a national basis, of the equivalent of one new agent for each three counties.

With this additional manpower, Extension is making a fresh, vigorous attack on the problems of farm families by means of the farm and home unit approach. Each State is adapting this method to its own needs and ways of working. There is nothing "cut and dried" about this approach to better farming and living.

Why is the unit approach to the problems of farm families better than other approaches? Because it is a more effective method of helping farm people help themselves. It differs from other extension methods in that it deals with the problems of farm families as a whole, instead of on a piece-meal basis.

(*Continued on page 20*)

A roundup of 7 States' methods of selecting families and employing agents.

Who Participates?

FAMILIES who will participate in this educational endeavor in farm and home planning are being enrolled in many States.

Information on how some States are handling this part of their Extension program follows:

Indiana counties are forming better farming and better living advisory committees to coordinate the program and secure enrollment of between 20 and 30 families. These will be comparatively young farm families and will represent all areas of the county and all prevailing types of farms.

County committees in North Carolina will help enroll families, and also make an effort to reach families who have not heard of the plan. How to get in touch with these families is left largely to the ingenuity of the agents.

In the State of Washington, farm families who wish to take advantage of this service are reviewed by an advisory board of citizens which makes recommendations to the chairman of the county extension staff.

After the program is explained to Alabama organized groups such as community organizations or home demonstration clubs, these groups recommend two or three families to county farm and home development committees and county extension workers, who then make the final selection.

Parish agents of Louisiana are making selections through personal contact, getting assistance from the parish advisory committee in some cases.

Since more work has been done with dairymen than with other farmers in Massachusetts, they were given the first chance, especially the young farmers. For instance, in Hampshire County, the county agent manager, and the county agent selected about 12 young farmers who might be interested. Personal calls were made to explain the plan and, of those visited, 9 were interested in joining the group. To introduce the plan widely, a circular letter, telling of the help available, was mailed to all the rural farm families on the county agricultural agent's list. About 60 returned the card saying they were interested. No effort was made to separate low-income farmers from high-income farmers. Some farm and home unit work is being done in every county in Massachusetts.

Quoting a Tennessee writer, we offer this thought: "It seems to me that there has been too much talk about our selecting families rather than their selecting us." Tennessee is giving the plans a maximum of publicity and urges agents to make their services known, with the thought that the families who want it will request their assistance.

As of January 1, 1955, new agents have been appointed in the United States either to do the farm and home development work or to relieve the experienced agents so that they can concentrate on the unit approach.

A flannelgraph used to point up elements in attainment of family goals.

Indiana has appointed 19 new agents and expects to have 22 in all. They will be called assistant county agents and will devote the major portion of their time to farm and home planning and development.

Twenty-six new agents have been employed in Louisiana, 14 fulltime in 14 pilot counties. Only experienced agents will work with these families.

Alabama has 28 new assistant agricultural agents and 9 assistant home demonstration agents. They will relieve the experienced agents who were selected to do farm and home development work.

Of the 12 new agents being appointed in the State of Washington, 4 are home economists and 8 are agricultural agents. Nine of these new agents and a marketing specialist are already on the job. For the most part new agents will relieve the more experienced agents of other duties so that the "old hands" can do the educational counseling with the families.

North Carolina is assigning 40 assistant agents and 10 secretaries to work specifically on the farm and home development work for the first year. Some will be new employees; all will have had experience as agricultural workers, either as county agents, home agents, soil conservationists, or agricultural teachers.

Two new agents are giving full time in Massachusetts to this work, one in Plymouth County and one who services both Hampshire and Hampden Counties. Worcester also has a half-time agent. Four more are in the offing to release present agents for farm and home unit work.

Counties Ready

About 38 new agents have been authorized in Tennessee where many counties are ready and waiting to appropriate their share of the cost. These agents will probably relieve some of the more experienced agents and also do some of the farm and home planning work. Counties will be serviced on the basis of county appropriations, qualifications of county extension workers, demand by people for extra services, and other factors.

ORRINE GREGORY, Home Agent, Boone County, Mo.

BEFORE you can help a family select their goals, you must recognize the family as a complex unit composed of individuals, with a wide variety of characteristics. Each exerts an influence upon the other, and society upon all of them. Family goals depend very largely upon the patterns of the community, State or culture.

Then how can extension agents help a family know which goals are best for the individual members. According to many authorities, the best integrated and adjusted persons and families have determined some reasonable goals within the range of their interests and abilities and are working toward them without undue strain or tension.

Relationships between goals, income and expenses of any family are dependent upon its position in the family life cycle. This cycle includes marriage, the birth of children, the grade school period, high school and college years, children's marriage and departure from home, and parents' adjustment to living alone and reducing their activity. From marriage on, the cost of family living increases steadily for approximately 25 years, then decreases gradually. The economic position of a family at various times in this cycle affects their goals and their progress in attaining them.

Extension agents must free themselves from preconceived ideas or standards for a family. It's easy to be enthusiastic about dairying, or wheat, or a utility room, or a college education for every one, but difficult to remember that the family must decide what is most desirable.

The skillful counselor directs the course of thinking with appropriately timed questions until the family has set its goals and made its plans. The interview is a sharing of experience by the farmer, homemaker, children and agents. For the agents it is an explorative experience into the lives, attitudes, values, interests, and abilities of the family members. This is not at random. It is with a purpose, but with no obvious organization, and certainly with no paper in hand. However, notes taken later are usually very helpful, especially in case of a change in agents.

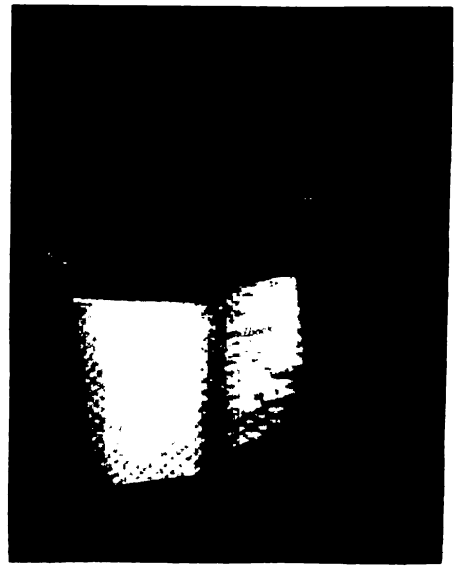
Good family counselors provide what is called a permissive atmosphere in which a family is stimulated to (1) evaluate themselves and their opportunities; (2) choose a feasible course of action; (3) accept responsibility for their choice; and (4) initiate a course of action in line with the choice.

At the close of such an interview, having been invited to "walk the farm" or "see our home," agents have a further chance to accumulate information about the farm and home and perhaps about the family's educational, social, and materialistic desires. Such information is essential to an agent who wants to guide conscientiously the family in their adoption of a plan consistent with their desires, abilities, and problems.

Helping to set the sights high, but not too high for attainment, the agents, through sympathetic understanding, can help a family become independent and capable of making their own decisions.

Personal Introductions Preferred

How Farm Families Hear About Extension's Additional Services



A farmer and a Missouri assistant county agricultural agent discuss balanced farming.

Meet the County Committee

COUNTY AGENT JOHNNY STOWE, Polk County, Ga., when asked how he explained farm and home development to the folks in his county said, "We've used meetings a great deal. There are Farm Bureau groups in communities throughout the county, and we've talked farm and home development at their community meetings. The County Agricultural Program Planning Committee has been in the forefront of this movement. Civic clubs, community improvement groups, newspapers, a radio station, and a television station have also helped."

A County Agricultural Advisory Board made up of leaders in program planning work, rural community improvement club members, Farm Bureau officials, and others selected the families to join in the first farm and home development activities. Fourteen families were named at the beginning. Eventually, it is expected that each Extension worker will be able to advise about 50 families.

The Extension agents will work closely with these families, and it is planned to acquaint others in the county with the developments through the information channels already being used.

Extension agents in other demonstration counties in this State are using various methods of reaching people but their goals are all the same. In Sumter County, Agents Robert Garner and Martha Cobb planned their program so that county agricultural leaders could discuss the number of families and which ones to include. The group decided that about 30 families should be selected to get the program started. They also suggested that the various community clubs in the county be asked to name the families to represent their communities in the work. Newspapers and other mass media are helping to tell the story of what is being done.

A highly organized Farm Bureau group is taking the initiative with the Extension agents in Washington County. Every community in the county has a Farm Bureau organization that is attended by both men and women. The women who belong to home demonstration clubs are helping with farm and home development.

Hazel Creasy, home demonstration agent, reports that families are encouraged to come to the Extension agents and ask to be included in the farm and home development plans. A county-wide committee made up of selected members of the Farm Bureau executive council and the county home demonstration council studies the record of each family that applies and makes the final choice on those to be included.

"We hope to do a considerable amount of the planning with the selected families in groups," Miss Creasy stated. "We think there will be many advantages to this method, including that of time saving."

Workers in all of these demonstration counties have attended a regional meeting on farm home development in Asheville, N. Car., and a five-day State training meeting held on the University of Georgia campus. All have visited experiment stations in the State to study the research program and its relationship to farm and home development and all are visiting individual farms and homes to make sample plans for study and discussion.—**O. B. Copeland, Extension Editor, Georgia.**

We Use Every-Media

Farm and home development was first explained to the Marshall County, Ky., Extension Advisory Committee in 1952. The committee liked it and decided it should become a part of the county extension program.

Various media were used to explain the plan to the farm people, including: Weekly and daily newspaper articles, circular and individual letters, radio talks, community and county-wide meetings, and home visits. Articles for the newspapers were prepared jointly by the agents giving details of the plan and the advantages for farm families. A series of questions and answers was published in local newspapers. Other news articles carried success stories from other counties in Kentucky.

The program was presented to 350 rural women in 17 homemakers clubs, the county farm bureau directors, and other organized groups in the county. Each group was requested to submit a list of families who might

be interested in such a program. Three hundred names were submitted. Circular letters explaining the program were mailed to each family.

Sixty families indicated interest in the program and were visited by the agents to discuss the problems of the individual farm family and to explain how the farm and home development program would be of help to the family in solving their own problems.

A minimum of one hour was allowed for every visit with each one prearranged to suit the convenience of both the farmer and farm wife. Each visit was divided into four parts. After the introductory discussion on the broad social and economic interests and objectives of the particular family, the conversation was directed to the immediate problems of the family. Then the farm and home development program was explained. This included how the farm family could use the farm and home development program to help itself reach some of its own objectives. An explanation was made on how the program would operate, how the family would participate, the number of meetings to attend, amount of planning to do, and many other matters.

The last part of the visit was devoted to a discussion of some of the major problems of the family, such as land use, crops and livestock to grow, home and building arrangement, and education of children.

If the family were sufficiently interested, enrollment applications were signed by the farmer and his wife for three all-day lecture meetings on farm and home management to be held at designated times.

Individual letters were sent later to the enrolled families giving additional information on the program. Over half of the 60 families visited by the agents enrolled in the program the first year. Of these, 26 families attended the first three all-day meetings.

Subsequently, these members of the farm and home development club, who knew by experience of the benefits to be derived, contacted new families and encouraged them to enroll in the program after which the agents made home visits to the new families. The old adage "A satisfied customer is your best salesman" has proven true in the Kentucky farm and home development program.—**J. Homer Miller and Sunshine Colley, County extension agents, Marshall County, Ky.**

An Eight-Month Publicity Plan

Several methods have been used by our county workers and extension specialists to interest farm families in the farm and home unit approach to their problems.

In one county where it was desirable to inform a large number of people, the effort to create interest was spread over an eight-month period, beginning in February with a discussion of the project by a farm management specialist before a large community meeting. This discussion was simply a part of a general extension meeting. Several of those in attendance showed considerable interest in this type of work.

In March, 41 farmers, all community leaders, accepted the invitation to a dinner meeting, where the program was explained in some detail. They were asked to enter the information for their own farms on one of the schedules we proposed to use for the project. This created such lively discussion that all became very much interested and thought it should be started in the county.

During the summer, these leaders and the agents talked to prospective families and explained the group meeting plans for the winter months. In November, 110 farm families, divided into 14 groups, met for their first training session.

In two counties the senior extension club members who were actually engaged in farming for themselves formed farm and family unit approach groups. These young people proved to be our most interested families. A young farmers' club of former veterans decided to form one or two groups that are meeting this winter.

We believe it is important to have the support of the agricultural leaders for a project of this type. In several counties we have first explained this work to the executive committee of the county agricultural extension association and showed the members its application to farm and family situations. They are thus able to answer their neighbor's questions and to suggest families who would be interested in joining groups or desirous of working on their problems on an individual basis. In one instance a county executive committee member attended two sessions of training school for county workers.

Some of the general agricultural organizations are asking us to explain to their delegates and members in conferences and in annual meetings just what is the farm and home unit approach, and we have accepted these invitations as means of acquainting people with our program. —**T. H. Patton, Assistant Extension Director, Pennsylvania.**

County agents J. Homer Miller (left) and Sunshine Colley (right) of Marshall County, Kentucky discuss with Mr. and Mrs. Clarence Thompson of Benton the progress the latter have made in their two years of experience with farm and home development.

4-H Carries Its Share

in the Unit Method of Farm-Home Planning

C. S. SHIRLEY, State 4-H Club Agent, Louisiana

THE 4-H CLUB members in Louisiana are important co-partners in unit planning for farm and home development. State extension leaders believe that 4-H Clubs and the adult programs will tie in and mutually strengthen each other. How thoroughly the younger members of the family share in the planning and the work will largely influence the degree of success attained, not only in the immediate years ahead but also in Louisiana's future farm life.

Louisiana Extension staff members point out that older 4-H members generally have had experience in both project planning and record keeping, and are qualified to help with those phases of farm and home development. In addition, many 4-H projects are of such importance financially that they must be considered in estimating farm income and budgeting farm expenditures. Club projects are a major activity on many farms and even when cash income and outgo are small they may have a major effect on family living standards. Club members receive special training in tractor maintenance, use of electrical equipment, food preservation, home gardening and many other activities essential to good farm and home planning.

Joe Beck and Frank Stanley of Henry County, Mo. demonstrate how to change oil filters on a tractor.

Elk River, Minn. 4-H Club members plant a tree in Sand Dunes Forest.

Furthermore, in many instances a successful 4-H project has led the parents of the Club member to take a much deeper interest in better farming, homemaking and planning. The Louisiana Extension Service expects that not a few of the families taking part in the farm development program will be those that have become interested as a result of some achievement by a son or daughter in a 4-H Club activity.

To look at the matter from the members' point of view, 4-H boys and girls are a part of the farm's working force and like other members of the family have a vital interest in the success or failure of the farm project. As active members of the farm working force, they have a right to be included in the job of farm and home planning. This in turn will give club members training and experience that will be valuable to them always.

Club projects will be more effective as part of the farm planning. Adults carrying on successful farm and home development programs should be a good source of volunteer local leaders for 4-H work.

The purpose of farm and home development is to help farm people realize their goal of better living. Every member of the family has an interest in that project and a role to play in it.

CREDIT— an Essential Farm Tool

ROBERT B. TOOTELL, Governor,
Farm Credit Administration

I BELIEVE the future is encouraging for farmers who do a good job of planning and farming. However, to take advantage of their opportunities farmers will have to use the best known methods of farming and organize their farm business carefully. Because capital requirements are so high, farmers who do not do this may find themselves in trouble quicker than at almost any time in the past.

Extension workers from their day-to-day experience know farmers' needs for capital are higher than they have ever been—on the average $20,000 per worker compared with about $5,000 before the World War II. Annual cash operating costs, too, are very high. They also know that few farmers have enough capital to finance all their farm operations without the use of credit.

Fortunately there are no signs of a shortage of funds for farmers to borrow. Production credit associations, national farm loan associations, commercial banks, and insurance companies have adequate funds available with which to meet farmers' sound credit needs.

Financial Outlook

Most farmers are still in relatively good financial shape. There are some exceptions, of course. Younger farmers, for example, have had to assume a heavy debt load to get started. Farmers who have had little income for several years because of droughts also have a problem. If the current price-cost squeeze—the combination of high farming costs and the lower prices for farm products—continues, more farmers are likely to find it difficult to handle growing debt loads.

The Extension Service has an important role to play in helping to prescribe preventive medicine. In carrying out this role the farm unit approach should certainly prove helpful. Sound planning of the entire farm operation and the relation of the family to it—the foundation of the farm unit approach—is also the basis for sound credit. Careful study of the individual farm business should show the possibilities for cutting costs as well as for increasing income. One of the places extension workers may well find opportunities for helping farmers cut costs is in the field of credit.

It is not surprising that dealers' and merchants' credit should be expensive. Dealers and merchants are primarily in the business of selling. Credit is only a secondary interest and is extended chiefly to increase sales. Cost of such credit is higher because the charges have to cover the dealers' and merchants' losses on bad debts as well as their bookkeeping and collection costs.

In this connection Extension Service can do a lot to help farmers understand the cost of credit by teaching them how to figure interest and compare charges quoted in different terms. Six percent is not always 6 percent on an annual basis. If interest is taken out of the loan in advance, or if the interest is figured on the original amount even though the loan is repaid in installments, the interest charge may be much higher than 6 percent. In addition, special high prices are often charged on credit purchases. Production credit associations on the other hand charge interest on each dollar only for the number of days the farmer has it. Many banks extend credit to farmers on a similar basis.

This farm and home planning job is not completed until a financial plan has been made that will put into effect the improvements decided on. Secretaries of production credit associations and national farm loan associations and land bank appraisers as well as employees of commercial banks and county supervisors of the Farmers Home Administration should be useful consultants for extension workers on farmers' financial problems.

The Extension Service can also help farmers—especially those who are just starting out—by teaching them to use credit wisely. Farmers need to understand that credit is not a substitute for income; loans have to be repaid out of income.

With this in mind farmers should learn the wisdom of borrowing first for necessities, things that are essential if they are to continue farming; and second, for their needs. A farmer may feel he needs to replace a tractor that is not quite worn out. But if necessary he may be able to use the tractor another year or two. After necessities and needs are taken care of, if he still has a basis for credit and adequate income is assured, it may be all right to borrow for those things he would like to have. However, if his credit position is not strong he had better wait until his income is actually in hand before he makes the purchase.

Yes, credit is an essential farm tool. Used wisely it produces income, used unwisely, it merely becomes a burdensome debt and may eventually wreck the farm business.

Modern farming is different from what it was 40 years ago, but the relation of credit to farming can be still summed up in words of Professor T. N. Carver, who, in 1914, said in the first paragraph of the Department of Agriculture's first circular on farm credit:

> "There is no magic in farm credit. It is a powerful agency for good in the hands of those who know how to use it. So is a buzz saw. They are about equally dangerous in the hands of those who do not understand them."

The farm and home, an indivisible unit to be managed and planned for not in piecemeal but as a complete whole.

Three Farm Families

Learn To Adapt Their Farming and Living to Their Farm and the World They Live In.

The Leopards

A MOUNTAIN FAMILY who increased its annual farm income from $189.97 to $7,220 in 18 years learned that there is no single farm practice that holds the key to better living. Some might say it could be done by increasing livestock; others, by following good fertilization practices, or by adding poultry to the farm enterprise. It might be all of these things, but each done in relation to the whole. And that takes planning and expert assistance.

The F. L. Leopards of Haywood County are one of 350 North Carolina unit-test demonstration farm families receiving overall farm and home planning guidance in a cooperative program of the TVA and State College Agricultural Extension Service.

According to Brice Ratchford, assistant director of North Carolina Extension Service, the program is aimed not just at increasing income but also at developing the full potential of the farm and family.

In 1936, when the Leopard family of 12 embarked on the test demonstration program, their net farm income was $189.97. By 1945, the net was $1,073; by last year, their neat farm, nestled in Ratcliff Cove, returned them $7,220 profit.

The Leopards' farm plan has been built around the family of ten children. During the 1930's a large part of the income came from truck crops. As the children grew up and moved from home, the Leopards turned to enterprises that required less labor.

In 1939, the Leopards built a new eight-room home; in 1939 they put in electricity and an electric pump; in 1940, they built a grade A dairy barn and started selling milk; in 1945, they sowed alfalfa; in 1950 and 1951, they built two poultry houses. The Leopards were the first family to set out pine trees in the county. Increased fertilizer use, provided by TVA for demonstration purposes, has paralleled the increase in income.

The Baileys

Ward Bailey and his family moved onto a nearly abandoned farm in southeastern Kalamazoo County, Mich. back around 1920. The first year they got 7 loads of hay from 24 acres. It was a real financial struggle, so Ward sold feed and life insurance on the side to supplement the family income. At the same time, he started a soil-building program based on applying large quantities of lime and marl, commercial fertilizer, and growing red clover. Crop yields increased enormously at the beginning and still increase some each year.

In 1929, County Agent Wesley Olds sent out a notice to farmers that a farm account project could be organized in Kalamazoo County if enough farmers were interested. Ward Bailey was the first to respond and became a charter member of the Kalamazoo County group, which cooperated with Michigan State College in its farm business analysis project. Mr. Bailey considers this step an epoch in the development of his farm business. Not that the account really gives him the final answers as to what to do, but Bailey feels very strongly that the record is necessary to let him know where he stands in different enterprises and tells him whether or not he is moving in the right direction.

The Bailey farming program was built around a swineherd raising 20 litters, a 13-cow dairy herd, and a sizable potato enterprise. Study of

their farm records and technical assistance from County Agent Olds and farm management specialists from Michigan State College led the Baileys to the conclusion that livestock was their best investment, that they could not compete with northern potato growers. They gradually shifted their farming program in the direction of dairying, added a poultry enterprise, and kept the swine enterprise about the same.

In 1948, Bailey's son, Art, returned to the farm to go into partnership with his dad after spending nearly 15 years in the teaching profession. Art frankly states that his decision to return to the farm was based on a study of the farm's income producing possibilities.

The Schaefers say:

Our Hillside Acres would have washed away in 1936 had we not gone to our county agent for help. That was the year that Missouri's farm and home planning program got underway and we were among the first to benefit. It was like a college education.

The farm and home management specialists from the State extension office came to the county and helped the county agricultural and home demonstration agents work out a long-time plan with us. It included soil conservation methods, field and crop rearrangements, an improved livestock program, sanitation methods, and better housing for poultry and livestock as well as many home improvements. Immediately we took heart in our work and the future looked less bleak.

It was not easy and changes were slow, but we had confidence in the scientific knowledge and practical information that our extension agents gave us. Today we are happy to credit our ownership of Hillside Acres with its fertile, rolling fields, labor-saving, profitable farming methods, and pleasant, convenient home to the over-all plans we made 20 years ago.

Since the organization of Balanced Farming Associations and the addition of an agent with each association, much more help per family is available, making greater progress possible every year.

Neighborhood Meetings Start the Ball Rolling

ROVENA L. ORR, Polk County Home Agent, Missouri

Neighborhood groups, made up usually of about five families of similar interests in the same community, have formed in Polk County, Mo., to learn how to do balanced farming. Two series of four meetings each are held to get the planning underway on these farms. Through group planning, the agents are able to help more families than they could through individual interviews.

One series of meetings is devoted largely to the agricultural side of balanced farming, with both men and women attending. The home agent works along with the agricultural agents on the first of these meetings. Part of this first session is held with all participating in the same meeting and part of the time the men and women work separately on different problems.

Such items as field arrangement, kind of livestock, pasture needs and cropping systems receive attention in this first session. Instructions are given on taking soil samples. The group becomes acquainted with the balanced farming handbook. The family living plan is explained and a start is made on the farmstead plan. These meetings on the agricultural phase of the plan, with both men and women in attendance, are held at night and usually one week apart.

The following three meetings include such training activities as getting soil samples and making other arrangements regarding the testing, interpreting soil tests, figuring fertilizer needs, determining cropping systems, and studying livestock, feed balance, and similar problems. In the last meeting, the group discusses water management systems, which will need to be worked out individually on the farms. Importance of improved markets and quality of products is also included at this time. Slides are shown to this new group of farmers, demonstrating what some of the other farmers in the county have done through balanced farming procedures.

The first of four meetings for women in the second series is a work session in which information on landscaping is presented by the home agent. The women, using colored pencils, make a 3-year plan for flowers, shrubs, and trees around their own homes. Sources of additional information are also discussed. Another part of the meeting is used to help the hostess with plans to improve the interior of her home. Each subsequent meeting is held at a different home, so that the group can assist as many as possible with plans for their own homes.

Other activities in this series of four meetings each for the women include planning food needs for one year, food preservation and storage plan, testing of pressure cooker gauges, home improvement and equipment plan, clothing plan for the family, and household insect control. During the final meeting in the series, the discussion is along any subject of particular interest to the women and not already covered. Sometimes the discussion results in plans for an Extension or 4-H Club in the community.

If all the women's homes are not visited in this series of meetings, the home agent goes to the remaining homes to help them with their own home plans.

Making farm and home plans with Mr. and Mrs. Clarence Wood (center) are Mrs. Christine Risher, home demonstration agent, and Associate county agricultural agent Harry A. Martin, Lee County, Miss.

Lee County Families Join Forces

To Increase Incomes and Improve Family Life

FIFTY FARM FAMILIES in Lee County, Miss., joined hands two years ago to learn together how to improve their farms and homes. This was the first intensive group effort of this kind in Mississippi under the leadership of a special agent, and already the results in terms of increased income have convinced the families that careful farm management pays.

Farm and home plans are made for three years in the "Fifty Farmer Club," then the original members resign and 50 other families may apply for membership.

Harry A. Martin of Tupelo is the associate county agent who is primarily responsible for advising the 50 families. In the beginning, major emphasis is placed on production efficiency, aiming to raise the family income. Once that is accomplished more attention is given to improving the home. Mrs. Christine Risher, home demonstration agent at Tupelo, helps the families plan this phase of their programs.

Much credit for the organization of this group goes to Mr. Gale Carr, manager of a Tupelo dairy. Inspired by the success of his brother, H. H. Carr of Jasper County, Mo., who won top honors as a member of a balanced farming association, Gale Carr approached County Agent W. J. Pernell and his staff, who consulted District Extension Agent J. E. Stanley of Mississippi State College. Approval was secured to employ an associate county agent, whose salary was partly paid by the participating families, each of whom contributed $50 a year.

Prospective members of this group became acquainted with the plan through their local banks and lending agencies. The first fifty families were soon signed up and a waiting list started at an organizational meeting in mid-February 1952.

A board of directors, selected from among the members, was composed of representatives, a man and a woman, from each of the five seats of the county. The board meets once a year to act on the collection and dispersal of funds. A group of bankers and other businessmen interested in the project was also organized to advise and guide the farmers and their agent. Credit agencies encouraged the organization, believing that the farmers who were conscientious enough to sign up for help were good risks.

The farms varying in size from 60 to 1,000 acres, averaged about 160 acres. The first step in the program was the preparation of a land-use plan. J. T. Russel, county soil conservationist, assisted with this part of the project, and encouraged the farmers to make full use of the agricultural conservation program payments and other financial help available through the county offices.

Mr. Martin has urged the club members to keep accurate records of their farming activities, reviewing their records and plans each year, and recommending revisions when

An attractive home, a Grade "A" barn, an
Lee County balanced farming program. T

necessary. He stressed adequate feed for livestock, and the importance of using fertilizer and other materials and methods for getting high crop yields.

The 33 who ship milk as their main enterprise averaged $1,000 more per family in gross income at the end of 1953 than at the same time in 1952. This was from approximately the same cows, which they fed and managed better, despite a year of unusually severe drought.

Some of these 33 dairy families shifted from Grade "C" to Grade "A" production during 1953, and this contributed to the increased income. The increase, based on an actual record of more pounds of milk sold, was calculated from a blend price of $4 per 100 pounds of milk. Actually, the Grade "A" producers received $5.50 per hundred during much of the year. There were 20 Grade "A" producers in the group at the end of 1953.

One member, Morris Agnew of the Cedar Hill community, increased the gross income from his 161 acres by nearly 50 percent in two years, or from $6,383 in 1951 to $9,431 in 1953. He did this mostly through the change to Grade "A" production, along with improved feeding and general herd management.

a upright silo are typical of farms in the belongs to Mr. and Mrs. Morris Agnew.

Average milk production last year for Mr. Agnew's herd of 44 was 7,000 pounds of milk per cow, compared to the 1953 national average of 5,447 pounds and Mississippi's average of 2,790 pounds.

"A Grade 'A' barn will make you do a better job of dairying," he declared.

Mrs. Agnew is an outstanding home demonstration club member and their daughter, Lillian, was State and sectional winner last year in the 4-H Club entomology project.

Mr. and Mrs. Clarence Wood, a young couple living near the Agnews and also belonging to the "Fifty Farmer Club," decided it was more important to buy the required water heater that enabled them to begin Grade "A" milk production last year than it was to have such a heater for their home. Mr. Wood stored silage last year and prefers to mix his own concentrate feed, producing with a 70 bushel per acre yield all the corn needed.

The Woods' gross income from their 66 acres increased from $3,989 in 1951 to $5,465 in 1953. They have 15 cows, three heifers and five heifer calves. Like most dairymen in the program and in the Tupelo area generally, Mr. Wood employs artificial insemination. He also produced 17 bales of cotton on 12 acres last year, and fed 17 hogs for market. The Wood farm was financed in 1950 through the Farmers Home Administration.

This kind of planned action has helped make all the farms more diversified and better able to adjust to the cotton acreage allotment program. Although dairying seems to return the highest income per acre from most land in Lee County, 15 of the farms in the program produce general row crops, five have beef cattle, and the remainder poultry or a combination of enterprises. Hogs and poultry laying flocks are particularly encouraged as supplementary enterprises.

To help the 50 families and others to store silage, a dairy provided a forage harvester, trucks and labor to do this work at a reasonable custom rate. Most of the farmers erected upright silos.

The 50 balanced farms averaged 130 tons of stored silage last year.

With Mrs. Risher's assistance, Mrs. Agnew plans how she can rearrange her kitchen to save steps.

Some averages per farm in the program for 1953 were 130 tons of silage, 81.5 tons of hay, and 49 acres of winter grazing. Despite the drought, farmers in the program averaged 28 bushels of corn per acre, compared to the county average of about 18 bushels. Those who grew cotton averaged 391 pounds of lint per acre last year, which was above the county average.

Every family in the Lee County balanced farming program conducted a general clean-up around its home and farm buildings.

Our New Agents Like Their Induction Training

FRED S. SLOAN, State Program Leader, North Carolina

"AFTER SPENDING four years in college, I wasn't very enthusiastic about going to induction school," one of the new assistant agents told me at the close of our induction training school for new farm and home extension agents in North Carolina. "But it wasn't what I expected at all," he continued. "I found the course extremely interesting, informative, and also inspiring. I learned about the Extension Service, its purpose, scope, and objectives, and where and how I could fit into it. It was a wonderful experience, and I wouldn't have missed it for anything!"

This comment sums up the general feeling and attitude expressed by many of the more than fifty new agents who attended the school last summer. In fact, on their own initiative, they made a formal request that Extension Service give them the opportunity to come together again in three to five years for additional training.

Perhaps a quick look at the situation confronting the new Extension worker will help to emphasize the importance and need for induction training. To begin with, the new worker suddenly finds himself stepping from the role of student to the position of teacher. His classroom is improvised and ill-equipped. His students differ in many ways. His subjects are varied, and he must move from a discussion of theory to the actual and practical application. He must adjust to his new environment, make new friends, and establish himself in his new work. He has accepted responsibilities which require the immediate application of his best judgments, thoughts and skills. He has the opportunity of securing advice and assistance from his more experienced co-workers, but he hesitates to ask, for fear of being considered immature and incompetent. He has a feeling of being on his own, yet is unsure of his actual position, authority, or methods of procedure; and he does not have a procedure manual to which he can refer.

New Extension workers attending in-service training school at North Carolina State College, June 1954.

This situation is neither exaggerated, nor is it too discouraging. Each new worker was selected because of his potential abilities. But it would be unfair and unwise to place new employees in jobs without first acquainting them with Extension's philosophy, goals and procedures. A primary objective of Extension is the development of people, so we begin with our own agents and help them to improve their skills, broaden their vision, and be inspired to great achievement.

The North Carolina Agricultural Extension Service has been conducting an induction training school each year for the 50 to 60 new workers employed since the last school. People learn by doing and this is equally as applicable to those at the State office as to the new workers in the field. We have found through experience that the most effective training program is one providing for maximum participation by the new workers, and perhaps this explains the agent's reaction when he said he was agreeably surprised at the character of the training program.

The growth and development of Extension is explained in the opening session, followed by Director D. S. Weaver's discussion of Extension policies, goals, and objectives.

After other practical and philosophical talks, the agents divide into small groups to study and report on basic methods and problems. The school ends on a high pitch of interest and esprit de corps.

Banding the baby chicks is routine to the poultry breeder, yet a skill that must be taught the beginner. As of old the specialist is one of the key figures in every phase of Extension work.

The Role of the Specialist

In Indiana

The unit approach in farm and home planning presents a different problem than has confronted the specialist in the past, particularly the farm management specialist. His work has dealt more specifically with a particular industry or enterprise, often in complete disregard of other enterprises of the farm and home business. The unit approach requires that the specialists' information enable the farm family to analyze their farm business and arrive at the most desirable enterprise combination.

Science and social values are combined in farm and home planning. The unit approach presents economic questions each of which may have more than one reasonable answer. The specialist can stand firm on scientific facts, but he must remember that economics presents alternatives. This requires information to be presented in a manner that enables one to consider all alternative combinations of enterprises, as well as the variable sociological factors.

Specialists who are flexible in their thinking, who can integrate their subject matter into the unit approach, and who can appreciate the sociological aspects will be able to help the county worker do a better job of teaching.

The coordinated efforts of all specialists is of extreme importance to the success of the integrated approach to farm and home planning. They must continue to serve as a bridge between the research departments and the county worker; to interpret the results of research in understandable terms applicable to the unit approach to farm and home problems; and to present problems for which a better solution is required. They must continue to prepare teaching devices for county use, assist in evaluation, and help the county workers develop sound programs.

Instruction in sewing is a basic project in both home demonstration work and 4-H clubs.

Science will continue to expand human knowledge and the specialist must be prepared to help the county worker if he or she is to keep up with progress and to do an effective job.

In North Carolina

Animal husbandry extension specialists have made a study of the farm and home development program so that each specialist will be in a position to answer questions not only in 14 selected counties, but in other counties. We have found that many agents do not understand the program; in fact, some seem to have the wrong idea about how it is to be put into operation. We feel that one of the first duties of each specialist is to become so familiar with the program himself that he will be in a position to help familiarize the agents, farmers, businessmen, and others with the background and purpose of the farm and home unit approach.

Animal husbandry extension specialists have cooperated with the administrative staff and other specialists in preparing material for the organizational meetings which are being held in the 14 selected counties. At least one member of our staff has attended each such meeting to help, not only in starting the program, but to learn of local county problems.

We are reexamining our animal husbandry extension program so that time can be allotted for working with county agents on the farm and home development idea. This phase of the program will receive priority over all other requests. We believe that through planning we will be able to meet the demand for increased as-

(*Turn to next page*)

(*Continued from page 15*)

sistance and yet carry on our present activities and demonstrations.

We will follow the same procedure used in the past and assist the agents of the 14 selected counties when they request our services. Slides, posters and other material to be used as a guide by the agents in setting up a livestock program on the selected farms are being prepared. These guides will show how livestock fits into the over-all farming operations, the requirements for feed and equipment, and the cost of starting a livestock project.

We will assist in the training meetings for agents and with county, community and special meetings of selected farm families. Visits will be made to the agents and, with them, to the farms and homes so that on-the-farm planning can be made. Animal husbandry specialists will work with the other specialists so that a well-balanced program suited to each selected family can be developed. This will tend to prevent a family from being over-sold on one enterprise that may or may not be suitable for them.

We plan to use, where practical, selected farms as meeting places for method demonstrations such as castrating, dehorning, feeding, and grading of livestock.

We hope that it will be possible to use the information and results obtained with these selected farm families to promote and develop livestock programs on other farms in the same county, and in the other counties not now selected for farm and home development.

In Kansas

Extension specialists in Kansas have multiplied their services since the adoption of the unit approach to farm and home planning. They help to train the workers added to the county staffs and give special help to the other agents in 15 counties. They also work with families, either individually or as groups. One of the very important responsibilities of the specialist is to keep all county personnel up-to-date on new developments. Another is preparation of materials and teaching devices.

Our landscape specialists, for example, have trained the 15 assistant agents in meetings at Kansas State College and in their counties. While in the counties, our specialists have made rough landscape sketches for individuals and have worked with groups.

Home economics specialists are working in the unit approach counties on family finance and home management, consumer education, housing, home decoration and large equipment. Engineering specialists' work in the counties includes septic tank installation, electrification, silo construction, and irrigation development. All of this work is dove-tailed into the 4-H Club program.

In keeping all county extension workers informed about late developments and trends, the specialists have a new role. The field of fabrics is an illustration. New fabrics may require less work. They may be better. What are the advantages and disadvantages in freezing versus canning foods? It's the job of the home economics specialist to keep the county workers informed on these and other research findings.

Another job the specialists have is to advise with county agents on difficult problems of specific families. It may be necessary for the specialist to make home visits.

Keeping county personnel informed has been a practice of Kansas specialists for years through monthly newsletters. The engineering department is in its fourth year of a monthly series called "Engineering in Balanced Farming." The engineers have prepared also a series of leaflets under four headings: Farm structures, land reclamation, farm machinery and rural electrification. There are now 29 of these 2-to-12-page leaflets.

Kansas supervisors are responsible for training agents in techniques of working with individual families on the unit approach. They assist agents in accumulating materials and devices that can be helpful. The supervisors also train county workers to recognize when a plan is out of balance and to know how to get the family to recognize the situation.

In Missouri

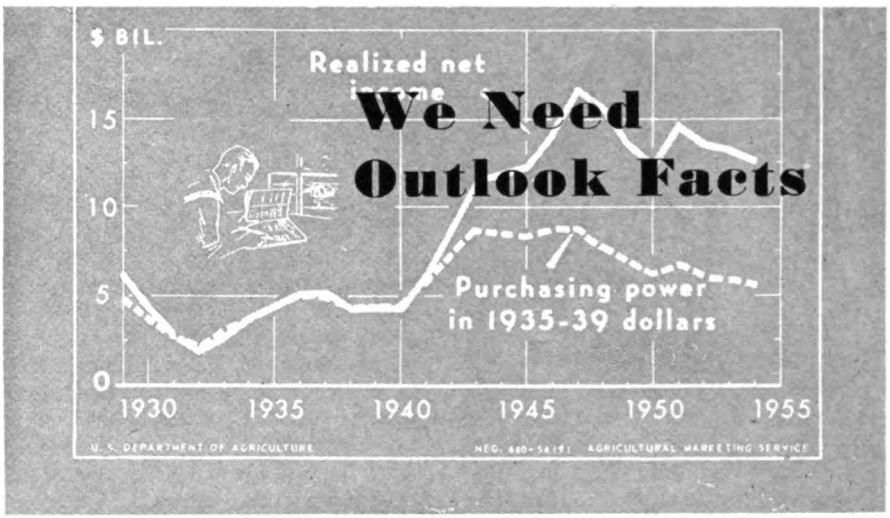
The primary job of the specialist, along with other State Extension workers, is to train county agents both men and women, so they may do a better job. This includes suggested procedures, forms, illustrative materials, organizational helps, and subject matter information. This emphasizes the importance of close cooperation and coordination of all State extension workers in the conduct of such a broad program.

The extension job in balanced farming many be divided into three phases for discussion purposes, although they are so interrelated that the different phases do not clearly exist in actual operation. The phases are: (1) Assisting farm families to make plans; (2) assistance in putting plans into operation, and (3) regular followup or timely servicing.

Subject matter specialists need to provide the farm and home management agents with certain basic information before they can do their job well. For example, the poultry specialist sets up the standards in poultry raising. These include criteria for determining whether or not poultry fits into the farm program, the size of the enterprise for an economic unit, the housing and equipment required, the feed needs, the input of labor, feed and money, along with the anticipated returns, and many other factors. Armed with such background information from the various subject matter specialists in agriculture and home economics, the planning specialists are then ready to proceed.

Assisting in putting plans into operation is closely related to making the plans. A schedule of doing first things first is of primary importance. Yet the making of the schedule is a part of the planning process itself. However, more is involved. Needed services and facilities must be obtainable in order for farm families to put their plans into operation. For example, a plan may include a dairy herd and call for an excellent sire. The availability of the sire may hinge upon the activities of the dairy specialist in promoting an artificial breeding association.

To Move in the Right Direction . . .



In Washington

In discussing the use of outlook material in the farm unit approach, you first have to define outlook. If we mean the process of forecasting price prospects on farm products, that is one thing. But if we relate the costs of things that farmers buy for their business operations and for living, the field becomes much broader. Real estate trends, for instance, are very important, because the time to buy a farm is one of the most important decisions of a farmer's life.

In price outlook alone, several considerations are involved, including year-to-year fluctuations, seasonal differences, cycles of price and production, and long-time trends. The farmer is always left with the necessity of making a decision between two or more alternatives.

Let's consider first, farm production or crops and livestock in which the farmer can get in and out of production fairly quickly. Production fluctuates widely from year to year as changes occur. After a year or so of good prices for one commodity, relative to others, we are almost certain to see production increase. The poultryman, for instance, assumes that egg prices at a future marketing time will be similar to those of the immediate past.

When we get into long-term investments such as dairy or beef enterprises, outlook information still is of great importance in planning the over-all operation. Careful consideration of price trends must be made in determining when a producer should enter a long-run business.

Once an operator is in a long-time enterprise, outlook continues to be important to him. By giving proper attention to outlook, one can better estimate the most profitable season for investment and for marketing. In addition, the level of economic efficiency varies. For example, when dairy prices are extremely high in relation to feed costs, it will pay a dairyman to stretch his operation even beyond normal efficiency in order to increase his profits.

The economic picture is also important when families make their plans for farm and family living. For instance, will it cost more or less to feed the family this year? When basic needs of the family are provided for, would this be a good time to buy a certain piece of equipment? Is there an indication that the price will be higher or lower at a later time? Is this a good time to buy a car? Shall they build a house now? A look ahead as to probable future cost levels would influence a decision on these and similar matters.

Whether a family is starting a new enterprise, continuing an old one, or working toward other goals, the members need to understand what economic and political factors to consider, where to find the necessary information, and how to use it.—**From article by S. Q. Hoobler, Extension Price Specialist, and Mrs. Lila B. Dickerson, Home Management Specialist, Washington.**

In Pennsylvania

When a farmer thinks about the way to handle his farm business in the years to come, income is usually a primary consideration. The probable net income that he can earn as a dairyman, a poultryman, or as a beef or hog producer will be a major factor in his decision as to which line of production to follow. He may even consider whether or not to stay in agriculture.

Comparisions of income possibilities involve judgments concerning prices that can be expected in the future. An important part of our jobs as extension workers is to supply farm families with the best available information on price prospects.

The approach that outlook workers have taken for years provides an excellent foundation on which to build. Necessary assumptions about the "unknowables"—weather, war, and the like—are usually stated, and probable developments are briefly discussed in terms of cause-and-effect relationships.

No Nation (or even State) outlook report can possibly take into account all the varied seasonal patterns, consumer preferences, employment trends, and other local factors that make one market different from another. If the individual has an understanding of how the market mechanism works, he can make adjustments in the State and national picture to fit his particular market.

Perhaps the most serious shortcoming of present outlook information for farm-planning purposes is that it does not give sufficient em-

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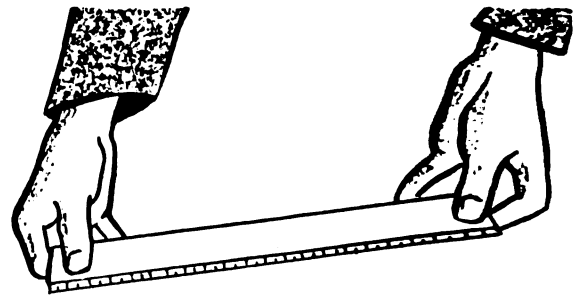

How We Measure RESULTS

ALBERT H. HAGAN, Farm Management Specialist, Missouri

MEASURING RESULTS and evaluating progress are essential for sound growth and development of balanced farming from the standpoint of both the farm family and the agricultural Extension Service. In Missouri, four major methods have been used for doing this—regular annual reports, individual progress reports, more detailed case studies and special surveys.

Before considering these methods, a few concepts of Missouri's balanced farming methods should be explained. First, balanced farming is designed for the family as a unit, not as individual members. For this reason, measuring results and progress must be based on the accomplishments of the families who participate. The measurement of progress implies that changes have been made from established ways of farming and living. Therefore, it is necessary for each family to establish bench marks from which adjustments may be measured. This is the first basic step in developing a balanced farming plan.

Missouri planning procedures provide for recording and studying farm and farmstead layout maps, crop history, yields, soil treatments, livestock numbers and management practices, conservation measures, kinds and condition of building and equipment, home improvements and conveniences, income, expenditures, financial position, and other such data at the time planning work is started.

Balanced farming embraces the adoption and coordination of numerous improved practices in farming and homemaking. These are selected by each family in the belief that they will enhance their opportunities for more efficient production, higher net income, improvement of soil and other resources, better family living, and greater security. Much of the measurement can be in terms of tangible results, the adoption of specific practices, and their effect on objectives.

Four Major Methods

Annual extension reports, both county and State, have contained balanced farming data for almost 20 years in Missouri. In the main, these reports summarize activities of Extension workers rather than accomplishments of farm families. They indicate, for example, the number of families assisted with planning activities, number of planning schools held, meetings, field days and tours conducted, and specific recommended practices adopted throughout a county. They do not indicate progress that individual farm families have made toward reaching goals set out in long-time farm and home plans. These reports fill a need, but in themselves are insufficient.

Individual progress reports, prepared by the farm family at the end of the year in an organized form, help each family appraise progress and chart the course for succeeding adjustments. These reports include specific data on practices adopted, investments made in farm and home improvements, yields and production from crop and livestock enterprises, and other such information. A county summary of these individual reports pictures the achievements of balanced farming cooperators in the county. Likewise, a State-wide summary of such factual data for hundreds of families contributes to the store of information constantly needed in developing State-wide procedures.

Progress reports for each farm family, kept in the county office, provide information frequently needed for result stories, case studies, recognition and awards programs, and many other purposes. Individual case studies, including detailed factual data over a period of years, seem to provide the soundest method of evaluating the effectiveness of balanced farming. Several have been developed with individual farm families for periods covering from 5 to 15 years.

Illustrated stories, including slides, and movies, maps, charts, and color photos have clarified and extended the concept of the balanced farming method for some of these farm families.

Because these case studies require rather complete financial and production records over a period of years, in addition to the collection of data for progress reports, they are quite time consuming. Yes, as a guide for adjusting our program, many more are needed from year to year, both from families who succeed exceptionally well and those who don't.

Special surveys, usually through interviews and questionnaires, also have been used occasionally to collect specific data. One such survey in 1950 included personal interviews with almost 500 farm men and their wives who already were practicing balanced farming. Interviewees were selected though a random sampling process and gave answers which indicated their opinions toward this method of farming and the relative values of numerous Extension methods used in balanced farming. Another such survey was conducted to discover some factors which had a bearing on priority of expenditures for farm and home improvements in developing a balanced farming plan. These, and other such surveys, also serve a valuable purpose in evaluating certain phases of the program.

Appraising the Farm and Home Unit Approach

GLADYS GALLUP and J. L. MATTHEWS
Federal Extension Service

TO KNOW the results of Extension's farm and home unit approach in a county, two types of appraisal are necessary. As illustrated in the chart, first, we appraise our PROGRESS; this tells us whether or not we are proceeding in the right direction. Second, we appraise our FINAL ACHIEVEMENTS: this tells us the extent to which farm families have made changes.

This chart illustrates the farm and home unit approach as a cycle with three main stages. In stage one, progress in establishing policies, organization, and procedures can be determined. In the second and third stages, achievement in terms of changes made by the families is possible as well as comparison of results for this method with other ways of doing extension work.

As the farm and home unit approach gets under way we can ask ourselves questions at the progress appraisal level to find how well we are doing and to make necessary changes based on the best objective data available. This is important because staff members may vary considerably in their understanding of agreements that were reached; they may work at cross purposes without realizing they disagree on basic objectives.

Confusion and conflict are less likely to occur when objectives are fully discussed and agreed upon and are then written down in concrete terms. Once this is done, everyone knows what needs to be done to contribute to the attainment of the objectives.

STAGE ONE—ESTABLISHING POLICIES, ORGANIZATION AND PROCEDURES. Questions that county workers can ask themselves about these aspects of the unit approach might include the following:

1. Do we as a county staff have a good understanding of the broad purposes of the unit approach? For example, Washington State has expressed their purposes as follows:

"Farm and home planning is a *method* of working with farm and home problems. It views each problem as a part of the *whole job* of making a better living. It places emphasis on the farm as a business unit, the home as a social and business unit, and recognizes the strong ties between the two."

2. Are we as a county staff clear as to the objectives of the farm and home unit approach? The following is taken from the statement of objectives in another State.

Farm and home unit families aim to:

(1) Acquire some skill in decision making.
(2) Increase their income.
(3) Make better use of their income.

3. Have the responsibilities of each county staff member been agreed upon?

4. Have we as members of the county staff worked as a team in planning and initiating the farm and home unit approach?

5. Have we familiarized ourselves with the forms, materials, and methods to be used?

6. Has a representative county committee been set up to advise on the farm and home unit approach?

STAGE TWO—LOCAL STAFF AND FAMILY PLANNING. The county committee reviews suggested criteria from the State committee and decides if others should be added. Farm families become involved here and certain changes by families take place as a result of analyzing the farm and home situation as the basis for setting family goals. Some typical questions to ask at this stage might include:

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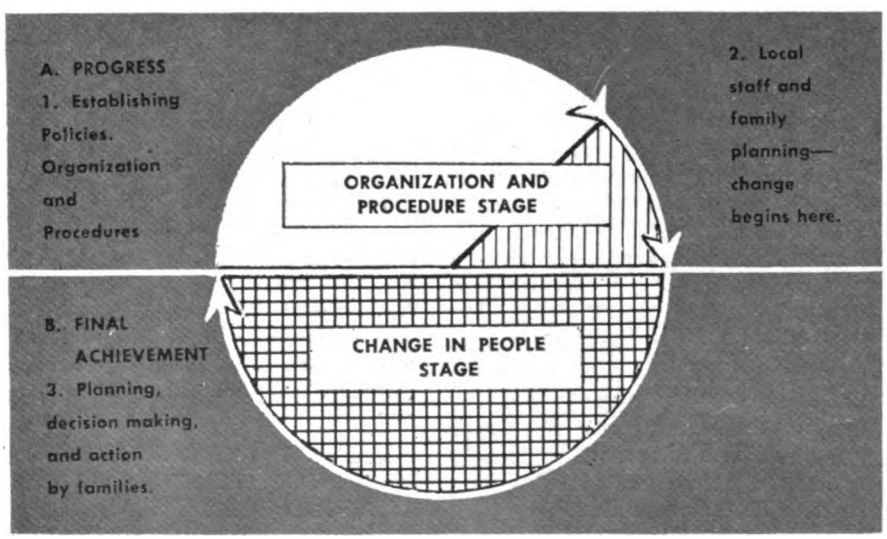

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1. Have specific criteria been agreed upon and used in selection of families?

2. What arrangements are there to spread the influence of the farm and home unit approach to other families that are not participating?

3. Have the agents used the forms and other materials to help families analyze resources and set goals?

STAGE THREE—FINAL ACHIEVEMENT STAGE. Sound studies of achievement are essential if we are ever to know whether or not we are attaining the objectives. The public, too, has a right to know whether our efforts and money are well spent.

Such studies must be carried out after a long enough period of time has elapsed to permit measurement in terms of changes the families have made. Plans for such appraisal, however, must be set up while the farm and home unit approach is being established. This is necessary to assure that the measures of results relate to objectives agreed upon in the beginning. Early planning for appraisal helps to assure that these objectives are defined in a manner precise enough for measurement.

In measuring the results of the farm and home unit approach as a method, it is necessary to compare results with two like groups of families—those participating in the farm and home unit approach and a similar group of nonparticipating families.

Benchmark information must be obtained in the beginning so that measurement of change can be made from a known starting point. It must be related to the specific objectives that families are expected to reach. In setting the benchmark, it is essential to obtain identical information from both groups of families including such items as the financial situation, farm enterprise organization, and home data such as food production and conservation, diets, housing, and equipment. The information obtained from the participating families in some States as a regular procedure is adequate for a benchmark. Once it is obtained, progress can be evaluated at any later time.

For valid and reliable evidence of final achievement, we need the answers to questions like the following examples that are intended to find out how much progress the families have made in acquiring skill in decision making.

1. Does the family know and use sources of reliable information about improved practices and suitable equipment for the farm and the home?

2. Do they understand the factors involved in making farming and homemaking decisions?

3. Did they choose between possible alternatives, having considered the consequences of each?

4. Have they acted on the basis of their decisions?

5. Do they willingly accept responsibility for their decisions?

What's It All About?

(*Continued from page 3*)

Arkansas explains the farm and home unit approach in this way: "For almost 50 years, the Extension Service has been teaching individual farm and home practices. For the most part it has been left to the farmer to tie together the several needed practices for the farm and the home. In many instances, the farm and the home have not been studied as a joint venture. Now we look at them as a unit."

Indiana describes the unit approach as a way of helping farm families recognize and define their family and business goals. It helps them appraise their resources and make the most effective use of them.

Speaking of the philosophy of this newer method of Extension work, North Carolina calls it "an intensive and comprehensive method of teaching, designed to help farm families help themselves in the further development of their farms and homes."

Kansas, speaking of the unit approach method as balanced farming and family living, says "It is a certain combination of projects in action by one family. It is an effort to help the family balance its wants and needs with its resources."

Kentucky's Extension Director says, "In our farm and home development program, we work closely through intensive educational service, with individual farm families to improve the farm and home as a whole. The individual farm family is the core of the program and, in final analysis, the goal is an enriched and more satisfying life for the family. Families who enroll are given assistance in inventorying and analyzing their resources, in deciding upon their goals, in planning how to reach their goals, and in putting their plans into operation.

"The families are encouraged to consider their problems of farm and home as a whole, and attention is directed toward improvements in production and marketing, toward greater efficiency on the farm and in the home, toward a right relationship between farm and home expenditures in view of the goals set up by the family, and toward the needs and values and satisfactions which the family feel are within their reach."

This type of extension work has come to be called farm and home development, balanced farming, better farming and better living, and similar terms. But regardless of the name, results are significant.

Look, for instance, at what's been accomplished in just two years by 50 Lee County, Mississippi, farm families enrolled in the "Fifty Farmer Club" (see page 12). Thirty three of these 50 families produced milk as their major enterprise. These 33 families averaged $1,000 more gross income at the end of 1953 than they did at the end of 1952. They did this with approximately the same number of cows and during a period of severe drought.

But even more important, these 50 families are learning how to make full and efficient use of all their resources—land, labor, management, and capital—through the wise application of technical and economic information. The end result is better family living.

HELPING MORE FARM FAMILIES ACCOMPLISH THIS IS EXTENSION'S GOAL.

Outlook Facts

(*Continued from page 17*)

phasis to long-term prospects. Few farmers prosper by continually shifting from one thing to another. Once a choice is made, resources are committed for long periods. Plans must be made for 10 to 15 years or more.

In long-term forecasting, we will need to explore more than probable price trends. We will need to think about probable changes in the kinds of things that consumers will demand.

Trends in consumer preferences and technology can often be ignored or given only passing attention in short-term outlook work. But they can change enough in longer periods so that they must be taken into account.—**Excerpts from article written by Edward J. Smith, Pennsylvania Extension Economist.**

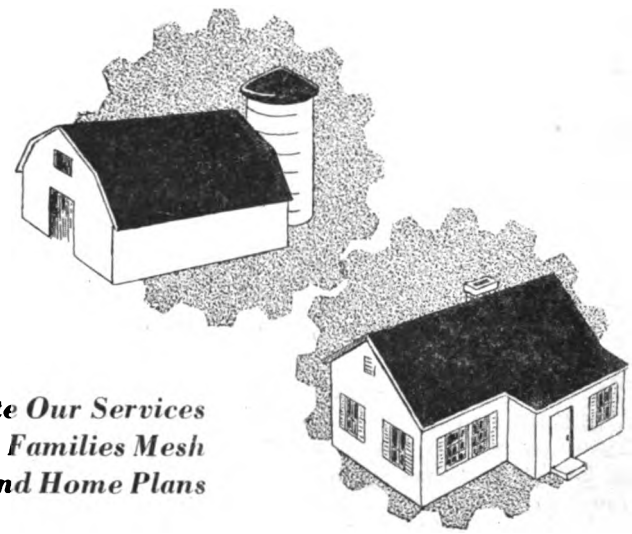
In Missouri

Extension workers for many years have been using outlook information in their education work with farmers. County agents have adapted the outlook information to their counties, and held livestock, dairy, poultry, or other commodity meetings to discuss what's ahead.

To determine which crop will be grown, and how and when it will be marketed are not the only decisions that have to be made. If corn appears to be the best adapted crop in a given area, for instance, then the decision must be made on whether it will be sold as grain or marketed through hogs, cattle, or both. If hogs should be decided on, then when will hog prices be at their peak? If the decision is made to raise hogs, it must be made far enough in advance so that the hogs will be ready for market when prices are expected to be the highest.

If the farmer decides on feeder cattle as the way to sell his corn crop, even more decisions have to be made. When to buy, price to pay as determined by expected selling price, and what grade to be marketed are all questions that must be answered. Outlook information can help to make the decisions.—**From article by Coy G. McNabb, Missouri Extension Economist.**

We in Washington



Integrate Our Services To Help Families Mesh Their Farm and Home Plans

MANY Federal Extension employees are experienced in the unit approach as a method of working with farm families. A task force of 15 persons on the Federal staff, representing all of the program departments and administration, is available to help the States in the same manner that a State committee may render assistance to counties. The committee is now in the midst of the following activities:

1. Setting up a central file of materials that have been or will be secured from each State or Territory. These materials are available to our own staff for their information and will be used in regional or State training conferences.

2. Acquainting themselves with such work underway by observing the manner in which each State is carrying on this method.

3. Meeting as a group to coordinate their own thinking and manner of assistance to the States.

4. Preparing as individuals or teams to do the following upon requests from the States:

   a. Assistance in developing objectives, procedures, organization and integration of staff and help in fitting the farm and home unit approach into the ongoing extension program.

   b. Assistance with specific materials such as workbooks, brochures, visual materials and methods of working with families; also developing records that may be used later for evaluation.

   c. General followup in getting plans into action.

5. Assisting other Federal workers and State personnel to work with their counterparts in the States and counties.

The specific objective is to assist the States to help farm families who want to know how to do the following:

1. Analyze and identify the major farm and home problems and opportunities for improvement.

2. Determine their own definite course of action for continuing economic returns and family satisfactions.

3. Put their own decisions and plans into effect.

4. Adjust their own plans as needed and situations warrant.

All of us working together getting experience together should discover where this method best fits into the total extension program. We can develop skills and abilities in this method of doing extension work the same way we have developed skills in using other methods. It calls for the best in team play and the Federal staff expects to give its utmost.

City Folks Want To Know

about
- *Landscaping*
- *Insect and Disease Control*
- *Home Management*

HERBERT C. GUNDELL

County Agricultural Agent, Denver County, Colo.

IN DENVER, with an average of 20,000 new homeowners each year, there is a tremendous demand for information and help. Many young married people who have never owned a home before are given sound information by extension agents, and encouraged to continue improving their homes and grounds and family living. Denver's city and county limits are one and the same, a single government serving both. Beginning January 1, 1948, the State and the city have contributed equally to maintain an urban extension program.

The agricultural work deals to a very large degree with information and demonstrations on lawns, shrubs, trees, landscaping, insect and disease control and various other aspects of home garden management. That's why 2 of our agents are graduate horticulturists.

Other work in agriculture is in connection with general farm outlook information, advice on pasture mixtures, information on livestock, and availability of livestock feeds and roughages. We also cooperate with the Denver livestock terminal and other county, State, and Federal agencies, and many special groups dealing with such interests as poultry, arboriculture, nursery, and landscaping.

These contacts with extension services attract many families to other phases of our work. Our 4-H program is close to our hearts because the boys and girls who learn better living through 4-H become better citizens. Often they continue their interest in extension's adult activities.

Boys and girls may participate in all the programs that 4-H Club work offers in the State of Colorado provided they help form their own clubs and have an adult leader. The four other agents in the Denver office devote from 60 to 95 percent of their working time to 4-H Clubs. Unfortunately our clubs have not reached the level where they form automatically each year. Our agents go from school to school to encourage prospective 4-H members to find a volunteer leader. We then help them organize and conduct their clubs.

Much homemaking work is done by Denver extension agents. There is an ever-increasing demand for practical information on freezing and canning of vegetables and fruits. Timely information on utilization of

Denver home owners need and *get* much advice and help with lawn, flower, shrub and tree problems when they call on their city extensionists.

Activities for young urbanites must be adapted to their needs.

foods that are in plentiful supply and reasonably priced is another task in which our extension agents continue to help.

Extension agents in Denver utilize to a large extent the radio, television, and press. I have produced for several years an "Around the Garden" section in the Sunday supplement of the Denver Post which reputedly is read by more than 100,000 people every Sunday. This alone brings timely and helpful information to every citizen who is interested in doing a better job in his garden or home.

Our greatest ally in Denver is the telephone. It rings practically all day long, and we are glad to utilize it because it would be impossible to give home help to all the people that we aid on the phone. Of course, it is necessary to make frequent inspection trips and personal investigations to answer many inquiries which cannot be adequately serviced over the telephone.

Looking at our work from the public relations standpoint, it is very similar to rural extension activities. Considering it from the subject matter angle, it is very different, but not more so than in many States.

Invite an IFYE to Your County

H. ROBERT WACK,

Assistant Farm Adviser, Stephenson County, Ill.

WHEN J. Morton Hudson of Kingaroy, Queensland—way down under in Australia—arrived in Stephenson County, Ill., he had one friend. When he left, 3 months later, he had hundreds of friends.

Many of these farm people were dubious at first that the International Farm Youth Exchange could have any effect on their feeling about world peace. But after talking to Mort informally and hearing him speak at community meetings, they began to say that perhaps this international exchange was good, that it did give one a desire to work a little harder for peace with all countries.

The one man Mort knew in Illinois had been an "IFYE" in Australia the year before, a young man named Lester Miche, whom he had met in an exchange farm home in New South Wales, Australia. It was natural then that the county committee responsible for scheduling Mort's summer suggested that he go first to the Miche farm. With the help of his sister, Vietta, Lester introduced Mort to the 235-acre general farm and to their neighbors.

Crops raised on the Miche farm are corn, oats, hay, and pasture, and there is an economical combination of swine, shorthorn cattle, and sheep. Mort was treated like one of the family, sharing in the work as well as the recreation.

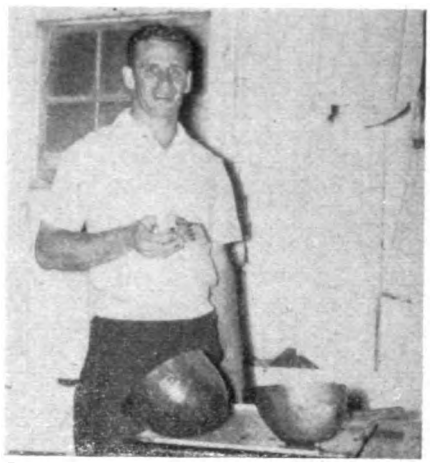
His next home was the Oscar Hummermeier's 425-acre farm. Bill, age 18, and his sister, Jean, soon made their guest feel a part of the farm family. When they went to the county fair, Mort helped Bill and Jean show their swine and also helped Lester superintend the sheep division.

In Mort's next home, he was almost lost in the family of 10 children, 5 boys and 5 girls, all of whom promptly adopted him. Walter Alber, the oldest boy, was responsible for introducting Mort not only to the family and their friends, but also to the 285-acre dairy farm.

On all these farms Mort did the regular jobs of milking, feeding, threshing, grinding corn, fixing fences, plowing, cutting silage, and even spreading manure.

It was not all work. Mort had opportunities to visit many places of interest, including Chicago and its packing plants, stock yards, manufacturing plants, museums, theaters, and other sights most visitors want to know about.

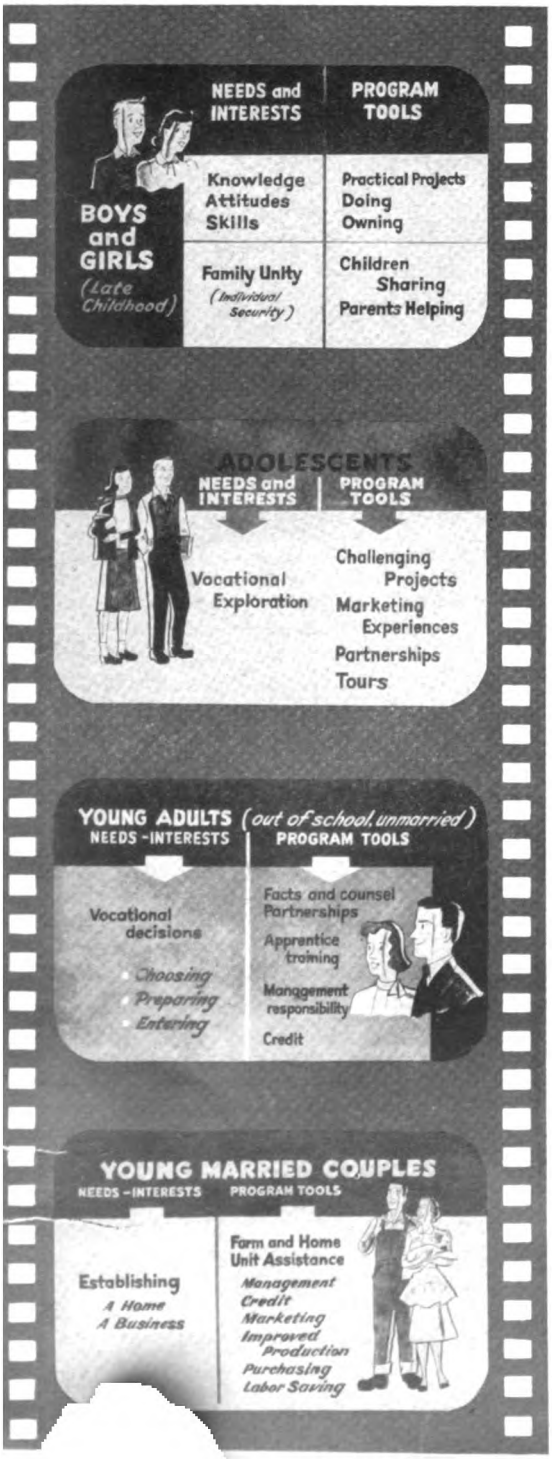
At the end of the summer, the Stephenson County Rural Youth group gave a farewell party for Mort. They gave him a gift, too, a 3-year subscription to one of the leading farm journals which would be helpful to him on his own family farm in Australia.



J. Morton Hudson, our International Farm Youth Exchange student from Australia, enjoys a watermelon at the farewell party held for him.

Farmers in Stephenson County are glad that they had an opportunity to exchange young farmers with Australia and recommend that other counties have this rich experience. Extension agents have the primary responsibility in getting a farm youth exchange in their communities.

The International Farm Youth Exchange is sponsored by the Cooperative Extension Service and the National 4-H Club Foundation. Extension agents interested in sending an IFYE delegate to another country or receiving an exchangee should contact their State 4-H Club office which generally supervises this program within the State.



Announcing a New 4-H Filmstrip . . .

"Tooling Up" for the Job

A Four-Ply Extension Program for Young People

This filmstrip is made up of colorful charts that point out the needs and interests of young people and the program tools to fill such needs and interests.

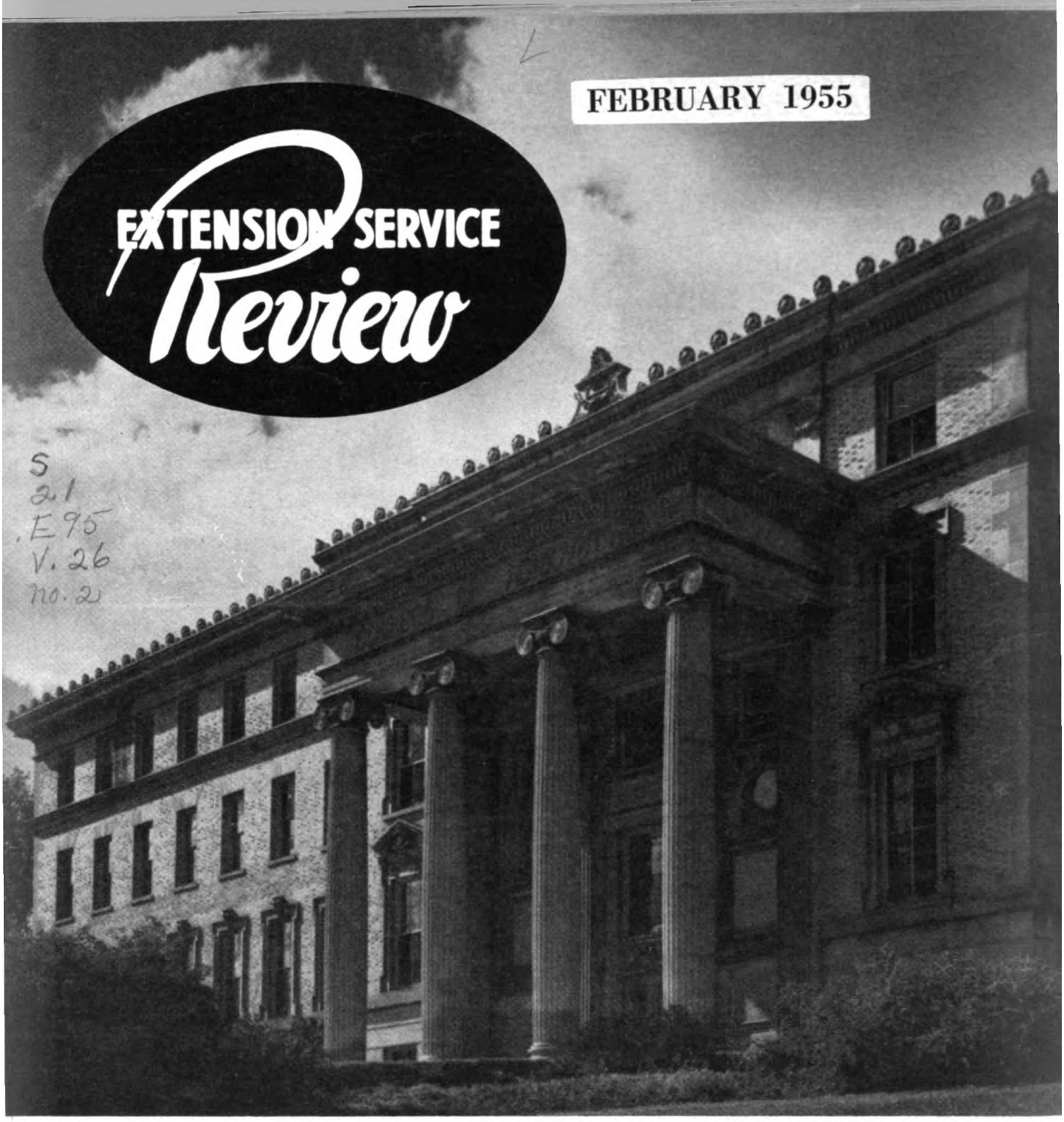
Four groups are considered:

4-H CLUBS
SENIOR 4-H CLUBS
YOUNG ADULTS
YOUNG MARRIED COUPLES

The 35 mm. double frame filmstrip may be purchased for $4 from

PHOTO LAB, INC.
3825 Georgia Avenue, N.W.
Washington 11, D. C.

Individual charts may be cut from it and cardboard mounted on 2- by 2-inch slides, 5 cents additional per frame.



FEDERAL EXTENSION SERVICE, U. S. DEPARTMENT OF AGRICULTURE

In this Issue—

EXTENSION SERVICE Review

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

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Prepared in Division of Information Programs
LESTER A. SCHLUP, *Director*
CATHERINE W. BEAUCHAMP, *Editor*
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COVER PICTURE—

College of Agriculture, University of Wisconsin, Madison.

Ear to the Ground

Farm and home extension agents probably have more collective experience in working educationally with adults than any other professional group in the world. Yet, they, too, are searching constantly for better methods of creating the most cooperative and productive relationships among farmers and homemakers.

This issue of the Review brings you some factual information on Extension courses and special opportunities for further education during the coming summer. The longer you work in Extension the more you appreciate the value of a wide cultural background, a broader training for citizenship, and a keener understanding of good public relations. These in addition to scientific information total up to topnotch preparation for helping farmers realize a better living.

Next month your Review will give you a picture, pictorially and editorially, of some of the fine soil and water conservation practices that Extension workers are helping to get established.

The story of 4-H Club members who preach and practice soil conservation in West Virginia is only one of the accounts of unusual 4-H participation in conservation.

Alabama's pasture lands now dotted with ponds offer homes to fish and wildlife and provide recreation for many families.

J. C. Steele writes an article entitled, "The Soil Survey is Basic," and A. M. Hedge discusses cooperative farm planning and trials. Both men are scientists with the Soil Conservation Service. Dr. E. J. Niederfrank and W. L. Tascher of the Federal Extension Service write respectively on the subject of human conservation and soil conservation, a part of farm and home development.

If you are interested in conservation, don't miss the March issue.

CWB

We Went West

For 6 Months of Study and Travel

Russell G. Parker, Agricultural Agent, Livingston County, N. Y.

MY FAMILY AND I had many plans for that short 6 months leave of absence. It extended from February 1, 1954 to August 1, 1954, and included studying during the spring quarter at the Utah State Agricultural College at Logan.

Another objective of my "leave" was to travel through the southern and western part of the United States. I wanted to visit as many county agricultural agents as possible to discuss work with them. I stated in my application for leave that I hoped it would broaden our respect for the geography, people, and resources of our country. I hoped also to get better acquainted with my family. All of these objectives were accomplished with a greater degree of satisfaction than was anticipated.

Problems Anticipated

Prior to leaving for 6 months, there were many real and anticipated problems. My family consists of myself, my wife, three children, and my father-in-law, who makes his home with us. We own our own home and although we did not wish to rent it, we knew that some arrangements had to be made for its maintenance. The problem of the children's school work, the possibility of serious illness away from home, the need for adequate and inexpensive transportation, the uncertainty of a place to live in Logan, and the over-all problem of how to finance 6 months of leave were other problems we faced.

Problems Resolved

Two days before we left home we rented our house to newlyweds, and purchased a station wagon and a small camping trailer. The entire family went along, we had no illness to delay travel, and within 3 hours after arrival in Logan we rented a furnished house that met our needs.

We left home at Leicester, N.Y. on February 1, traveled south through Pennsylvania, Ohio, Kentucky, Tennessee to Mobile, Ala. We spent approximately a week along the Gulf Coast and then drove on to the eastern part of Texas and the southern Rio Grande Valley. From there we moved on through New Mexico, Arizona, San Diego, Calif., where my brother lives, and then to Logan, Utah, where we arrived March 14. On the return trip, leaving Logan on June 1 we went back through Nevada and California, and into Oregon, Washington, Idaho, Montana, South Dakota, Minnesota, Wisconsin, Michigan, and from Sault Ste. Marie across Canada to North Bay and to Perry Sound, Ontario, arriving home on July 31.

The courses I took included marketing, a general, basic course which will be helpful but difficult to apply to any improved marketing of specific crops here.

The course in elementary sociology was helpful, and it was interesting to apply the experiences as a county agent to the science of sociology. Many of the scientific parts of the botany and plant pathology seminar were over my head but I was able to gather considerable information from them. It was in this course that I became acquainted with Dr. George Cochran and his work with the electron microscope. The course in public problems in agriculture was on the water rights and public land problems in the 11 Western States. This was a most enlightening course and helped me to realize the importance of water to the agriculture and welfare of our people in the western part of our country. It seems to me that a course of this kind could well be required study for some of our eastern agricultural leaders. The other course I took was in the psychology of counseling, and followed the theory of Carl Rogers, which is that of helping others to see things as they are rather than of giving solutions and advice.

In all of these courses except one, I was invited to serve as guest lecturer. In the botany seminar, I reviewed the census reports on the agriculture of both Utah and New York State, and compared those of Cache County, Utah, with Livingston County, N.Y.

Agricultural Interests

Cache County Agricultural Agent Lamont E. Tueller, was very helpful to me during my stay at Logan. I attended some of his meetings, including one on wool marketing and sheep raising, a meeting of an irrigation company, and a hearing regarding the establishment of a soil conservation district. He also pointed out places of interest in the area and arranged calls for me, including a visit to a large sheep ranch in Wyoming.

Extra-curricular activities included attendance at a grain grading conference and the State Extension staff meeting, an all-day trip with the fruit specialist from the college, an all-day conference relative to the new balanced farming extension program, and a tour with the agricultural economics club to the Salt Lake City Federal Reserve Bank, Poultry Co-op, Dressing Plant and Egg Marketing Service.

Records and Reactions

The record shows that we traveled 19,550 miles in 24 States, Mexico and Canada. The financial ledger shows a cash outlay of $5,100 away from home and an estimated $800 depreciation on the automobile, plus overhead costs, such as insurance and taxes, that continued while I was away.

I know that my family and I have a greater appreciation of our United States, and a special appreciation of our home area.

I Enjoyed Every Hour of Graduate School

MARTHA I. CULLOP
Assistant State Leader
Home Demonstration Agents, Indiana

Martha I. Cullop

As I REFLECT on my recent study experiences at the University of Chicago, I feel that one has to be back on the job again before graduate study can be thoroughly appreciated. Several times as I have conferred with agents or training volunteer extension leaders, I have realized a new understanding and a deeper insight into the everyday problems of an Extension worker.

This deeper insight comes from adding basic theories that I learned to the wealth of Extension experience and training already acquired through 4½ years as a home demonstration agent and 2½ years as an assistant State leader of home demonstration agents. One supplements the other and each is a necessary element in the tremendous task we have in helping others.

Before going to school, many plans and decisions needed to be made, such as the following:

1. Learn the policies of my agency on a leave to study; decide whether I should take a leave for one period of time or whether to divide it into two parts; and arrange for the leave of absence.

2. Decide what school to attend; decide what educators would be most helpful for my chosen field of study; and choose the area and subjects I want to study.

I made the decision to study at the University of Chicago because it offered me the opportunity to study with the outstanding and recognized leaders in the field of adult education. Having a chance to work with other adults, those who have had similar work experience to my own and those with different backgrounds and experience, is an important part of an educational opportunity.

My leave of absence was taken from January 1 to August 28, 1954, which gave me the necessary time to complete three quarters required residence and qualify for the degree of master of arts in education. My special field of study was adult education which I felt was the best training for a supervisor of extension agents.

The adult education seminar led by Dr. C. O. Houle was the most beneficial experience to me in school. The seminar was participated in each quarter by approximately 20 people who had an interest in some

Members of Adult Education Seminar, University of Chicago, 1954.

phase of adult education. Among the group were those working in Extension, labor education, university extension, proprietary schools, industrial relations, religious education, and other agencies.

The seminar afforded us an opportunity for learning experiences not possible in regular classes in adult education. We became better acquainted with each other's agencies, shared and discussed tools, methods and techniques, and, incidentally, enjoyed some sociability. The groups' goals were achieved through the efforts of a committee which planned and organized the program each quarter.

I am grateful to Purdue University and our Extension administration, and to the Committee of the Fund for Adult Education of the Ford Foundation for their part in making my leave of absence a pleasant experience.

Now that I am back on the job, it is a satisfaction to know that this training and experience is helping me to work with others and to share the outlook for better farm homes.

Offered in Maine, Washington, and California

Laboratories in Group Development

Western Training Laboratory

The Fourth Western Training Laboratory in Group Development will be held August 14-26, 1955 at Idyllwild, Calif.

The purpose of the laboratory is to help participants become more effective as group members and leaders by developing their understanding of themselves and others, and their skills in working with people. The laboratory is designed to provide maximum opportunity for individuals experimenting with ideas and practices designed to produce effective group action. Theory and practical application are joined to provide for a most stimulating learning experience.

Enrollment for the laboratory is limited to 96. Persons interested should write for further information to Western Training Laboratory in Group Development, Department of Conferences and Special Activities, University Extension, University of California, Los Angeles 24, Calif.

National Training Laboratory

The National Training Laboratory in Group Development will hold two 3-week summer laboratory sessions at Gould Academy, Bethel, Maine, this year. These dates are June 19 through July 8 and July 17 through August 5.

The purpose of the training programs is to help educational leaders 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 the 15 to 20 persons in each trainee group are enabled to use their own experience as a laboratory example of group development.

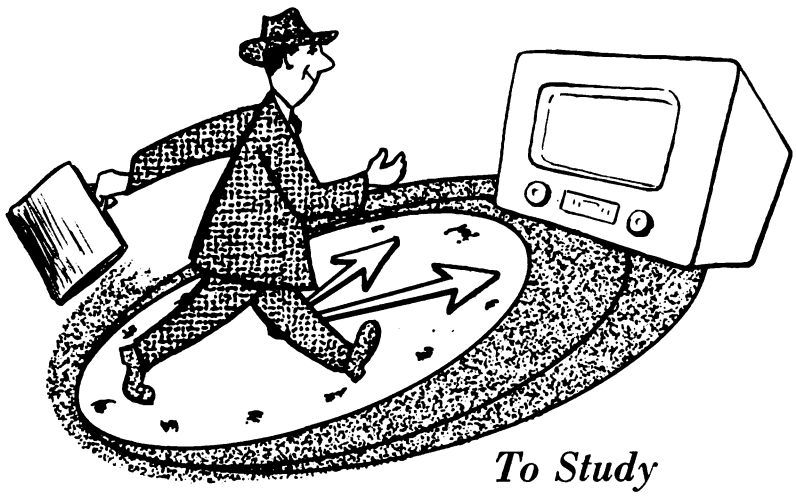
The NTLGD is sponsored by the Division of Adult Education Service of the National Education Association and by the Research Center for Group Dynamics of the University of Michigan, with the cooperation of faculty members from other universities. For further information, write to the National Training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

The Friday Harbor Laboratory

The Friday Harbor Laboratory in Group Development held annually by the University of Washington will be August 18-28 this year.

The laboratory is designed to provide a learning experience which can result in increased sensitivity to and understanding of how people work together in groups and how groups can be helped to function more effectively. Delegates meet together daily for general sessions which provide orientation to the study of groups, background information, and theory. Each delegate belongs to a regular training group and a skill-practice group of 15 members led by an experienced leader. The training group members plan their own experiments and activities using their own group as a laboratory.

Persons desiring to attend should make application to Short Course and Conferences, 318 Administration Building, University of Washington, Seattle 5, Wash., indicating the organization they represent and the nature of their duties. Applications should be sent promptly, as the registration limit is 60 delegates.



To Study TV Techniques . . .

Time Off for Travel

HERBERT M. WHITE
Assistant Extension Editor, Montana

WHETHER you use your leave time to take advanced work for credit, enroll in a short refresher course or travel to gather information depends upon your objectives.

Last spring I spent some time in four Western States visiting visual aids specialists at colleges and universities, extension workers, and others who are engaged in educational television. From these contacts, I picked up much information and material that have been helpful as we get into television work in Montana.

Since our editorial office at Montana State College handles press and radio—and now TV—for the resident instruction division as well as the Extension Service and the Agricultural Experiment Station, I was seeking information over a rather broad area in the educational television field.

Several months previous to this the college had set up an educational television committee which had spent much time exploring ways of using television. Our inquiries soon convinced us that construction and operation costs would make a college TV station out of the question for us, at least in the immediate future. So our next approach was the use of commercial stations when they became available. This posed a number of questions, such as how to use stations that would be 100 to 200 miles away from the college, program content, frequency of programs, time required for preparation, and others.

TV Schools

Then there was the matter of county agent TV programs. In the fall of 1953, Joe Tonkin, television specialist, Federal Extension Service, conducted three fine training schools in Montana. Unfortunately, at the time of these schools, there were no TV stations operating in the State. In fact, our first Montana TV station did not go on the air until early 1954. Few of the people who attended the schools had seen an extension TV show, let alone produced one. So, while the schools served admirably in giving us a preview of what we might expect in television production, we still lacked firsthand experience with the medium, either as viewers or producers. Consequently, it was in these fields primarily that I wanted to get on-the-spot information.

By talking with people engaged in this work, I not only learned about some of the problems involved but I also saw the type of equipment they use. The contacts I made gave me an opportunity to see some of the actual work that is being done in educational television under a variety of conditions. For example, one of the things I am especially interested in is filmed programs which may be the answer to some of our TV problems in Montana.

County agents and extension editors provided many helpful production tips and by seeing some of their programs, I got a better idea of how extension material may be handled on television. Many of their experiences have been useful to me as we began to use television.

To cite only two or three examples: I found that you can't do all the things on a small one-camera station, such as we now have in Montana, that you can do on a large station; that certain types of programs are still better suited to radio than TV; that a well-prepared extension program can come fairly close to doing as good a job as the same one presented at a meeting. In one State I found that Extension agents in several counties take turns in presenting weekly programs over a centrally located TV station. Just recently a situation developed in Montana where we can make good use of such an arrangement, and we are now setting it up.

TV in Montana

With four television stations now operating in the State, we have a college program regularly on one station although it means a 200-mile round trip to present a live program. Extension agents in two counties have regular programs and shortly we expect to have agents in four counties sharing one station on a weekly program.

I might mention, too, that another objective of my trip was to call on faculty advisers of student news-

papers at different colleges. In our office, besides our press, radio and TV work, we also serve as advisers to student publications on the campus, and I happen to be adviser to the weekly newspaper. There were a number of questions concerning national advertising rates, printing costs, and editorial guidance that I wanted to discuss with other advisers. Discussion of mutual problems in this field was also of value to me.

For my particular purposes, the visits were worthwhile because they gave me ideas and suggestions from people in a number of different places. And, of course, an extra dividend was the pleasant experience of meeting many stimulating people.

New Experiences in Store When You

Take Your Family to School

GEORGE L. BROWN
County Agent, Vinton County, Ohio

A COUNTY agent in Vinton County for nearly 9 years and in Noble County for over 12 years, I have long been an enthusiast about leaves of absence for study. In 1938 I attended the extension shortcourse at Colorado Agricultural and Mechanical College at Fort Collins. In 1941 I studied in the fall quarter at the agricultural college at Corvallis, Oreg. During the summer of 1949, while convalescing, I worked on a special problem involving rural economies and dairying in Vinton County.

In 1954 when I was again eligible for sabbatical leave for study, it was with some doubts that I faced the prospect of a quarter of concentrated study. However, having had both pleasant and profitable experiences on previous leaves, I finally decided to study in the summer quarter at Ohio State University.

It's good to take the family also and let them have new experiences, too. At Fort Collins there were many activities for the children of university people. At Corvallis, Dorothy and Delbert attended the sixth and seventh grades and Mrs. Brown had four classes at the college. While I was working on the special problems at Ohio State in 1949, Mrs. Brown and the young people attended summer school at Ohio University.

George L. Brown

By 1954 the children were married, and we were free of family responsibilities, so my wife and I each signed up for 14 hours of work, rented the house of a professor who was away for the summer, and started back to school again.

Having a desire for travel which I couldn't afford, I tried to find courses that would satisfy this urge to some degree. A course in Russian history and another in geography of Latin America seemed to offer good substitutes for travel. Much was learned about some of the attitudes of the Far East and the countries down under by taking these courses. After examining some of the problems and difficulties under which foreign people work, I understand much better why they think and act as they do. A course in farm management and another in philosophy of education rounded out the course. A course like this is to be highly recommended to avoid getting into a rut, to maintain enthusiasm, and to gain faith in working with people.

It is hoped that the Extension work in the county did not suffer too much. The home demonstration agent, with the help of a good secretary, was able to maintain the 4-H Club membership and secure a better percentage of completions than had been attained before. Some extra stenographic assistance was employed.

I could be reached by phone at almost any time, and mail service was used to take care of matters requiring personal attention. I came home to attend three meetings in the county during the quarter when my presence seemed important.

In looking back upon these educational ventures, I believe that the opportunity to broaden my viewpoint, to understand how the big world outside our own little circle regards us, and to have an interchange of ideas with those in other fields was of the most value to me.

On Leave

South Dakota—Nellie McLoughlin, State home demonstration agent, is taking 9 months of advanced study in extension education at Columbia University.

Fellowships and S
Available to

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, or will be, in the administrative field. Applications are made through State directors of extension to Director, Farm Foundation, 600 South Michigan Avenue, Chicago 5, Ill., and the fellowships apply in any one of the following universities: California, Chicago, Cornell, Illinois, Minnesota, and Wisconsin.

Pfizer Fellowships

The Charles A. Pfizer Co., of Brooklyn, N. Y. has announced the sponsorship of four fellowships for travel or study to be offered next fall to home demonstration agents. The fellowships will have a value of $1,500 each.

The Extension Committee on Organization and Policy has approved these fellowships and has asked the Subcommittee on Inservice Training to develop the criteria governing them.

Application should be made to State home demonstration leaders. More specific information will go out to State directors and State leaders as soon as criteria and rules are developed.

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 the home demonstration agents are handled by the State Home Demonstration Agents Association president or the State Association Fellowship chairman, in cooperation with the State home demonstration leader who receives forms and information from the National Fellowship Committee of the Association.

Harvard University

Fellowships in the Graduate School of Public Administration are available to agricultural and home economics extension workers for study in the social sciences at Harvard. These fellowships are intended for men or women who have had considerable experience in public service.

Applicants should be recommended by the State extension director (or by the Administrator, Federal Extension Service, for Federal workers) to the Registrar, Graduate School of Public Administration, 118 Littauer Center, Harvard University, Cambridge 38, Mass., by March 15.

Charles H. Hood Dairy Foundation

This foundation is interested in the advancement of dairy farming in New England. For this purpose a limited number of fellowships in support of graduate study will be awarded. Fellowships are available to graduates of New England colleges whose background, education, and experience indicate that further study will enable them to 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.

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 one year's du-

Recipients of Oscar J

Norvel E. Thames

olarships

ration. 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, Chicago University, 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.

The National Committee on Boys and Girls Club Work Cooperating With the Federal Extension Service

Six fellowships of $1,500 each for 10 months of study in the United States Department of Agriculture under the guidance of the Federal Extension Service are available for young Extension workers. The National Committee on Boys and Girls Club Work, 59 East Van Buren Street, Chicago 5, Ill., 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. Applications 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, N.Y.

(*Continued on page 35*)

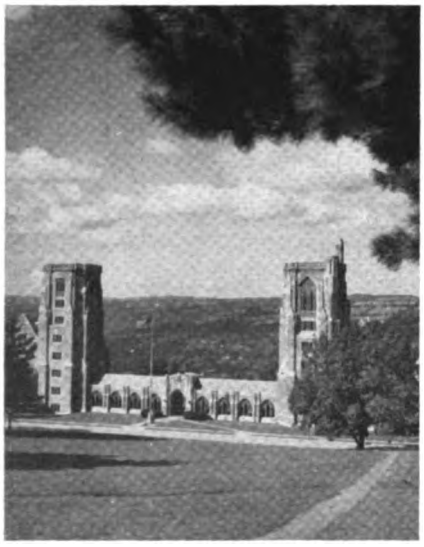
ıston Cotton Foundation Fellowships, 1954–55

John P. Underhill

Cecil A. Parker

Regional Summer Schools Tempt You With

A Rich and Inviting Variety



Cornell University, Ithaca, N. Y.

Cornell, July 18-August 5

Principles in 4-H Club and youth work, C. C. Lang
Farm business planning, S. W. Warren
Program building in Extension education, J. Paul Leagans
Marketing information for consumers, Mabel A. Rollins
Evaluation in Extension work, Edward O. Moe
Techniques in television, Joseph Tonkin
Extension supervision, Otto Croy

Colorado, June 27-July 15

Administration and supervision in Extension work, Fred C. Jans
Principles in the development of agricultural policy, Tyrus R. Timm
Principles and techniques in Extension education, Kenneth F. Warner
Livestock marketing for Extension workers, John G. McNeeley.
Rural sociology for Extension workers, Edmund deS. Brunner
Agricultural credit, Carl Colvin
Principles in the development of youth programs, R. O. Monosmith
Public relations in Extension education, William L. Nunn
Extension information service, W. B. Ward
Rural recreation, Stewart G. Case
Individual farm and home development, James E. Crosby, Jr.
Principles in the development of young men and women's programs, E. W. Aiton

Wisconsin, June 6-25

Philosophy of Extension work, W. W. Clark
Development of Extension programs, (Pending)
Evaluation of Extension work, Gladys Gallup
4-H Club organization and procedure, T. T. Martin
Rural sociology for Extension workers, D. G. Marshall
Extension methods in public affairs, J. B. Kohlmeyer
Farm and Home planning program, E. P. Callahan
Extension communication, M. E. White

Arkansas, June 27-July 15

Evaluation of extension work, F. P. Frutchey.
Development of Extension programs, J. L. Matthews
Effective use of information media, O. B. Copeland

University of Wisconsin, Madison

University of Arkansas, Fayetteville

Psychology for Extension workers. Paul J. Kruse
Organization and procedures for 4-H Club and YMW programs, George Foster
Farm and home development, (Pending)
Use of groups in Extension work, Ralph J. Ramsey
Extension education in public policy. (Pending)

Prairie View, June 13-July 1

4-H Club organization and procedure. Lonnie L. Safley
News, radio and visual aids, Sherman Briscoe
Nutrition for Extension workers. Evelyn Blanchard
Rural Sociology for Extension workers, Bardin H. Nelson
Rural health problems, Helen Robinson
Farm housing, W. S. Allen

FELLOWSHIPS

(*Continued from page 33*)

Sarah Bradley Tyson Memorial Fellowships

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. This year the association is making available two such fellowships.

Applications are made to Mrs. Walter G. Fenton, Chairman, Education Committee, Morawian Drive, Route 5, Box 125, Mount Clemens, Mich.

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 excellent 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, Ithaca, N. Y.

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, Ithaca, N. Y.

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 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 have a considerable term of service to Extension still ahead and who take and satisfactorily complete the course in extension supervision.

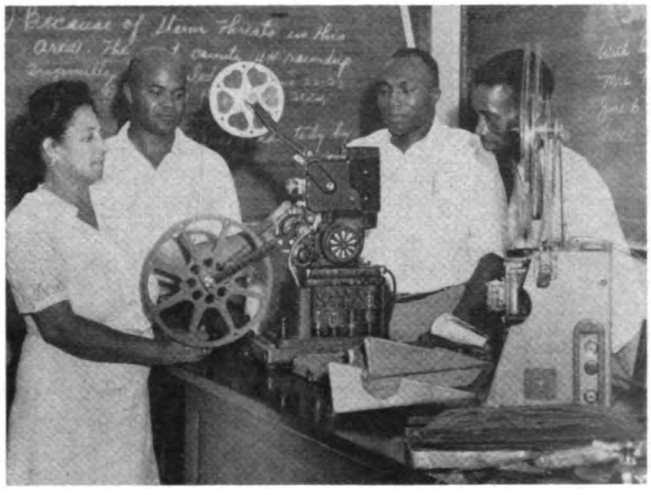
Applications should be made by May 1 through the State directors of extension to the director of the regional extension summer school at the institution where the extension supervision course is given. For 1955, Cornell University is the institution to which application should go.

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

(*Continued on page 38*)

Extension summer students at Colorado A. & M. enjoy their annual picnic west of Fort Collins, Colo.



Agents taking visual aids course at Prairie View get practice in the operation of a motion picture projector.

Popular Neighborhood Libraries

NINA ROSS COSTLEY
Assistant Extension Editor, Oklahoma

Norma M. Brumbaugh, State home demonstration agent, talks with one of the Oklahoma Agricultural and Mechanical College library staff members about assembling 22 separate libraries, preparing each book for hard usage, indexing and cataloging.

THE OKLAHOMA Extension Service is pioneering in a new field of service to rural families—the provision of library facilities, operating through the home demonstration clubs. The cooperative pilot project has been underway in Nowata County since last February, and gives every indication of fulfilling its primary purpose of encouraging reading among adults, and proving the effectiveness of providing good reading materials through the home demonstration organizations.

Norma M. Brumbaugh, State home demonstration agent, and Edmon Low, head librarian at the Oklahoma Agricultural and Mechanical College, were responsible for obtaining approval for the project, only one of its kind in the country, and setting it up in the State.

Nowata County, previously without a library of any kind available to the general public, now has a library in each of the 22 communities in the county, each situated in a convenient location for the people of the neighborhood.

The librarian in each community is a member of her local home demonstration club and volunteers her own services and the use of her home as the community library.

When the traveling libraries were rotated for the first time in June, librarians' reports showed that a total of 2,488 books had been checked out by 885 readers. Later reports indicate that the same high level of interest in and use of the libraries is being maintained.

How is it being done?

The funds for purchasing the books and setting up the experimental project were provided by the American Library Association. The Oklahoma A. and M. library staff selected the books on the basis of rural readership surveys indicating what people in other areas had enjoyed reading. The college staff also bound the books with plastic covers, provided bookplates, and the necessary cards for checking the books in and out. They indexed and cataloged the books and provided for the other mechanics of operating each library.

Each of the 22 libraries contains from 100 to 125 books, and serves approximately 50 families. There is a wide variety of fiction, ranging from mysteries and westerns to stories with historical backgrounds. Nonfiction includes biography, sports, science, how-to-do-it books, religion, and a sampling from many other fields. Two-fifths of the books are children's books. There is some duplication of individual books, but in the main each collection is different.

Extension's main job, of course, has been working with the people involved. Miss Brumbaugh and Mrs. Almira P. Abernathy, home demonstration agent in the county when the project was set up, worked together on the county organization.

Before the final approval of the project for Nowata County, a planning meeting was held with representatives of the county home demonstration council. After the agreement of the council to sponsor the project came Mrs. Abernathy's big job of finding 22 homes for the libraries.

Each librarian had to be a clubwoman willing to take the books into her home, devote regular hours each week to keeping the library open and be responsible for checking the books in and out. In addition, the homes had to be centrally located in each community so that the libraries would be easily accessible to all.

When the preliminary work was done both at the college in Stillwater and in Nowata, a dedication day was set. The morning session of the all-day meeting was a training school for

the librarians. At the afternoon session, open to the general public, Shawnee Brown, State Extension Director, dedicated both the service of the women who volunteered to be neighborhood librarians and the use of the books to the people of Nowata County. Explanations of the operation of the project were given by John Stratton of the college library, Miss Brumbaugh, and Mrs. Abernathy.

Two days after the librarians had received the books an open house was held in each community. Members of the home demonstration clubs assisted the librarians with this feature, which was planned to interest the people and to acquaint them with the books available.

In May a reading conference was held in Nowata, partly to keep interest in the libraries at a high level, and partly to obtain a firsthand report of the progress. The first portion of the conference was a panel discussion moderated by Miss Brumbaugh. The volunteer librarian, college librarians, and representatives of the Oklahoma State library participated in a stimulating discussion which revealed and solved some of the mutual problems. It also brought out how much real enjoyment the books are bringing to the women, their families, and their neighbors.

It had not been planned to rotate the libraries until fall, but by June the books had been so thoroughly read that the rotation date was advanced. Just before Mrs. Abernathy's retirement on June 30, the libraries were rotated. Shortly after the arrival of the new home demonstration agent, Mrs. Jane Yeates, some new books were added to each library, creating new interest.

There is some indication already that the example of the Nowata County project is stimulating interest in other places.

"We believe this Nowata project carried on through the home demonstration clubs is proving successful in every respect," Miss Brumbaugh said. "We're grateful to have had the opportunity to put it to trial and hope that through these efforts, good books may be made available to rural people in many other areas of the country."

Your Library Is as Near as Your Mailbox

Books and reading are being emphasized in Montana in many ways through the 4-H and home demonstration programs.

The "Reach Out With Reading" exhibit is one part of an intensive campaign to acquaint Montanans with the pleasures of reading and to tell them where they can get books. Particularly effective at 4-H events, this exhibit has been used at many places in the State since a leader-training school was held in February a year ago. The idea originated at this school with Doris Wilson, assistant reference librarian at Montana State College, and Geraldine G. Fenn, associate State 4-H Club leader.

Miss Wilson used the exhibit first to illustrate a talk in which she described books that the leaders could use in connection with each of the four "H's." The books she mentioned were taken from a list which the Extension Service and the State library extension commission distribute periodically.

The mailbox in the exhibit emphasizes the slogan used in the rural reading program, "Your library is as near as your mailbox." Rural Montanans are especially dependent on the library extension commission which mails books upon request to anyone in the State. Over 25 percent of the people in Montana do not have access to a local library.

Included in the rural reading program are the exhibit, book lists, a series of radio programs, a column in a State farm magazine, other exhibits used at various meetings, conferences, conventions, and a good deal of word-of-mouth "missionarying."

Extensioners, other Montana State College faculty members, librarians, the library commission, and lay people interested in promoting reading have helped with these activities.

Two of the hundreds of young people who saw this exhibit in many Montana towns and learned how to order books by mail from the State Extension Library.

College Seniors Spend Summer as

Home Demonstration Trainees

FIVE fourth-year college girls majoring in home economics worked for a 2-month period this past summer in North Carolina counties as trainee home demonstration agents.

Ruth Current, State home agent, says that the purpose of these trainee scholarships is to give girls interested in working with the Extension Service an opportunity to observe and to receive practical home demonstration experience before they have completed their college training.

Last summer six scholarships were set up. Girls who had completed their junior year of college with a major in home economics were eligible to apply for one of the scholarships. R. W. Shoffner, assistant extension director, explained that the scholarships were awarded to girls according to their college record and according to personal recommendations. The girls receive some compensation for their 2 months in a county, but the principal aim of the trainee program is to better prepare girls for home demonstration work upon college graduation.

The 1954 trainees were: Virginia Mumford of Meredith College who worked in Rowan County; Patty Melvin, Meredith College, who worked in Wayne County; Patricia Gordon, Woman's College of the University of North Carolina, who worked in Yadkin County; Sara Allen, Woman's College, who worked in Columbus County; and Lucille Metcalf of Berea College in Kentucky, who was a trainee in Transylvania County.

In her evaluation report, this is what Virginia Mumford, a Raleigh, N. C., girl, says of her 2-month experience in Rowan County:

"My 2 months' training period here in Rowan County has come to a close. The things I have done, the places I have been, and the people I have met have been worth a 'million dollars' in experience. Extension work is more gratifying and more rewarding than I had ever realized.

"Among observations I have made was the willingness of business firms and city officials to cooperate with the extension personnel. They all seem anxious to help with the extension program in every way they can.

"As a trainee in Rowan County, I had the opportunity of meeting the county commissioners soon after I arrived. I found many friends through the YMW meetings and was glad to know that such an organization had come into being. I had often wondered how 4-H Club members, after graduation from high school, replaced 4-H Club activities.

"I am sure that I have had an easier time doing my student teaching this fall as a result of helping give the 21 demonstrations during July on Housekeeping Made Easier.

"The 4-H Club Week in Raleigh gave me a greater insight into 4-H Club work through the many demonstrations and the many leadership qualities the boys and girls had developed. When I attended 4-H Camp as a counselor with 80 boys and girls, I learned how important it is to let the boys and girls do things for themselves."

Virgina Mumford, Meredith College senior, is now back in the home economics food laboratory at her school.

FELLOWSHIPS

(*Continued from page 35*)

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 YMW 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 Ex-

tension Service, U. S. Department of Agriculture, Washington 25, D.C. by April 1.

National 4-H Club Foundation and Sears-Roebuck Foundation

In 1955, for the fourth year, 50 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. The 6-week training program will again be in the form of a workshop. Time and place will be announced later.

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.

Tribute to John W. Mitchell

Extension Service lost one of its most valuable workers last month in the passing of John W. Mitchell, national leader of Negro work who died at Johns Hopkins Hospital, Baltimore, following an operation.

Mr. Mitchell began his career in Extension as an emergency agricultural agent in three North Carolina counties during World War I. From his temporary position, he worked his way up through 38 years to the highest post ever held in the agency by a member of his race.

Twenty-six years of his services were spent in North Carolina Extension where he was county agent, district agent, and State agent in charge of Negro work.

Twelve years ago, he joined the Federal staff as a regional field agent with headquarters at Hampton Institute, Hampton, Va. In this position, he worked with Negro Extension supervisors in nine States of the upper South, and in recognition of his excellent accomplishments, he was presented a Superior Service Award from the U. S. Department of Agriculture by Secretary of Agriculture Ezra Taft Benson in 1953. That same year, Mr. Mitchell was promoted to the newly created position of national leader of Negro Extension work in the Washington office.

Born in Morehead City, N. C., the late Extension leader held a B.S. degree from Agricultural and Technical College, Greensboro, N. C., an M.S. degree from Central University, Indianapolis, Ind., and an honorary doctorate from Livingstone College, Salisbury, N. C.

In 1953, Mr. Mitchell and Dr. E. B. Evans, president of Prairie View, Texas, Agricultural and Mechanical College, were named "Men of the Year in Service to Southern Agriculture" by the Progressive Farmer magazine. Dr. George Washington Carver is the only other Negro to be so honored.

Mr. Mitchell is survived by his widow, Mrs. Lena M. Mitchell, three sons, three daughters, and seven grandchildren. One son, Talmadge, is following in his father's footsteps as an Extension worker. He holds a master's degree from Kansas State College and is serving as county agent of Pitt County, N.C.

Editorially Speaking

A tribute to the very fine service contributed to the welfare of their fellowmen was recently cited in the Lincoln (Nebr.) Star on the retirement of A. H. DeLONG, Otoe County, and in the Chaunte (Kans.) Tribune on the retirement of LESTER SHEPARD, Neosho County. These editorials speak of the public service of county agents who have given long hours in the interest of farming and rural life.

County Agent Officers

1955 officers elected to the National Association of County Agricultural Agents at the annual meeting held at Salt Lake City are: F. N. Farrington, Dadeville, Ala., vice president; Paul Barger, Waterloo, Iowa, secretary-treasurer; and E. O. Williams, Toledo, Ohio, president.

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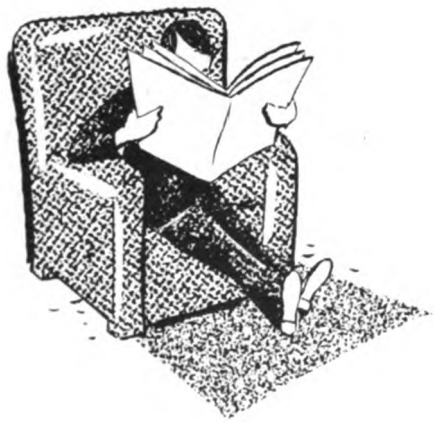

HAVE YOU READ...

FARM MANAGEMENT ANALYSIS. Lawrence A. Bradford, University of Kentucky, and Glenn L. Johnson, Michigan State College. John Wiley & Sons, Inc., New York. 1953.

Here is a fresh view of farm management—one with far-reaching implications for Extension work. Until recent years most farm management thinking was based mostly on comparisons of high-income farms with low-income farms and averages of groups of farms. Farm management workers today are building a new, problem-solving approach based on budgeting and comparisons of marginal (incremental) costs with expected marginal returns.

Bradford and Johnson find much in both the old approach and the new that they consider valid and useful. They undertake to show that a synthesis of the two approaches can be made to conform more closely than either alone to the realities that confront farm people.—*E. P. Callahan, Extension Economist, Division of Agricultural Economics, USDA.*

●

ADULT LEADERSHIP—A magazine for group leaders and teachers. More and more Extension workers are finding helpful tools for adult education in *Adult Leadership*, a monthly magazine (except July and August) published by the Adult Education Association of the USA. The magazine contains adult education news and developments, successful experiences, big ideas, methods, check lists, and resources. It is especially useful in training volunteer leaders, program chairmen, and club officers. Information about the Association and the magazine is available at 743 North Wabash Avenue, Chicago 11, Ill.

●

THE SPIRIT AND PHILOSOPHY OF EXTENSION WORK. Especially valuable for new agents, this book brings together important declarations of the policy and philosophy that have guided Extension work. A compilation of more than 100 papers record the words of many pioneer and present-day Extension leaders covering a period of 50 years. Published jointly by the U. S. Department of Agriculture Graduate School and Epsilon Sigma Phi, national honorary extension fraternity. For sale at USDA Graduate School. Price $4.50.

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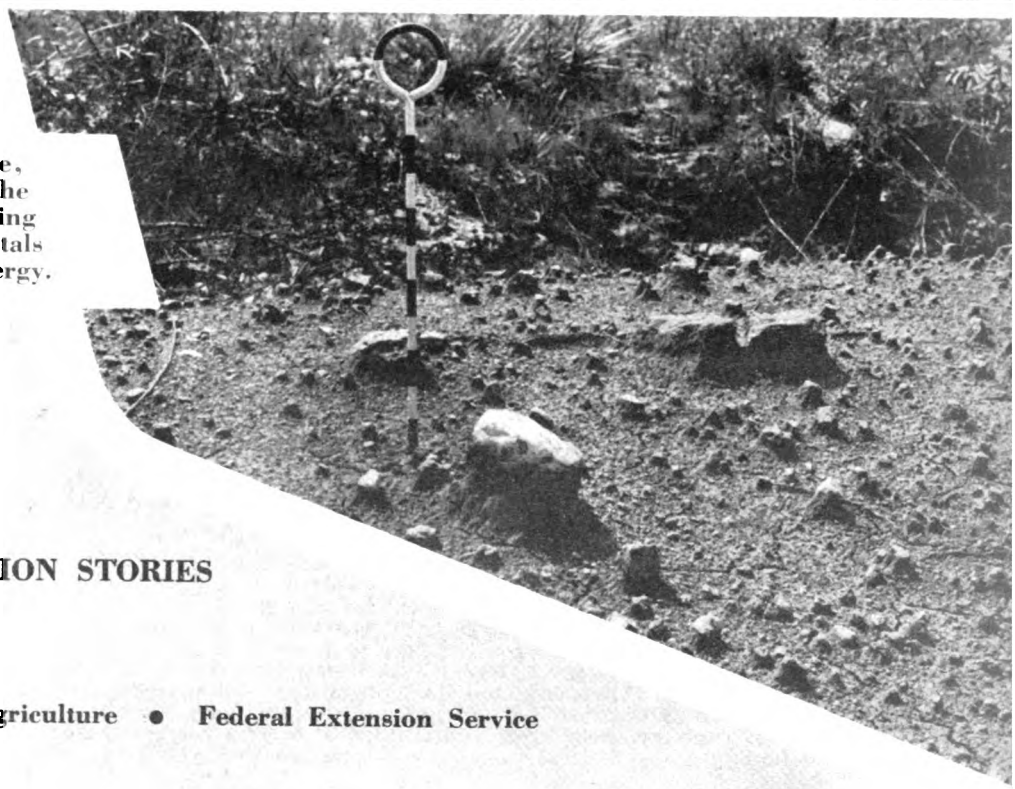
EXTENSION SERVICE Review

MARCH 1955

When the rain falls on grasses and legumes, the energy impact is diverted and the moisture sinks into the soil.



Where the ground is bare, water strikes hard, seals the surface, and runs away, carrying soil with it. Stone-capped pedestals of soil indicate raindrops' energy.

See page 42

OTHER SOIL CONSERVATION STORIES

United States Department of Agriculture • Federal Extension Service

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EXTENSION SERVICE Review

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

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The Mighty Raindrop

Falling raindrops and flowing surface water are both active in detaching and transporting soil on unprotected cultivated areas. The stone-capped pedestals of soil shown in the cover picture show that the force causing the erosion came from above and not from the side as by flowing surface water. The soil particles which were detached fell into the film of water and floated down hill.

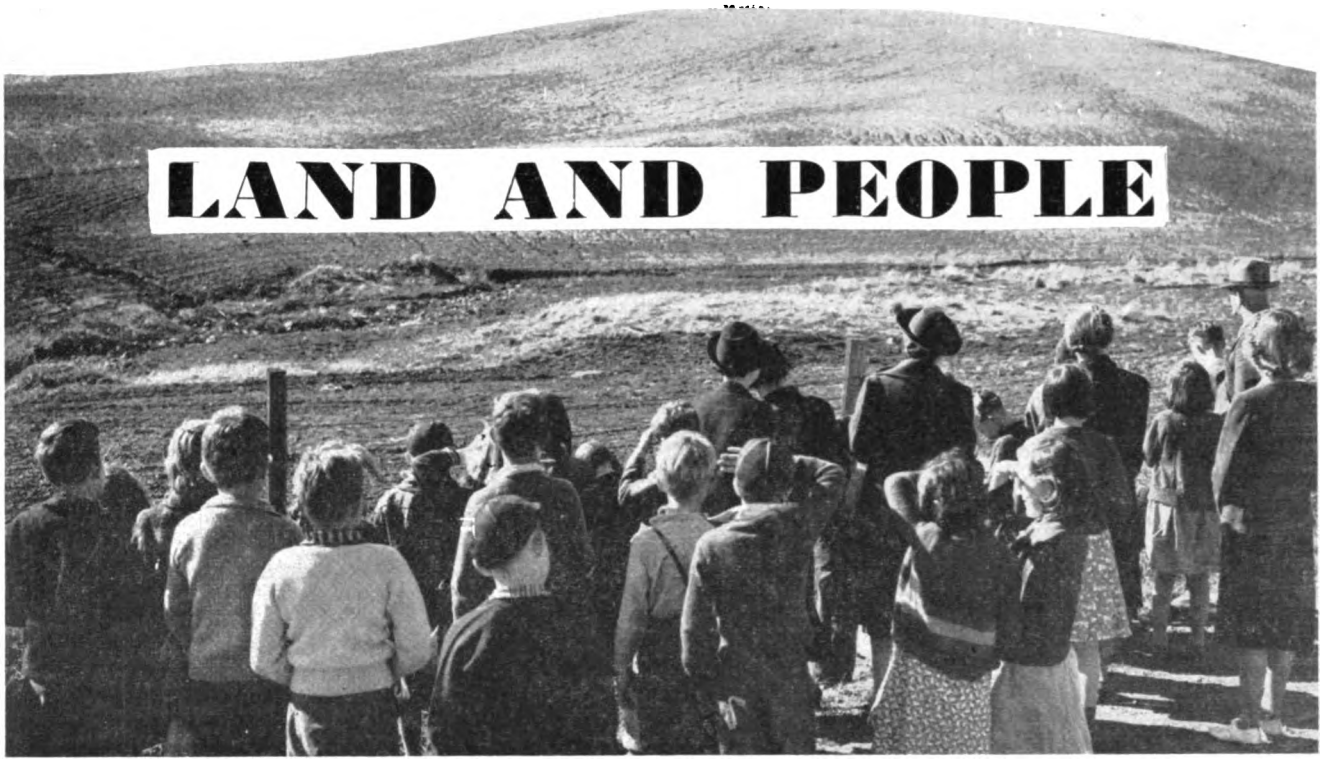
Falling rain can reduce the rate at which water enters the soil and affects its structure, making it droughty and more difficult to cultivate. It is important that farmers and ranchers have an understanding of the deteriorating effects of falling water on their agricultural lands. It will reveal a principle underlying the technical recommendations for soil and water conservation. Similar understanding applies to the principles underlying recommendations for wind erosion control. The cover of grasses and legumes, and to a lesser degree by other growing crops, absorb much of the energy from these falling raindrops.

This is another example of the significance of emphasizing the "Why" in Extension work. The lack of understanding of the principles underlying soil and water conservation will lead to continued land depletion with its harmful effects for people.

—Wendell R. Tascher

EXTRA

If you want an extra copy of this issue for your soil conservation, write the Editor, Extension Service Review, Department of Agriculture, Washington 25, D. C.



Visible evidence of soil erosion

Key factors in farm and home planning and development

W. R. TASCHER
Extension Soil Conservationist, U.S.D.A.

PRODUCTIVE agricultural land is among the most prized possessions of peoples fortunate enough to have it. We in the United States still have much highly productive land that is not under cultivation. However, we have much that has broken down under our systems of management and needs maintenance, repair, and improvement. It is no longer a natural resource in the original sense but rather a resource to be husbanded with consideration of the needs of our people and its production potentials.

The past quarter century has seen a revolution of thinking and action in the care of our land resources. The ingenuity of people and government are being allied to get results under our democratic ways. Every step is challenged by the rigidity of our cultural status. Every new research finding must be tested by farmer experiences and win its place in the minds of men.

The gradual decline of land productivity has been an insidious thing because of its almost imperceptible change from year to year. Each generation tends to accept lower yielding capacities and problems of land management as normal. This condition has been aggravated by the lack of good farm records and dependable observations which would reveal the problems. The rebuilding process appears to follow a different pattern in that striking results in increasing productivity of most lands may be obtained in a few years.

This rebuilding, repair, and improvement of the agricultural land will be done when our people everywhere come to understand the meaning of conservation. The Soil Conservation Service in a policy statement says, "Soil conservation has come to mean proper land use, protecting land against all forms of soil deterioration, rebuilding eroded and depleted soil, improving grasslands, woodlands, and wildlife lands, conserving water for farm and ranch use, proper agricultural drainage, irrigation, and flood prevention, building up soil fertility, and increasing yields and farm and ranch income. Modern conservation farming includes achieving not only these objectives but also efficient, abundant production on a sustained basis for the national welfare." One of Extension's opportunities is to help extend an understanding of soil and water conservation.

Tell It Well

Although we have come a long way in the spread of public interest in land, the application of soil conservation to the land is reported on only about 30 percent of the acreage needing it. Much remains to be done. Educators, businessmen, and government personnel are concerned that every one has a stake in how well

conservation is done. Perhaps urban people have the least understanding of the importance to them of productive land resources. This is especially significant because of the preponderant population in urban areas as compared to that on farms.

It is well for us to consider the tools available for moving ahead with soil and water conservation. Among them are education, crop controls, technical assistance, credit, tax deductions, cost sharing, and watershed legislation. Full use of these tools requires an understanding of their application to particular farm family situations. Farmers who adopt recommended soil and water conservation practices are more appreciative of these tools today than ever before.

As farm and home planning work is carried forward by the Cooperative Extension Service, it is likely that it will reveal the critical nature of the land and water factors in the management problems in low-income areas. Experience indicates that adoption of recommended soil and water conservation practices is often the key that unlocks other opportunities.

Under New Management

In a similar way attention to rebuilding and improving land resources may be one of the easiest ways in which young farmers can become landowners and operators. Depleted land, with good inherent productivity, when available at reasonable prices can be treated in an orderly way under a good plan and, in a surprising number of instances, not only become a sound operating farm unit but also contribute its full share to local governmental costs and local business. It is probable that many of the so-called wornout lands will become, under "new management," homes of prosperous and happy farm families.

Conservation Costs

According to an estimate, the value of farmland in the United States in 1954 was 65.6 billion dollars. The maintenance of this land at a high degree of efficient productivity will require increasingly larger investments in many items such as fertilizers, drainage systems, irrigation, seedings, and cultural treatments. This is true partially because of depleted natural fertility and the economic need for higher levels of crop production. The size of the financial returns to the farmer and rancher from wise investments of this kind are as yet not fully understood by the farmer or public.

The additional cost of food to the consumer as a result of the increased costs of land maintenance generally is not taken into account in determining food prices. The investment in goods and services to keep the land plant of the United States in good running order is destined to be one of the important factors in maintaining a vigorous national economy.

Personal Satisfaction

Many would agree that other important values are involved. They point out that health and happiness are also tied closely to the land. The availability of clean potable water is important. Well-stocked fishing streams, lakes, and ponds are attractive to many. Green-clad hills with the curved lines of contoured fields appeal to the sense of beauty. Wooded areas on the land too steep to cultivate vary the landscape and offer refuge and food for wild animals. All these and more are possible only with intelligent use and care of the land, and they contribute directly to the happiness and welfare of people.

Children in elementary classes of urban schools in Trail County, N. Dak. are taught soil conservation.

Congratulations to the Forest Service

CONGRATULATIONS to the United States Forest Service on the occasion of its Golden Anniversary—February 1, 1955.

The performance of the Forest Service these past 50 years has been characterized by superb service to the American citizenry. The Forest Service is well known for its threefold activities, cooperation with the States and with private landowners, forest research, and stewardship of the national forests.

The Extension Service, federally and statewide, is thoroughly cognizant of the splendid cooperation the Forest Service has extended to all Federal, State, and private agencies and with private landowners themselves. Most obvious in this regard are the multitude of forestry publications, both technical and popular, which the Forest Service has made available to all who seek the information, to say nothing of the numerous visual aids, motion picture films, and other materials and technical assistance ready for the asking. An important cog of the State extension forestry program is the Forest Service cooperation among States in the tree-distribution program.

In the field of forest research, the Forest Service enjoys international prestige. Research findings have been the backbone in the development of forestry subject matter so necessary in carrying out programs among landowners and industry.

In the administration of the national forests the Forest Service has with extreme tact carried out the admonition of the then Secretary of Agriculture James Wilson when on February 1, 1905 he said these public forests should be managed for "the greatest good of the greatest number in the long run." The success in this regard is exemplified in last year's National Forests report on 25 million visits by persons seeking outdoor recreation.

Yes, the Extension Service is proud to be a colleague of the Forest Service in the U.S.D.A. and congratulates the Forest Service for a half century of work marvelously done.

City folk and farmers study

Source and Control of Water

WATER USERS of the city of Baltimore, Md. and farmers in the watershed area have a common interest. People in Baltimore need the water from the watershed, and the farmers need the land that washes away into the reservoirs and harbor. The problem of siltation and sedimentation has been serious for this city.

Not only has sedimentation interfered with transportation in the harbor, but for many years it has seriously interfered with development of a dependable water supply.

Baltimore's first water supply reservoir, Lake Roland, was built on Jones Falls in 1862 with a capacity of 400 million gallons. Within 10 years the city was forced to begin sediment removal. By 1900 it was necessary to dredge more than 435,000 cubic yards from the lake at a cost of over $83,000. The reservoir was finally abandoned as a source of water supply in 1916.

In 1881 the city constructed a second reservoir, Loch Raven, on Gunpowder Falls at a cost of $321,000. Although 500,000 cubic yards had been dredged from the reservoir between 1896 and 1900, the original storage capacity of 510 million gallons was reduced to 78 million gallons by 1900.

Dredging of the reservoir continued up to 1912, by which time an estimated 2,200,000 cubic yards altogether was removed at a cost of $400,000. In 1912 a new and higher Loch Raven Dam was started. This dam was raised in 1922, and in 1933 another large reservoir was created upstream by the completion of Prettyboy Dam.

To show folks how the problems of the Baltimore City water supply are closely associated with soil and water conservation on farms in the watershed area, a tour was held last summer. About 100 people got a firsthand impression of what siltation can do when Baltimore County Agent H. B. (Hobby) Derrick gave his talk right in the middle of Paper Mill Road bridge, which spans the upper part of Loch Raven reservoir. This is the main reservoir in the Baltimore City water system. Mr. Derrick explained how siltation affects the water storage capacity of the reservoir.

Nature couldn't have cooperated better with the veteran Extension worker. A hard rain had fallen in Baltimore County between 2 and 4 a.m., 9 hours before the group assembled on the bridge. Soil was being carried into the reservoir in swirling torrents.

Facing Paper Mill Pond, a part of Loch Raven Reservoir, a group of Baltimore County residents see the real and the photographed evidence of siltation that resulted from lack of soil conservation.

To illustrate his talk, Mr. Derrick exhibited three Soil Conservation Service photographs taken of that part of the reservoir in view of the group. One of the photos was taken in 1938, one in 1943, and the other in 1952. They showed the progressive buildup of silt in the reservoir.

Mr. Derrick explained to the group how the siltation, which was already very obvious in the 1938 picture, had greatly increased by 1943. By 1952, large trees were growing in the soil deposits in this part of Loch Raven reservoir.

County Agent Derrick, who is also secretary of the Baltimore County Soil Conservation District, told his audience that this soil came from farms in the upper section of Baltimore County and that it contains organic matter accumulated over the past hundreds of years. It also includes manure, lime, and fertilizer incorporated into the soil to produce better crops. This is a tremendous loss to farmers.

Louis Ningard, watershed manager for the Bureau of Water Supply for Baltimore City, told the group that with the increase in Baltimore's population, the demand for water also increases. New water reservoirs are being built, but he emphasized that concern with water conservation does not stop at building new water reser-

(*Continued on page 63*)

The Soil Survey Is Basic

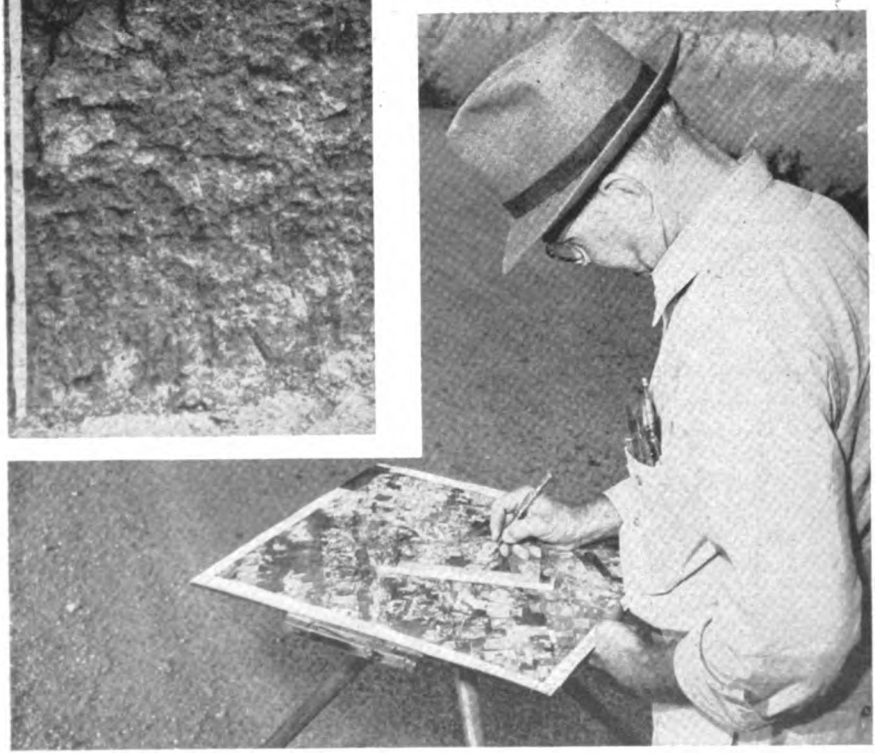
J. G. STEELE
Soil Scientist, Conservation Service, USDA

FARMERS today more than ever before need to know facts about their soils. One farm often includes at least five or six soils, and sometimes more, that differ from each other enough to have different capabilities and potentials.

Some of the differences are easy to see. We know that the soil on a steep slope will erode if we cultivate it without strip cropping, cover crops, or other soil-saving practices. But holding topsoil on sloping land is only one of the goals of modern soil conservation.

We need to select high-yielding varieties of crops, good pasture mixtures, a good fertilizing plan, and tillage methods that keep the soil crumbly and don't let it bake. We need to know how each soil behaves. On some soils, a small amount of phosphate on pasture gives no response, but a heavy application pays good returns. Other soils, perhaps on the same farm, don't respond to phosphate.

Left, a soil profile.
Below, a soil map in the making.



We need to know how to drain wet soils, and how soils behave if they are irrigated. The extension agent or the soil conservation technician who advises farmers cannot afford to guess about what the soils will do. He needs the results of experience beyond his own, and so refers to the work of soil scientists, and makes use of soil maps of farms, soil handbooks and technical guides, and published soil maps and reports.

Each farmer who signs up as a cooperator with his soil conservation district receives a soil map along with his farm conservation plan. Usually this map shows, by colors or in some other way, the capability of each kind of soil for longtime use. In many places the soil and land capability map is made by putting lines and symbols on an aerial photograph of the farm. Soil symbols are keyed to the name by which each soil is known, and variations in slope or degree of soil erosion are often shown by extra letters or numbers. The soil name itself is only a useful way to refer to the soil description and the interpretations of what the soil will do.

Soils men of the Soil Conservation Service, with the help of Extension and experiment station personnel, prepare soils handbooks for counties or other local work areas. These are for use until the soil surveys can be completed and published. Each handbook contains the soil-mapping symbols used in the area, description of the soils, soil names if they are well established, and useful facts about each soil. Even in temporary form, the handbook is a useful reference for anyone who needs to advise farmers about how to manage their soils. It is not suitable or available for general distribution.

You cannot judge a soil, and a soil scientist doesn't attempt to describe or even identify one, by looking at the surface alone. It is necessary to look inside, and study the layers that make up the entire soil profile; and

(*Continued on page 63*)

A farm pond (left), properly managed may serve in addition to a source of water for cattle as a recreation center (above) for family and friends.

Byproducts of Farm Ponds

THE BOLL WEEVIL that invaded Montgomery County, Ala., back in 1914 literally changed the face of the land. Five thousand acres became artificial farm ponds.

The pest caused farmers to turn hundreds of cotton fields into pastures for cattle, and cattle production gave rise to artificial farm ponds.

Such ponds could be tallied 40 years ago. Today they are so numerous there's one or more in sight from almost anywhere in the county. Lem Edmonson, agricultural agent of 37 years' service in Montgomery County, says over 1,400 ponds—possibly more than in any other U. S. county—now pay off in cash and fun and are part of daily living in this area.

Cotton to Cattle

The ponds furnish water for the county's big livestock program, for irrigation, excellent fishing, and help control the water runoff, thus reducing erosion. They range in size from a half-acre to 30 acres and average about 4 acres each. Some 5,000 acres are covered with water.

Mr. Lem, as the county agent is affectionately called, recalls, "Until the boll weevil hit us in 1914, every farmer lived and breathed cotton. That's about all we had, all we knew. As the weevil took a heavier and heavier toll from our cotton, we had to look for other sources of income. We reduced our cotton acreage and did a better job of controlling the boll weevil, but needed something to supplement cotton.

"Cattle looked like the best bet," he said. "And we went into both beef production and dairying in a hurry. Today the city of Montgomery is called the cow town of the South, and Montgomery County ranks 43d in cattle production among the 3,070 counties of the United States.

"What has this to do with farm ponds? Well, when our farmers started with livestock they quickly ran into water problems. In much of the county, creeks and springs were few and far between. We had to have more watering places if we were to raise livestock.

Runoff Water

"To solve this problem, farmers began building ponds to catch and hold runoff water. As early as 1915 a few ponds were constructed. In the years that followed, the number of ponds increased faster and faster.

"As research pointed to better pond management practices, the ponds furnished better fishing. Proper construction, fencing, stocking, fertilization, and weed control have resulted in cleaner water for livestock and an important food item of 1,500,000 pounds of fish. That's a conservative estimate. Naturally, more ponds meant more opportunity to fish, and our county has become quite a recreation center."

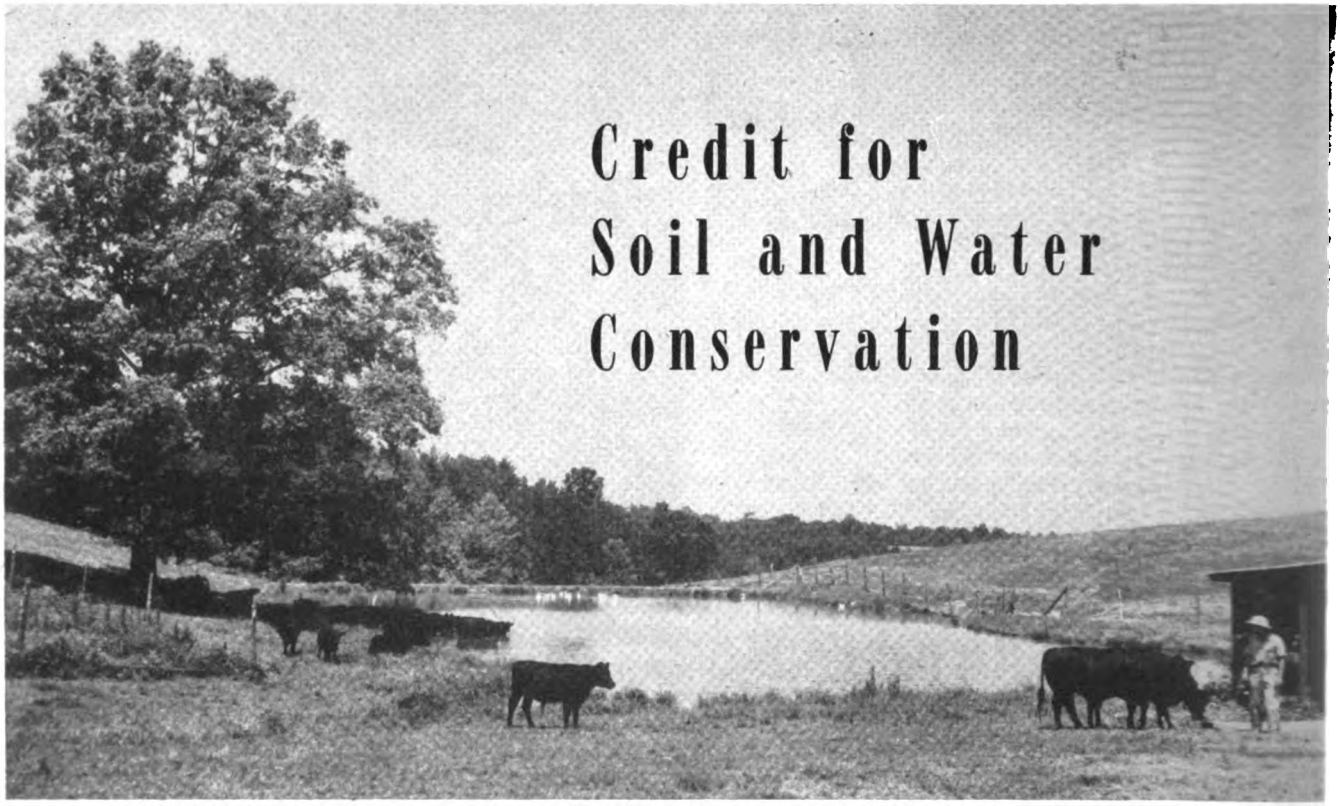
For Recreation, Too

Mr. Edmonson estimates that some 45,000 people in the county use the ponds, including owners and their families and city people who pay fees to fish.

The ponds stay busy in spring and summer. Family picnics and fishing parties seem to be without end. And many a tired farmer or his businessman friend from the city ends the day with a pole in his hand.

Mr. Edmonson says the ponds have a tremendous influence that most people might not recognize. They have done much to bring a better understanding and mutual respect between city and farm people.

Credit for Soil and Water Conservation



A farm pond like this one protects against drought. Financing may be made through the Farmers Home Administration.

ALMOST every farming community in America has too many unsolved problems of soil conservation, water use, or water conservation on its farms. One major reason has been the lack of adequate financing.

The 83d Congress enacted legislation to help correct this situation. The new law authorizes the Farmers Home Administration to make insured or direct loans to eligible farmers and nonprofit organizations so that they can carry out good soil and water conservation practices.

The loans help farmers improve, protect, and properly use farmland. They provide financing for soil conservation; water development, conservation, and use; and drainage.

Loans will be made to carry out only the types of soil and water conservation practices that are in accord with the recommendations made by the Extension Service and the Soil Conservation Service.

Individuals or associations may use loan funds for such improvements as constructing and repairing terraces, dikes, ponds, tanks, ditches, and canals for irrigation and drainage, waterways, and erosion control structures. Other uses include sodding, subsoiling, pasture improvement, brush removal, basic lime and fertilizer applications, fencing, tree planting, well drilling, and the purchase of pumps, sprinkler systems, and other irrigation equipment.

The Farmers Home Administration can insure loans made from funds advanced by private lenders up to a total of $25 million each year. It can also make direct loans up to a total of whatever amount Congress appropriates annually. Whether insured or direct funds are used, the Farmers Home Administration makes the loans, collects the payments, and services the security.

The applicant applies for the loan at the county office of the Farmers Home Administration. The agency's county committee determines the applicant's eligibility.

To be eligible, an applicant must be a citizen of the United States and a farm owner or operator unable to get the necessary credit on reasonable terms and conditions from private or cooperative sources. Adequate farm experience or training is another requirement. In addition, definite plans must be made to improve a farm on which the operator is primarily engaged in farming.

Nonprofit organizations such as incorporated water users' associations, mutual water and drainage companies, soil conservation districts, irrigation and drainage districts, and grazing associations are eligible if unable to get adequate credit elsewhere and if able to meet certain other requirements.

Individuals can borrow up to $25,000, but the average application is for less than $7,000. Association loan ceiling is $250,000.

Repayment schedules depend on the borrower's ability to repay, but no loan is made for a longer time than the useful life of the security. No repayment schedule for loans to individuals will be longer than 20 years. Association loans are repaid on the same basis except that in ex-

(*Continued on page 62*)

Minnesota's soil conservationists are...

Educator-Expediters

HARRY R. JOHNSON
Extension Information Specialist, Minnesota

To SPEED UP on-the-farm *adoption* of conservation practices in Minnesota, the State Legislature voted funds 4 years ago for the salaries of nine soil conservation agents. Each was located in an organized soil conservation district and shared offices with the county extension agricultural agent, working with him and his staff.

This additional service came about through action by the Minnesota Association of soil conservation district supervisors. They were convinced that the practice of conserving water and soil could be increased through an educational program with farm families, who are the ones to make the final decision on putting recommended practices to work.

Here, for example, is how one soil conservation agent operates. Jay E. Ellis, agent in Buffalo, Wright County, some 50 miles west of Minneapolis-St. Paul, started out on a new plan a few months ago, shortly after he went on the job. He planned to bring together a group of farmers for two or three meetings this winter and give them training and facts on soils, farm management, and other conservation related topics.

With the help of the local Agricultural Stabilization Committee and Soil Conservation Service, three farmers from each township were invited to the meeting and most of them came. At the end of the program, Ellis asked the men if they were interested in playing host to small group meetings for their neighbors. Fifteen such meetings are now taking place and the SCS technician and Ellis are attending each one.

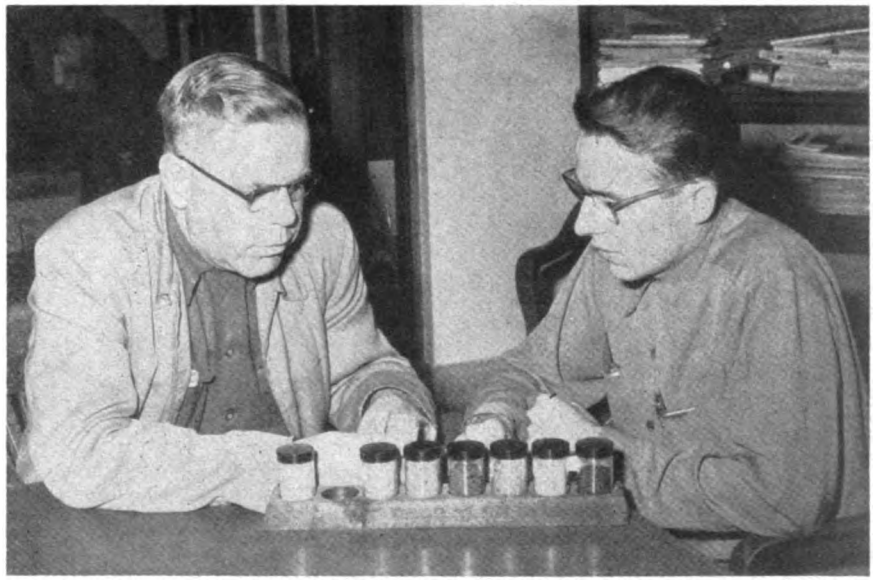
Washington County's 1953–1954 program, headed by Soil Conservation Agent Clifton Halsey of Stillwater, emphasized grassed waterways because Halsey found they were needed on many area farms. Grassed waterways were a main topic at 18 winter neighborhood group discussions where Halsey and SCS technicians used colored slides and diagrams to explain how a waterway works and how to plant and maintain one.

Two grassed waterway demonstrations were held by neighborhood farmers with guidance from Halsey and SCS workers. At the Washington County Fair soil conservation booth, gully erosion and soil loss were demonstrated with soil troughs, grass, and artificial rain as an automatic slide projector portrayed good and bad practices, their reward or penalty.

This program was designed to stimulate interest among organized groups and bring them the conservation story. The whole range of educational tools—meetings, radio programs, demonstrations, films, field days, newspaper articles—carried the grassed waterway message. This year, Halsey is featuring cross-slope farming the same way he hit grassed waterways in 1953–1954. All this is in addition to his regular program of soil testing, tree planting, fertilizer education, and overall farm improvement.

Halsey says, and his experience is echoed by other soil conservation agents, that much educational activity has to take place before farmers begin to use the services of a new soil conservation staff. For a time after the program wins acceptance, there are often more requests than SCS technicians can handle.

"When farm plans are made, some men adopt new practices readily, while others look at the plans and do not understand or like them and file them in the spare-room bureau upstairs," Halsey writes. "Now, most people are sold on conservation, but have yet to put it to work." Halsey and the others are in the big, long push to get conservation practices used.



Nick Weyrens (left), Extension agent for West Otter Trail County, discusses fertilizer needs with John Mulvehill, soil conservation agent, Fergus Falls, Minn.

The Human Side of Conservation

DR. E. J. NIEDERFRANK
Rural Sociologist, Federal Extension Service

I FIRST LEARNED about soil and water conservation when, as a small boy, I helped my father put in some small concrete brush dams across a little gully in one of the fields on our farm in northeast Iowa about 1915.

Some of our neighbors laughed at us, especially later in the season when we got tangled up on one of the dams with a corn cultivator. A few years later I forgot about the dams and hit one of them with the tractor and plow. But that was only because they had done such a good job of holding back the silt that the dams were no longer easily visible. By that time we had no gullies in that field but a wide, well-grassed waterway.

In those days, the very idea of fertilizing a pasture would have been ridiculed. Pasture and woodlots were something to be tolerated; they were not main crops. Fields with gullies or slopes thinned out on top were turned into pasture, not to prevent further erosion but because the land was not good for anything else. Today it's another story.

What does soil and water conservation mean to you? Does it not mean good land care, land management for more income, land use and treatment for maximum total productivity of the farm, managing the crops and land so that the land will have high erosion resistance for greater production? Still more specifically these practices may mean proper fertilizer treatments, grass waterways, terraces, division dams, contour farming, grassland farming on the slopes, cover crops, watershed protection, and many other conservation practices. There is now a rising interest in growing trees and in producing wildlife for sportsmen as compared to the former idea of protecting a shrinking supply. We know that heavy land cover gives greater erosion resistance and protection of water supplies.

All these are examples of positive, specific conservation practices that harmonize with production ideas of our society. When you teach in terms of meaningful ideas and practices, they are more likely to be learned, believed, and followed. The forces of conservation philosophy must be identified with the forces of production and consumption. At the same time conservation consciousness is being learned.

Conservation education is effective only as it takes hold in the hearts and minds of people. Folks have to believe it is important; then they have to make it a part of their habits. It has to become a part of family thinking and family patterns of doing. Conservation education is a continuous task, too. Every oncoming generation has to learn the same lessons. And the younger the better.

For Community Welfare

Where the land is neglected, depleted, and eroded, production goes down hill, family income is less churches and schools decline, community spirit is low, young people move away. But where these same lands are put under proper soil care and management the land builds back, farm income goes up, family living is on a higher plane, community organizations and services succeed and more young people are interested in agriculture and the home town.

The understanding and practice of conservation is a part of Extension's basic objective to help people lift their whole cultural level. Plenty of evidence exists, not only in this country but from experiences throughout the world, that family and community welfare go up or down in about the same relation that conservation prac-

Seventh grade pupils mulching an eroded area on their school grounds.

Among the guests on a 4-day holiday for Soil Conservation Awards winners were Wendell R. Tascher, USDA, Ken McMicken, General Manager of Litchfield Farms, Arizona, and Donald Settle. See story on page 62.

tices are applied and the land cared for. Human character is affected, too. Responsible stewardship in care of the land often develops character and responsibility. The attitudes of people are reflected in their care of both land and community. Where individuals care for one they also are concerned about the other.

The Educational Job

It is the job of professional agricultural workers and leaders to reach and teach people to turn conservation ideas into beliefs, practices, and habits. It takes skill and art in adult education.

What are some rules of thumb in the art of teaching conservation? Practically every soil and water conservation practice, no matter how small must be thought of in terms of the family and the whole farm. It will have some relation to one or other parts of the farming operation and family situation, perhaps to field layout, fertilizer treatment, kinds and acreages of crops, crop rotations, sources and amount of income, building uses, machinery, and kinds and amounts of work on the place.

Families must consider members' ages, type of farming preferences and abilities, managerial sense, mechanical skill, ambition and interest, relation to neighbors, feeling of stewardship or responsibility toward land, and attitude of the landlord. Before a conservation investment can be made, the family will need to discuss whether or not John should go to college, whether the new running water system can wait, or whether a hospital bill must be paid first.

Families are not easily motivated to conservation practices or adjustments, especially those that call for considerable change in farming operations and habits. They appreciate the counsel that helps them analyze the various phases of their farms and family situations and come to wise decisions.

Motivating Forces

Every family has some primary motivating values. Some families may be concerned only with maximum current production—the highest yields year by year. Others may have a certain feeling of stewardship responsibility—a feeling about conservation in relation to the next generation, to Nature, and to God. To others, conservation may be a family practice learned from father or grandfather. To some it may also be part of one's pride in the appearance of the farm. Very often neighbor approval is important. In still other cases it is a matter of keeping up with a son who is or wants to be a more scientific farmer.

The Extension teacher must continually discern and be aware of primary motivating values of the people with whom he works—each farmer and his wife, each neighborhood. Then relate conservation appeals and teaching to these values.

Local Leaders Help

In a county conservation campaign, think in terms of neighborhood, of community, of the natural or in-

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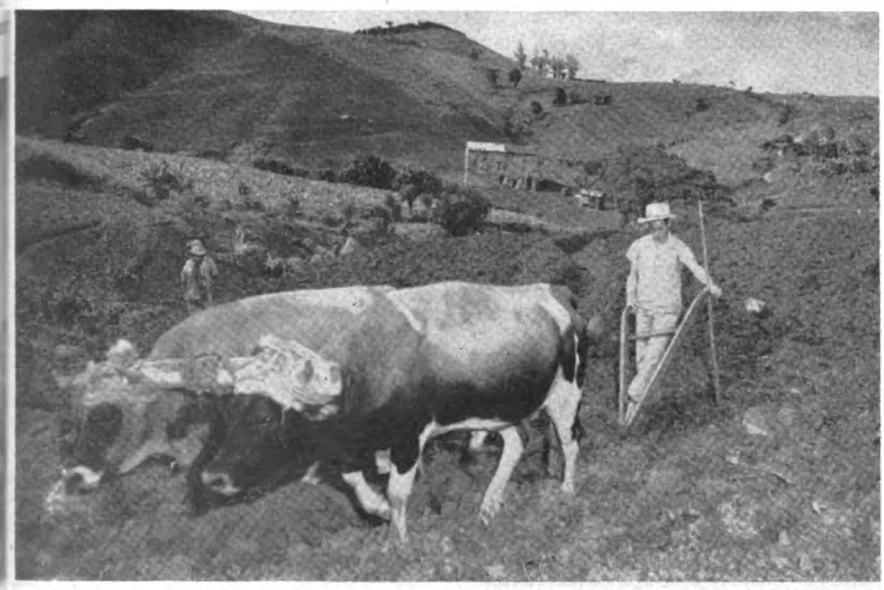
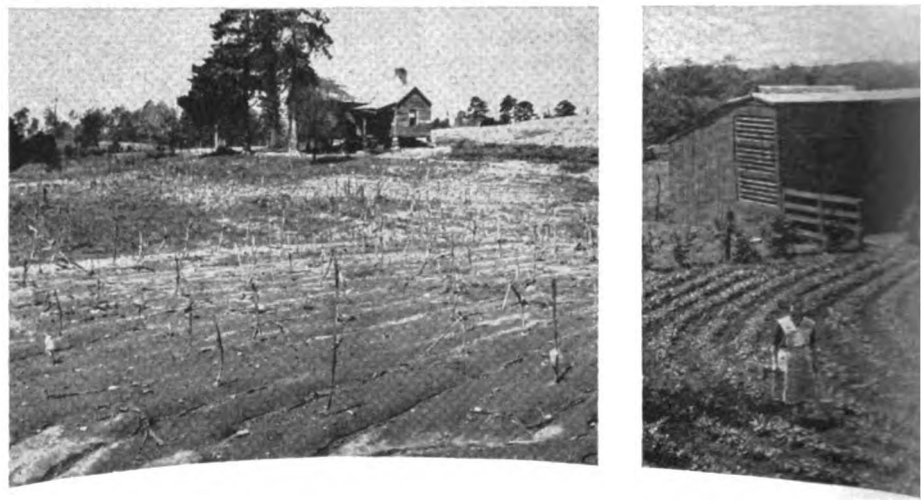


Alfredo Rivera, 4-H Club winner in Puerto Rico's soil and water conservation program, has only a yoke of oxen for power, but uses them to plow on the contour and to maintain his contoured ditches.

National 4-H Field Crops Program Revised

Gerhard Koehler and son, Harry, of Yoakum, Tex., inspect seed pods of soil improving guar. They are working with the 1955 field crops program which has been revised. This year four gold-filled medals of honor are being offered at the county level instead of two. The program deals with the use of land and the good farming practices relating to efficient field crops production. In almost all counties, 4-H Club members interested in field crops are eager to advance the use of recommended production methods, which relate to sound land-use.



A contrast in farming methods shows the value of contour farming for retaining soil and water.

Is the timelag too long before you

Relay the Results o

Soil and Water Conservation Research Branch, Agr

IT BEHOOVES all of us—research people, field workers, and educators—to remember that we have not done anything really useful until what we have learned reaches the people who make the decisions as to how the soil and water of this country are going to be used.

Extension workers have an extremely important part in the task of conserving and improving the soil and water resources of the Nation. Education based on the findings of scientific research is essential if we as citizens are to make our individual and group efforts effective and extensive enough to meet the challenge that confronts us. We are not yet farming well enough and otherwise using our resources with sufficient wisdom to assure the future security of our country.

In the Soil and Water Conservation Research Branch of the Agricultural Research Service, we are trying to learn which problems are most in need of scientific study and to allocate our research resources to best advantages. Working in cooperation with the State experiment stations, we do both basic and applied research, but in all cases concentrate on principles that can be applied widely. Perhaps the nature of the research can best be told by citing examples.

Research on wind and water erosion in the Great Plains has shown that those tillage methods which preserve wheat stubble at the surface are the most effective. Wheat yields in the drier areas have proved to be at least as high in stubble mulch farming as from conventional plowing methods.

A contrast in grass management and utilization.

In the Pacific Northwest, wheat rotations that include legumes and grasses are found to permit much less soil loss than alternating wheat and fallow and wheat-pea rotations.

In Colorado, mountain meadow hay yields have been increased from less than a ton per acre to about 5½ tons, and quality has been improved to a comparable extent, by combining good practices in fertilization, harvesting, and control of irrigation water. Similar results have been obtained with several other crops.

Studies of irrigation water requirements by different crops, recharge of ground water, methods of conveying and applying irrigation water, drainage of irrigated land, and salinity control are in progress at various locations in the West. Results from these studies are used in recommending practices for the efficient use of irrigation water.

In Iowa and South Carolina, efforts are being made by teams of Federal and State scientists to find out why crop yields are often cut by mulch tillage and to develop corrective practices so as to permit the use of this effective method of controlling erosion in the humid region.

In Wisconsin one line of investigation seeks better methods to renovate pastures on steep slopes without opening them up to runoff and erosion. Interplanting of grasses and legumes in wide-row corn is being studied as one means of using corn occasionally in steep-land rotations. Problems involved in terracing, stripcropping and the use of cover crops for erosion control are being studied in various parts of the East.

Research

ROBERT M. SALTER
ral Research Service, USDA

Irrigation methods that will be profitable in years of generally normal rainfall as well as in dry periods are sought in studies on when and how much to irrigate, crop and soil management practices geared to irrigation, improvement in design of irrigation systems, and development of water supplies.

Organizational Responsibilities

The Soil and Water Conservation Branch has two geographic sections, the Eastern and Western Soil and Water Management Sections, which seek to develop improved soil and water management practices; and three sections which deal with principles underlying the development of practices—Soil and Plant Relationship Section, Fertilizer and Agricultural Lime Section, and Watershed Hydrology Section.

Farmers and professional workers in conservation and reclamation are especially interested in the work of the U. S. Salinity Laboratory at Riverside, Calif. Practical application can be found for much of the information published in 1954 in Agricultural Handbook No. 60, Diagnosis and Improvement of Saline and Alkali Soils. Research into salinity problems has resulted in the design of new equipment that can be taken into fields to diagnose saline conditions and thus help farmers prevent crop failures.

Watershed hydrology research includes investigations on natural watersheds at nine centers in Maryland, Virginia, Florida, Ohio, Wisconsin, Michigan, Nebraska, Texas, and New Mexico. The watersheds range in size from a few acres to several thousand. The researchers at these locations study cause-and-effect relations in water yield, peak discharge and infiltration obtained under various conditions of soils, land use, watershed size, and climate.

At the St. Anthony Falls Hydraulic Laboratory in Minnesota, box inlets, straight drop spillways, chutes and other structures employed in the soil conservation program are designed, tested, and improved. Standardized designs are developed. The Stillwater Outdoor Hydraulic Laboratory in Oklahoma is known especially for its work on grassed waterways used as terrace outlets and for other purposes. Permissible velocities of water for various grasses and soils in waterways have been determined.

If you want to know how fast a reservoir at a certain location would fill up with silt, or if you need to know whether a water detention structure would result in channel cutting downstream, you will want to study the results of our sedimentation research in New York State, Mississippi, and the Missouri Basin.

Manufacturers of fertilizers and officials responsible for standards of fertilizers and liming materials make use of our research in this field.

State experiment stations frequently conduct experiments with fertilizers made from new formulas by this section. Statistics on resources, supplies, production, consumption, and trade relations of all types of fertilizers and liming materials are gathered, analyzed, and published with the objective of increasing efficiency and lowering costs of these materials to farmers.

The Eastern and Western Soil and Water Management Sections are trying to combine the principles learned in production and conservation research with practical experience and adapt them to sound farming practices and systems that will simultaneously make production more efficient and maintain or improve soil resources.

Stubble-mulch farming is a water and wind conservation measure.

Contour furrowing aids in the retention of water and soil.

Scholarship winners of the National 4-H Soil and Water Conservation program are photographed with Raymond C. Firestone, donor.

"Save Your Soil... Serve Your Community"— *the 1955 4-H slogan*

HAL ALLEN
Associate Editor, Information Service
National Committee on Boys and Girls Club Work, Inc.

CHARLES CARLSON, 18, of Pikeview, Colo. is one of 240,000 4-H Club members who have received training in soil and water conservation practices. When 11 flash floods, which start in the mountains and rush down the narrow valley, poured across his family farm in one month, Charles went for advice to the Extension Service and the Fountain Valley Soil Conservation District.

Plowed crops on the farm were eliminated and replaced with alfalfa, sweetclover, brome, and crested wheatgrasses. These permanent pastures were improved by clipping, fertilizing, controlled grazing, and terracing.

Over 50,000 4-H Club members are participating in the 1955 National 4-H soil and water conservation programs. The slogan this year is Save Your Soil—Serve Your Community. The conservation achievements of these young men and women from all over the Nation have served, not only to put into practice the best of conservation measures but also, to influence thousands of rural neighbors to do the same. Charles Carlson was one of the 1954 national winners in the 4-H soil conservation program.

The objectives of the 4-H conservation program in addition to developing leadership, character, and effective citizenship, are: (1) To know the social and economic values of soil in their lives and to the Nation; (2) To learn through 4-H Club work how to successfully conserve soil and water; (3) to cooperate in the farm family program of soil and water conservation for present and future production; (4) to prevent soil wastage and deterioration on the farms and in the communities; and (5) To work together on a program important to community, State and national welfare.

John W. Stutts, 19, of Rienzi, Miss., also a national winner, started his soil conservation project when he was 13. At that time, his father died and John was faced with carrying on the operation of the 223-acre farm. The first year he checked erosion on 5 acres by putting cedar trees in deep gullies and starting terraces. He also began reforestation on a 23-acre timber tract.

In subsequent years, he built 5,000 feet of terraces on the 160 acres of crop land, and planted pine seedlings and kudzu on nontillable land. In 1952, he had the farm surveyed for 7,000 feet of additional terraces and another farm pond. Nine acres were drained by ditch.

Last year, 5 acres were subsoiled for summer pasture, which paid off despite the drought. Lespedeza was started, fire breaks established, and 8,000 pine seedlings were planted in 1954. John's work has impressed many of his neighbors, who have followed his lead in carrying out conservation practices.

Seven years ago, Norman E. Tucker, 20, of Lanesboro, Mass., another national winner, began his soil conservation program when the family moved to a badly rundown 200-acre farm. He and his father, working from aerial photos and maps supplied by the local soil conservation office, made cropping plans which called for greatly increased forage production. They have seen the capacity of the farm for dairying increase from 10 cows in 1947 to 65 head of dairy stock in 1953.

These are just a few of thousands of examples of how 4-H Club members participating in the soil conservation program are saving their soil and serving their communities.

An unlimited horizon looms for the rural youth of America. Through the 4-H soil and water conservation program conducted by the Extension Service in cooperation with local volunteer leaders and other "Friends of 4-H," they can "Make the Best Better," while they live up to the slogan, "Save Your Soil—Serve Your Community."

Learn about it
Talk about it
Practice it . . . .

Women Spread the Word on Conservation

TOMMY WILKERSON
Assistant Extension Editor, Mississippi

CONSERVATION of today's natural resources insures that they will be here tomorrow.

Realizing that the problem today is lack of conservation, Mississippi's more than 42,000 home demonstration clubwomen have joined in the task of educating both urban and rural dwellers in the need for conservation.

Some of the methods adopted by the enterprising women include conducting tours, using radio and newspaper outlets, and holding meetings and demonstrations. They also make use of other organizations including community clubs, civic groups, and 4-H Clubs and other youth groups.

Women in Webster County, Miss., did more than just talk about saving the soil. During Conservation—Land-Use Emphasis—Week last April, more than 60 of them, representing 14 home demonstration clubs, went on a land-use tour. Husbands of about half of the women also went.

"V" type ditches and contour farming on steep land, forests properly managed, modern farm ponds, and field borders of multiflora rose were just a few of the sound conservation practices observed by the group.

Last August, Humphreys County home demonstration women accompanied the local soil conservationist on a pasture tour during which they observed proper land-management methods.

"Woman's responsibility in promoting soil and water conservation is the same as her job of promoting the adoption of any necessary farm or homemaking practice," declared May Cresswell, former State home demonstration agent.

Home demonstration clubwomen make conservation an integral part of their club program structure. Each club has its conservation chairman, as does each county council and the State Home Demonstration Council.

In a report at the National Home Demonstration Council meeting last fall in Washington, D. C., Mrs. Zack Whisenant of New Albany, president, Mississippi Home Demonstration Council, stressed the activities during the annual conservation week.

"More than 68,000 attended demonstrations on conservation. Our club participation was 100 percent for the second consecutive year. In addition, our members reported on more than 1,300 conservation study topics," Mrs. Whisenant pointed out. "We also arranged for nearly 600 sermons to be preached on conservation and assisted with the preparation of more than 350 news stories."

Extension Soil Conservationist Charles R. Ashford, says of the women's work in conservation: "We have gone much farther during the past 2 years with their help than we would have in many more years without it. The women first figure out what they want to accomplish, then how and what it will take to reach the goal, and then they do the job."

Sixty home demonstration club members of Webster County, Miss. learn approved methods of soil and water conservation on a tour during Land Use Emphasis Week.

Farm Planning Trials

Conducted by Soil Conservation Service and Extension Service in four States

A. M. HEDGE
Chief, Farm and Ranch Planning Branch, Soil Conservation Service

COOPERATIVE TRIALS in farm planning and development have been in operation for 2 years on approximately 60 farms in Montana, Texas, Wisconsin, and Washington. The families on these farms have been cooperating with the Soil Conservation Service and the Extension Services in their respective States.

In one soil conservation district of each State except Washington, an SCS conservationist and Extension specialists in farm and home management worked as a team in helping a group of 10 to 20 families develop complete farm and home plans. In Washington, a former county agent, Marion Bunnell, became a joint employee and was responsible for all field contacts with the families.

The objectives of these trial farm plans were as follows:

1. To test various approaches to the problem of supplying the kind, amount and intensity of help needed and desired by farm families in developing farm and home plans.

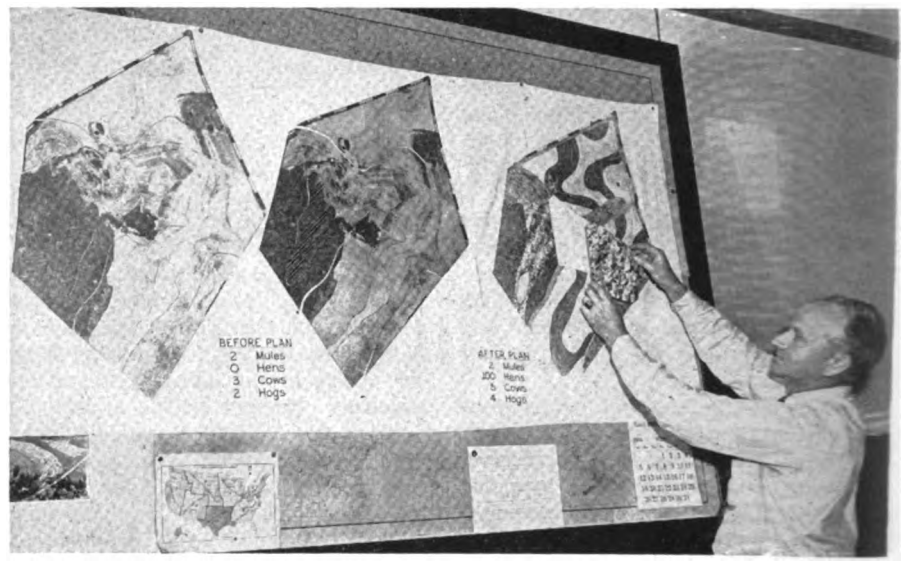
2. To develop ways and means of collecting and "packaging" practical farm management information that would be useful to professional people and farmers in developing farm and home plans.

3. To illustrate to Extension workers the basic importance of considering the conservation problems inherent in using soil, water, and plants.

4. To devise ways and means of imparting to SCS workers a better appreciation of the farm management aspects involved in conservation planning.

In each of the soil conservation districts where these trials were operated the proposal was explained to the district governing body. Their concurrence and support were secured.

From 10 to 20 families who expressed a willingness to cooperate were selected in each district. An effort was made to select families who needed planning help, who appeared most likely to cooperate fully, and who operated farms on which there was a possibility of developing successful alternative enterprises. In addition, an attempt was made to secure farms for these trials that were representative of a considerable portion of the districts. Owner-operated farms as well as tenant-operated units were included.



A. M. Hedge, Chief, Farm and Ranch Planning Branch, SCS, demonstrates by flannel graph basic conservation farm planning.

The first step was to assemble all available research information relating to costs and returns from various practices and establish a schedule of prices that could be used in making budget analyses of farm businesses. It was also necessary to establish the yield responses to various practices under the soil and climatic conditions prevailing in the district and under various levels of management. In this work specialists from the experiment stations and colleges assisted. Where research data were not available, local experience and observations by technicians experienced in the area were combined with the judgment of district supervisors and other farmers.

After the necessary technical tools had been assembled in each district, the planning team met with the families who had agreed to cooperate. The farm management specialist obtained information from each family regarding their farming business. Crop and livestock production, volume of sales, expenditures, and inventories of buildings, equipment, and livestock were among the items on which information was collected. At the same time he discussed with the family their desires and preferences as to farming enterprises and systems of farming. He also found out

about improvements or changes being considered by the family. If a home demonstration agent was a member of the planning team, she also got similar pertinent information about the home.

While the farm and home business information was being obtained, the SCS technician prepared a complete soil map for the entire unit. With this information the planning team proceeded jointly to develop as many alternative farm plans for each farm as appeared to be practical and feasible in the light of the soil resources available and the desires and financial resources of the families. Each alternative plan was subject to a budget analysis, and information was prepared to show the probable costs and returns from each plan.

When this kind of information was available, the planning team met with each family and carefully explained the possibilities and the probable economic returns from the available alternative plans. Such information was usually left with the families for their study. With some families it required two or three discussions before they were able to make a firm decision as to the kind of farm plan that would be best for them. Sometimes none of the original plans suggested by the planning team was wholly satisfactory to the family, and changes had to be made.

Once a farm family had reached a decision as to the kind of farming system they believed would be best for them, after considering all practical alternatives, the planning team proceeded to develop that plan in detail. Such plans were based on the soil and capability maps of the farms. They included complete landuse maps, cropping systems, livestock programs where applicable, soil fertility programs, soil and water conservation practices, marketing plans, and financial requirements. Where a home demonstration agent cooperated, home improvement plans were incorporated in the overall plans.

When the complete plans were developed in a manner acceptable to the family, technical assistance in carrying out the plan was made available. A good set of farm account records was set up, and the cooperating families were assisted in getting started with them.

It is too early to evaluate the worth of farm and ranch plans developed during these trials in terms of value to the families who cooperated. In no case are the plans completely carried out as yet. When these plans have been installed and records have been kept for a few years, it will be possible to appraise the effectiveness of this activity.

Technical assistance will be provided the families in these trials until their plans have been carried out. Experience gained in these trials and lessons learned from close followup with the cooperating families during the next few years are expected to provide many helpful guides in further improving the assistance provided by both SCS and Extension.

Young Outdoor Americans

Hear about 4-H conservation activities from

LOIS ANN MOODY, Ohio

"FOR TRULY the earth is the Lord's in the fullness thereof, but the responsibility for its stewardship is vested in man."

With this quotation, Lois Ann Moody from Roseville, Ohio, representing the 4-H Clubs, introduced her talk to a meeting of Young Outdoor Americans last March when they met in Chicago. This was a first conservation planning conference for the Izaak Walton League of America, Young Outdoor Americans, and 4-H Clubs. Excerpts of Miss Moody's talk follow:

4-H Club members study the variety of soil samples in plots testing fertility.

"In Ohio, the 4-H projects which deal with soil conservation and wildlife are: Our outdoor neighbors, our birds, our insects; saving soil and water; farm mapping, soil testing, and pasture. These projects emphasize nature appreciation and the interdependence of soil, water, plants, and animals. During 1953, 28,811 4-H members in Ohio carried these conservation projects.

"Under the forestry program are projects called woodcrafters, tree planting, windbreak, and tree nursery. The purposes of these projects are to introduce to 4-H members the study of forestry and to help young people understand how trees play a part in the uses of land, erosion control, crop returns, and benefits to wildlife.

"A total of 892 club members completed forestry projects in Ohio 4-H Clubs in 1953; 6,919 participated in related projects of crops; and 21,000 carried livestock projects which are also related to conservation.

"On a nationwide scale in 1953, 20-791 boys and 3,299 girls were enrolled in specific soil and water conservation projects. The Extension Service reports that in 1953 about 200,000 4-H boys and girls received training in forestry.

"This 4-H Club work will, we are sure, contribute to the fullest use of our natural resources and benefit both the city and rural people."

An attention-getter, this sign "Greener Hills" was spelled out by 4-H members on a barren Wetzel County, W. Va., hill with superphosphate and lime.

See the results of 9 years of

Soil Conservation and Improvement

KATHLEEN E. STEPHENSON
Home Agent, Wetzel County, W. Va.

FOLKS in Wetzel County, W. Va., have no trouble seeing the results of the 4-H conservation program. It was started 9 years ago when the club members planted a memorial forest at the Wetzel County 4-H Camp to honor 4-H members who served in World War II. The tree planting has sold not only boys and girls on the values of conservation and land improvement, but many farmers as well.

When the Wetzel County Agricultural Council launched Conservation Week in 1947, 4-H Club members fell right in line. They still use the slogan, "Long may our land be green."

Special activities of that first Conservation Week included an essay contest, using the theme, "What conservation means to me, my home, and my community." In the soil conservation contest, each contestant prepared a map of his farm to show it as it was, and one of the farm as it should be. Each participant also carried out three soil conservation practices.

In 1948, the contests were again sponsored by civic organizations and the essay theme was "Trees for tomorrow." Club members also appeared on the forestry forums that were held in various communities.

During the 1950 Conservation Week in Wetzel County, 4-H Clubs were responsible for observance of Conservation Day in the school. Members again took part in an essay on the subject, "Green Hills—Our Heritage."

Then came Conservation Week, 1951, which featured 4-H Club Day. This called for all county club members to meet on Saturday noon to hear the National Farm and Home Hour broadcast by NBC, in which a 4-H girl from Wetzel County told about our conservation activities. After the radio program, each club discussed and selected its conservation project for the year.

Other activities in 1951 included making 2 signs to put up in various sections of the county. They read: "Greeener Hills for Wetzel County—Grow More Grass and Trees." The project of painting and placing these signs was done cooperatively with the Young Men and Women (YMW).

For the past 3 years, the 4-H Clubs have worked jointly with the YMW group in planting the roadside entrances to the county. The YMW members financed the project, and most of the planting has been done by 4-H members.

Other conservation activities include the observance of Arbor Day each year; a special Conservation Day at 4-H Camp, and a discussion on some phase of conservation at the annual 4-H convention. Every year, from 20 to 30 members plant Christmas trees. Last year 72 boys and girls carried out conservation projects.

I sincerely believe that the results of the conservation work done at county 4-H camp have helped much to sell conservation to many farm families, not only in Wetzel County, but likewise in surrounding areas.

4-H Club members practice what they preach on "Spruce Saturday."

Shrubs are planted to beautify and hold the soil on forgotten lots.

Good land use

Adds Dignity and Dollars

to rural living

T. H. FAGG, County Agent and
MRS. FLORENCE SHERRILL, Home Agent,
Macon County, N. C.

SOIL AND WATER conservtion practices have been one of the principal reasons why commendable progress has been made by farm families in Macon County, N. C., over the last 20 years.

Farm families in this county first became interested in the conservation of land and water through the Tennessee Valley Administration Demonstration Test farmwork. First a few pilot unit test farms were established. Later more unit farms were added and one watershed-area demonstration started, participated in by about 60 farm families. At one time there were as many as 130 unit-demonstration farms and 5 watershed-area demonstrations in the county.

Young 4-H'ers learn to plant trees on steep slopes bordering the highways.

These unit farm and area demonstrations were organized mainly to show how soil and water could be conserved through correct soil, farm, and home management practices.

In the early thirties, very little fertilizer was used in Macon County, and little attention was paid to the method of cultivation of the land. Macon is a naturally mountainous county and farmers up until the early 1930's followed a practice of row cropping both bottom lands and hillsides. Some of the first demonstrations were the grassing of hillsides for pasture and hay crops and pulling the row crops down on the less steep slopes to reduce water runoff and erosion. To establish and maintain grass sods on hillsides, and even on bottom lands, it was necessary to use phosphate, lime, and balanced fertilizing materials to get the growth started.

Now there are only 34 of the unit demonstration farms in the county and no area demonstrations. Our rural people, both men and women, have learned one or two lessons well. The first of these is that if one wants to accomplish anything in the community, he must first be willing to experiment and to demonstrate for others what he has learned through experience. A second lesson is that the soil is our greatest heritage and it is our responsibility to conserve the soil and use it wisely. Two hundred and twenty-five Macon County farm families are cooperating with the local soil conservation district in carrying out their conservation farm plans.

From the few simple demonstrations in the early thirties and through wise community leadership, excellent cooperation by the people with Extension and other agricultural agencies, the rural farm families of Macon have produced a new look in the county. The fields are green with Ladino-grass pastures, alfalfa, and other approved forage crops. Hillsides are grassed instead of row-cropped. There are 42 Grade A dairies instead of 2. Excellent beef herds are in evidence. Purebred animals are appearing instead of scrubs. Poultry numbers, for commercial purposes, have increased from practically none to approximately 150,000 birds.

Twenty-one organized rural community development areas are working throughout the county to improve the standards of living of farm families. Since 1930, when there were very few rural homes with electric current, 95 percent of Macon County farms and homes have been electrified. This electricity is being used, not only for lights, but also to operate various farm and home electric appliances, such as hay dryers, milking machines, home freezers, and washing machines,

During the past few years the roads have been improved, marketing situations bettered, and new churches, new and remodeled homes, community buildings, and picnic areas have been built. Home grounds are being beautified, farm buildings improved, and educational facilities increased.

This interest in and enthusiasm about rural progress are not confined to the rural people alone, but have spread to the business people of the county as well. The businessmen now sponsor a community development contest each year.

Members of Garden Springs 4-H Club plant the garden for the Annis family.

Spokane County farmers salute

4-H Conservation Clubs

AL BOND
Extension Editor, Washington

ANYBODY who questions whether the future of the country is safe in the hands of the younger generation would have known the answer was yes after watching a group of older 4-H boys and girls plan and conduct a Young Farmers' Conservation Day in Spokane County, Wash., last May.

The Spokane County 4-H Builders Club, a countywide organization of members 15 years and older, carried out a big project on the Warren Annis farm in the North Spokane Soil Conservation District. They took over the job as a community service and brought almost everybody into the act before they were through.

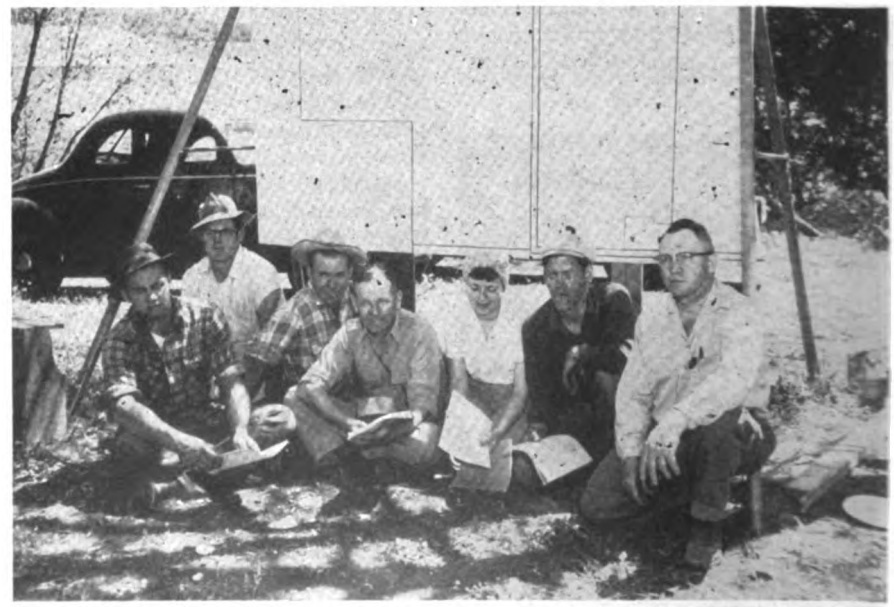
The plan really started in 1950 when Mr. Annis asked County Agent Hilmer Axling if the soil conservation district could help him develop a conservation plan on his farm. A soil survey showed most of the land was eroded and low in fertility. It could be improved, but it would take a lot of work. Annis, who was in the air force for 7 years during the World War II period, had attended veteran's agricultural classes for 4 years. The Annis' farm includes 200 acres, of which 95 are tillable, 23 had been abandoned, but were partially restored by the 4-H members, and 142 acres are in woodland.

Having heard that other States staged a Young Farmers' Conservation Day, Mr. Axling suggested the idea to the 4-H Builders Club. Members were enthusiastic and requested a $550 allocation from the Sears-Roebuck Foundation, then called upon the Cooperative Extension Service, Soil Conservation Service, and the Veterans Administration for advice. When the general project was decided on and a location established, various Builders' Club committees were appointed. The youngsters planned the work, decided who would do it, and scoured the community for further donations of materials and equipment. Many business firms were sold on the project by the club members themselves.

They enlisted the help of local newspapers and radio stations in publicizing the event. The result was that 450 people showed up.

The young people worked on 14 projects during the day. These included seeding and fertilizing 7 acres of hay; stabilizing and seeding a grassed waterway in what was originally a gully; developing a spring for stock water and for wildlife; installing 363 feet of drain tile; pruning and spacing trees in the farm woodlot; landscaping the farmstead and planting a vegetable garden; leveling the barnlot next to the loafing shed; constructing a pole-type hay barn; building fences; painting the farm buildings; painting the kitchen and improving the kitchen work areas; finishing a bathroom and reupholstering a chair. The barn-raising was done by members of the local Grange.

The event proved that 4-H Club members are capable demonstrators and planners. It helped to sell conservation and 4-H Club work to a metropolitan community, and it gave the Annis family a real boost up the ladder of farm success. Mr. Annis said that the work had put him about 3 years ahead and that it demonstrated that three Government agencies can cooperate in a local project.



Members of the 4-H Builders Club, H. L. Axling (center), and W. R. Spencer (right), SCS area conservationist, pose in front of Annis farm map.

Grass and trees protect mountain watersheds, the source of most water supplies in the West.

It takes dedicated men to fight

Mud Rock Floods

ALLISTER F. MacDOUGALL
County Agricultural Agent, Middlesex County, Mass.

COUNTY EXTENSION agents and their wives from all over the United States met in Salt Lake City the week of October 10 for their 1954 convention. Modestly listed at the end of an excellent program was a tour of Davis County Mountain for those who wished to attend, weather permitting.

We had heard a little of the spirit of the pioneers who crossed the mountains and rode down the canyons to settle in this peaceful valley and overcome its obstacles. We had been impressed with the fact that the whole valley was dependent on the mountain streams, created from melted snow and fall and spring rains, for its drinking water and water for irrigation. Otherwise, the valley would be the dry barren waste as found by the first settlers. But little had we heard of the modern pioneers, who were even now fighting the perils of man-created hazards that lay back in these same canyons and mountains, and what has been done to control the power behind melting snow and summer rains.

County agents up and down the valley had joined with men of the Utah Agricultural Experiment Station and the United States Forest Service to show us what was being accomplished in overcoming the dangers of mud rock floods and the conservation of soil and water so essential to the growth and development of their beautiful valley.

This story cannot begin to tell of the factors that created the dangers from loss of water, the floods, overgrazing, and the loss of soil, property, and even lives. This is all well told in a bulletin entitled "Guide to Davis County Experimental Watershed" written by R. B. Marston of the Forest Service, Ogden, Utah, printed last year and given to everyone on the tour.

It cannot tell of the great accomplishments since 1930 starting with the local people organizing a flood control committee, the establishment by the governor of a flood control commission, and subsequent cooperation all the way from the local people to the halls of Congress.

Traveling in cars and trucks and stopping first at the mouth of Parrish Creek where rock and debris were scattered over fertile valley land caused by the mud rock floods in 1930, we had a chance to see right before us the obstacles that these Utah modern pioneers were trying to overcome. Rocks weighing up to 100 tons, cellar holes where once stood happy homes, the mark on the schoolhouse where the old walls met the new, walls rebuilt after water, soil, and boulders had torn away part of the building, and acres covered with rocks and gravel, all mutely told the story of the mud rock floods.

Realizing that this was an example of what could happen by overgrazing, abuse of ground cover, and disregard for the laws of nature not only in this creek and canyon but in other watershed areas within the Wasatch Mountains National Forest, one began to appreciate the importance of all the research and demonstration work that we were seeing. Being told that the upstream improvement measures had been effective in preventing additional floods since they were established in 1934, made us all the more eager to take this trip back into the mountains and see firsthand what had been accomplished.

Climbing the mountain road cut into the sides of the canyons we observed the debris basins; masonry flumes to measure stream flow; concrete-lined pits for studying the amount of water that is evaporated from the soil mantle and the amount that is available for stream flow; the various kinds of ground cover from grasses to herbs and aspen trees; contour-trenched slopes; and then the experimental plots to measure the effects of plant cover on storm run-off and erosion. These gave a minute picture of the imagination, the dreams, the blue prints, and the great amount of brain work and brawn that have gone into this watershed project.

The Human Side

(*Continued from page 51*)

formal leaders. When an idea has group or community backing, it will often take hold easier and last longer. Make sure that the leaders and key persons with whom you work have influence with the families or sections of the county you want to reach. Practices they adopt will readily spread to others. These practices will then have become the desirable, the accepted thing to do; they will have group or community backing. There is no greater motivating influence, pro or con, than the influences of one's friends and neighbors.

The development of community or small action programs is spreading widely. Adult educators tell us that people learn more and do more when they discuss and help plan the action and choose their own leadership.

County program planning based on local facts studied by the people themselves offers opportunities to relate conservation to the total extension program and to various agencies and for more advanced leadership among the people. Good program planning is teaching already half done.

Much interest and leadership for conservation have been developed among farm and town people during the last 20 years. Billions of dollars have been spent by agencies and much technical know-how has been developed. But accumulative leadership will continue to be just as significant a resource for further work on conservation as will additional financial and technical resources. We should continually recognize it, both in our planning and in our teaching.

Many people think of conservation as meaning to save this or that, or as having a somewhat negative connotation. Whereas the genius and interest of the American people are to be found, not in self-denial but in production; not in saving but in having and consuming. Our culture gives weight to a position of action, risk taking, high production, more income, personal achievement, and current success. Every teacher of conservation needs to recognize this and teach conservation in terms of positive, specific conservation practices and ideas, as well as in terms of conservation philosophy.

The Soil Conservation Society of America

The Soil Conservation Society of America is dedicated to advance the science and art of good land use. Here the educator, technician, researcher, and administrator from all fields relating to land use, join with the business, industrial, farm, and organizational leaders to find a common meeting ground.

Through membership of professional and practical conservationists the Society has grown to maturity in the postwar era. Members have the opportunity of sharing information, experiences, and fellowship through chapter, State, and national meetings.

The Society publishes the Journal of Soil and Water Conservation, now in the 10th volume. Here, in readable form, technical and practical information is contributed by members and other leaders. It is obtained through membership in the organization which is open to all conservationists. Through membership in the Society the individual lends his influence in an organized approach to advance the objectives for which it stands. Support of the Society will strengthen its prestige as well as its activities.

Governed by a council of 5 officers and 8 council members, elected by the 6,500 members, the Society carries forward its work through 77 local chapters. National committees have produced many useful documents, including the first soil and water conservation glossary, a popular booklet known as *Down the River*.

National headquarters are at 1016 Paramount Building, Des Moines, Iowa.

Holiday for Winners

Officials of Soil Conservation Districts that receive national awards from the Goodyear Tire & Rubber Co. win a vacation trip to Goodyear's Litchfield Farms in Arizona. This is the eighth year these awards have been made, and each year over 100 grand prize winners representing all States are entertained at Mr. Litchfield's desert home.

Any district may enter the contest by writing to Soil Conservation Awards Program, Department 712, Goodyear Tire & Rubber Co., Akron 16, Ohio.

Credit for Conservation

(*Continued from page 48*)

ceptional cases they can be scheduled up to 40 years. A borrower must refinance the unpaid loan balance when he can get a loan at reasonable rates and terms from other sources.

The Government's interests are protected by the best lien obtainable on chattels or real estate.

The applicant must comply with his State's laws or regulations pertaining to use or appropriation of water. If a State doesn't require filing for a water right, but permits it, then the applicant files as an added loan protection. The applicant must furnish further evidence that the water supply will be adequate and that his use of it won't interfere with other users.

The applicant will look to the Extension Service, Soil Conservation Service, other agencies, or private individuals or firms for technical help in planning and installing the improvements. Farmers Home Administration helps the applicant see that the engineering is feasible, that the cost estimates and plans appear complete and reasonable, and that the improvements are economically sound and in line with approved practices. The agency will make sure the funds are used for authorized purposes and that the construction meets approved standards.

The borrower pays any charges for technical services and if necessary may include them in his loan. Farmers Home Administration personnel will help develop and carry out sound farm and home plans that call for major land-use adjustments and extensive reorganization of the farm business.

The soil and water conservation loan program was launched about September 1954. By the middle of December more than 4,200 applications had been received, with the heaviest demand coming from the Southern States.

Massachusetts
4-H Club members

Learn Fish and Game Conservation

GEORGE E. BRODIE, JR.
Associate County Club Agent, Cape Cod Extension Service, Mass.

FOURTEEN 4-H boys and girls, members of the Broad Swamp 4-H Club of Bourne, Mass., bought 60 day-old, ring-neck pheasant chicks with their conservation club funds, then raised and sold them to the town of Bourne. In the 1954 town warrant, funds had been set aside for this purpose.

Under the guidance of their leader, Richard B. Jackson, two members of the club went to another county and purchased the 60 chicks for 35 cents each. Their funds had been raised from club dues of 10 cents a week and prize money from 4-H competitive events.

For the first 3 weeks the birds were housed in a brooder cared for by club members. During this period, the boys and girls debeaked the birds to prevent cannibalism and also vaccinated them for Newcastle disease. Debeaking was done with an electrical debeaker lent by Donald P. Tullock, sheriff of Barnstable County and an active supporter of youth work.

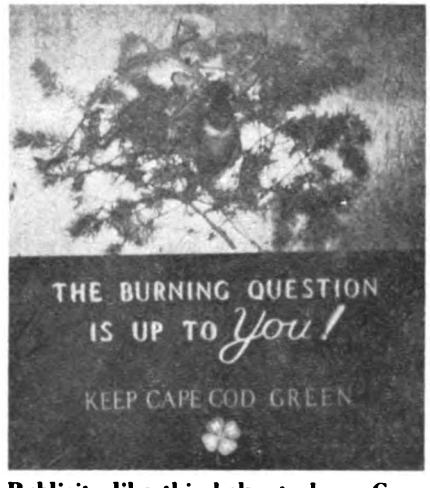
The total expenses of the project were borne by the Bourne 4-H Club. During the project, movies and slides were made to show the various steps in raising the birds. When they were fully grown, at 22 weeks of age, they were sold to the town of Bourne and released under the supervision of the State Game Department and Sportsman's Club of Bourne.

Of the 60 birds purchased, only 10 percent were lost, and about half of these were birds that escaped and are known to be surviving.

This same club maintains a nursery of over 12,000 trees of various species and shrubs that are planted throughout the Bourne area to provide game feeding and cover for the birds and to reforest the town. This nursery was established with the help of Darrel Shepherd, soil conservationist on Cape Cod.

The center of activities for this club is located in a 55-acre preserve with a log cabin clubhouse where regular weekly meetings are held. Here the boys and girls learn good conservation practices by doing.

One of the pheasants raised and sold by 4-H Club members.



Publicity like this helps to keep Cape Cod residents conservation conscious.

The Soil Survey

(Continued from page 46)

also to look around at the lay of the land and the relation to other soils. Slope is especially important. If there are stones or rock outcrops, we need to know about them. Other facts about how the soil takes and holds water, and how easily it washes or blows away, have to be learned by watching it over a period of time or by making special measurements.

Controlled experiments, such as yields from measured plots under known treatment, are useful. Chemical and physical analyses are also helpful, although often more so to the scientist who wants to understand how the soils were formed than they are directly to the technician who advises farmers. Quick soil tests supplement what is known in general about each soil. They are useful in making exact recommendations about amounts of lime and fertilizer to be used on specific fields, but should always be interpreted by someone who has had a lot of experience with the particular soils.

Source of Water

(Continued from page 45)

voirs. The total Loch Raven watershed area comprises 191,360 acres. The city owns 5,691; and the rest of the watershed is privately owned, most in farmland.

At present, 861 farmers representing about 100,000 acres in and near the watershed are cooperating with the Soil Conservation District in establishing some major conservation measures on their farms. About 25,000 acres are in contour farming, 20,000 in contour strip cropping, and 1,200 acres are planted in trees.

Mr. Ningard spoke of the seriousness of the sedimentation problem and that the water users of Baltimore City and farmers in the watershed area have a common interest. He said, "If you use your land for agricultural crops, follow approved soil and water conservation practices. If you have a piece of land which lies idle or is producing poor crops and weeds, you should plant it to trees."

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Our Productive Land . . . We Can Conserve and Improve It While Using It, Agriculture Information Bulletin 106
By using the best conservation practices we know about, we can check erosion, build up soil fertility, and regulate the supply of water so that land will produce more and more year after year.

From the Dust of the Earth, Agriculture Information Bulletin No. 78
From soil—the dust of the earth—we get the necessities of life and also many of the luxuries.

For copies of the bulletins write to
The Soil Conservation Service, U. S. Department of Agriculture, Washington 25, D. C.

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APRIL 1955

EXTENSION SERVICE Review

UNITED STATES DEPARTMENT OF AGRICULTURE • FEDERAL EXTENSION SERVICE

In this Issue—

EXTENSION SERVICE Review

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Washington 25, D. C.

VOL. 26 APRIL 1955 NO. 4

Prepared in Division of Information Programs
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Ear to the Ground

Tuning in on the sound waves as I visited in Mississippi, Louisiana, and New Mexico during the past month, I got an interesting earful of how the State and county staffs reach their large audiences. In Mississippi, Duane Rosenkrans, Extension Editor, and his small, hard-working, versatile staff give the county people strong support through their daily and weekly services to the radio and television stations and to the general press. Duane adds regularly to his collection of photographs, using them in training sessions, TV, and news stories.

Louisiana's capable Extension information staff, basking daily in the sunshine of Editor Marjorie Arbour's excellent public relations, keep their eyes on their parish personnel, helping, guiding, training them to get their messages to their people through the newspapers and radio stations. Marjorie believes in the importance of a familiar name and voice and encourages the parish agents to write their own columns and carry on a regular radio program.

In New Mexico, where distances are great and ranch chores more confining, the use of the radio and newspapers is almost imperative. Yet they are never as personally satisfying as home visits. So it helps when, once in a while, a county home or 4-H or agricultural agent gets a letter from a listener or hears a comment from a newspaper reader, and can remark, "Well, some one does read my stuff." That's what happened during a homemakers' study in Grant County, N. Mex., last month.

Violet Shepherd, home agent in Grant County, has had a regular radio program at 6:50 a.m., and was beginning to feel that it was much too early to talk to homemakers, probably no one listened, and maybe it wasn't worthwhile. But when the questionnaires came in during the study, and one woman after another said she had heard Violet on the air, the time and effort the radio program required balanced up much more favorably with the time and miles required to meet with a handful of women. Perhaps we need more and better methods of measuring our influence in mass media.

—CWB

Homemakers making sound plans and generating enthusiasm for better homes and communities are a powerful force across the Nation.

Boundless Horizons

FRANCES SCUDDER, Director
Division of Home Economics Programs
Federal Extension Service

NATIONAL HOME DEMONSTRATION WEEK recognizes an important part of the Extension program, and the local leadership which makes it strong. It spotlights the fine job of thousands of volunteer leaders throughout the country.

We who work primarily with those leaders are proud of what they've done. We have seen their outstanding accomplishments as they gain in competence and self-confidence. We have seen customs change throughout whole communities because of their enthusiasm and perseverance. We have seen the pride of families in those achievements, and we share that pride. We ourselves have grown and developed as we have helped make these achievements possible.

But mingled with our pleasure and satisfaction in what has already been done is our concern for the future —our leadership role. This is because we ourselves must help decide the directions in which our home demonstration program will move.

We're all teachers and our job is education. Often this means showing how. Often it means providing facts or calling attention to methods and ideas with which decisions can be made. Always it means encouraging people to go forward—to make adjustments that will be for the better.

Besides the ever-present need to teach beginning homemakers how to do the usual household tasks better, most homemakers and families need aid in learning the principles of better management — how to analyze their wants and needs and how to meet them.

Beyond that, it is essential for us to help them consider alternate choices and, in the light of their resources, to make wise decisions. This is a process that can be learned. Often it precedes deciding whether to produce food and make clothing at home, or buy them; and what services to perform at home, and what to pay for outside the home.

As home economists, we particularly realize that our teaching must be related to the broad functions of successful living in the family and in the community. This is problem solving at its best. Only broad, well-integrated programs including economics, management, human relations, and technical knowledge from many fields—not only home economics but also human development, applied art, government, and business—may contribute to home and community life.

A real challenge lies ahead. We must keep out in front with this new knowledge, and narrow the gap between home economics research and application.

New programs must be developed, new groups of homemakers must be reached, young people must be taught and encouraged. For some of these programs we will furnish leadership. For others we will furnish materials to leaders already assisting homemaker groups.

Fortunately, it is not all up to us. In Extension we do little by ourselves. Our job is one of teamwork. Our real effectiveness depends upon our skill in working with others, individually and in groups—our colleagues in Extension, in education, and elsewhere.

It means assisting families who know about Extension and reaching those who do not know or use its services. It means coordinating our efforts with many other efforts; this comes best through knowing and understanding the aims and programs of other agencies and organizations concerned with homes and family living.

Fortunately we have two invaluable tools to help us—our minds and our hearts. Our minds can discover new facts, create new ideas, think up new attacks on old problems. And our hearts can guide us in understanding people, responding to their needs, and helping them develop and reach their goals.

What's Money Good For?

Families must decide on immediate and longtime goals

GLADYS MYERS
Extension Specialist
Home Management, and

MARJORIE ANN TENNANT
Assistant Extension Editor, Kansas

HAPPIER FAMILY relationships usually result when sound financial plans are made, agreed upon, and carried out by the family as a unit. That's one of the very good reasons why farm women in Kansas are eager for more information and help on family economics.

The home management project is an important link in the Kansas Balanced Farming and Family Living program, for it's through this project that the women learn how to help make the family financial plans and how to keep accurate farm and home records, so essential to a measurement of progress.

Before a family can set up a budget and manage current income to the best advantage, it must decide on its immediate and longtime goals. This is a matter that each member of the family is concerned in and should be encouraged to discuss. Such a family council serves also to strengthen family relationships and aid in training children for money management.

Training Meetings

To provide the farm women with some information and understanding of this subject, two members of each home demonstration unit receive training at two meetings conducted by the State home management specialist. They in turn take the lessons to their own groups. The objectives are to teach an appreciation for the following: The family council as a technique for getting cooperation; the budget process as a guide to sound choices; the need for a well-organized business center in the home; and the kinds of records important to the family's management of its money.

To attract attention and interest, provocative topics were used, for example: Tell Your Money Where To Go, The Sense in Records, Who's the Banker at Your House? and When It Is Your Will.

During the first meeting, family councils and principles of budgeting and accounting are discussed. An exchange of experiences in "buzz" sessions helps every one to better understand economic problems. Basic to this training is some knowledge of insurance and credit, as well as provisions for old-age financial security. Because wives often outlive husbands, the women are also interested in knowing more about wills and property ownership. Local resource people such as attorneys, bankers, life insurance underwriters, and social security representatives can provide facts and relate them to the local situation.

After the leaders in training have made a budget and kept a record of expenditures for 2 months, the second meeting is held. The specialist helps each one to analyze her household records. Then she teaches these leaders how to make simple files for a business center in the home.

Use Visual Aids

Economics is reputedly difficult to teach, a dull subject to study, but our specialists find that visual aids become first aids in the presentation of economic information. Charts, films, filmstrips, flannelgraphs, slide sets, and blackboards are extremely helpful. Questionnaires and agree-disagree or true-false statements also stimulate thinking and discussion.

Leaders and their families are enthusiastic about this project. Sample comments are: "Our entire family is working on our records and filing system." "The lesson has made me feel that records really are worthwhile and that we can keep a budget." "It has been hard to keep an exact record, but we are becoming more conscious of what we are spending."

The financial planning advocated in the lessons is the foundation of future security for the 20th century farm family. From such planning can come higher goals, more efficient management, and more satisfying family relationships, all of which add up to more abundant living.

Much Work and Some Play

DONALD W. CLAYTON
Extension Recreation Specialist
South Dakota

The men of the family relax with John's Christmas present.

IN 1784 a rule of a school read: "We prohibit play in the strongest terms . . . the students shall rise at 5:00 a.m. summer and winter; . . . The students shall be indulged with nothing which the world calls play. Let this rule be observed with strictest nicety; for those who play when they are young will play when they are old."

A background of Puritanism and the vigorous work demands of physical expansion developed this attitude that "Idleness is the devil's workshop." It wasn't long though before our rural adults realized that this rule couldn't apply to youngsters. So they developed the maxim "All work and no play makes Jack a dull boy." Today we pretty much accept the basic importance of play for healthy child growth, that play must be the young child's main occupation.

What is slower in coming is the realization that all work and no play makes Jack not only a dull boy but will likely turn him into a neurotic, unhappy old man if he doesn't continue to keep a recreational balance in his adult life. Recent work with the mentally ill in our hospitals is proving the therapeutic worth of teaching patients to play together. They find that as they learn how to balance work skill with an ability to do a variety of things just for the enjoyment of the doing, thus they are able to find a wholesome release for much of the tension and confusion that previously had made their problems too large to handle.

The Extension Service has done a significant job in helping farm folk to use the latest technological findings in their farming practices on the land and in their homes. This has resulted in a radical change in the role, responsibility, and routine of the farm operator. And apparently this technological revolution is just in its beginning. Dr. Wendt, head of UNESCO's science division, stated recently that if trends continue, by 2000 A.D. the average income per person in the U.S. would be between $4,500 and $5,000. And it will take the average breadwinner one-third less time to make his increased income.

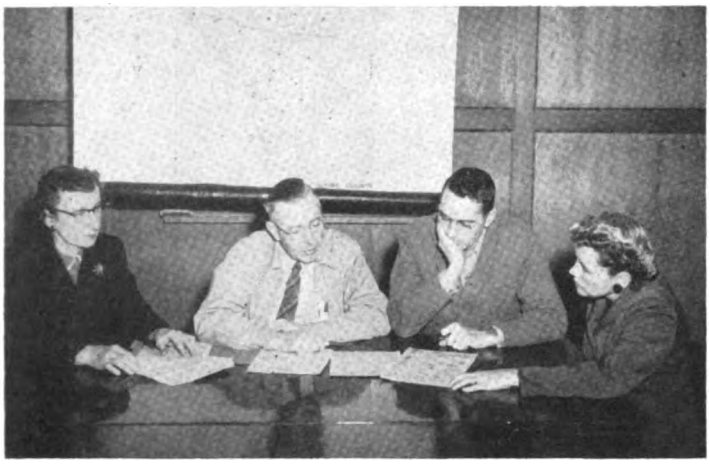
The family plays a game around the kitchen table. (Left to right: Bob 14; Jim, 10; Mrs. Healy; John, 4; Mary, 6; Mr. Healy; and Betty, 17.

As a recreationist I have observed an increased concern and interest upon the part of our women for learning how to promote a more creative use of leisure time in their family life. Many of the special interest lessons requested by counties include such subjects as Recreation and Mental Health, The Play Needs of Children, and Fun in the Home.

In the last 2 years the tabulated choices of the home demonstration clubs resulted in major lessons and bulletins on the two subjects Games for Small Groups in Small Spaces and Entertaining Informally in the Home, with subjects dealing with fun for the sick, the aged, family outings, special celebration and anniversaries, close behind. Mention of available material on Ideas for Holiday Happenings in the Home during radio interviews each Christmas time results in many written requests.

Throughout the State I have found families discovering a new and exciting friendship in fun at the home through crafts, family game nights,

(*Continued on page 85*)



(Left to right) Mary L. Johnson, State coordinator, confers with Charles Baldwin, Boone County FHA supervisor; Bruce Walker, county agent; and Mrs. Orrine Gregory, home agent.

Laying a new floor attracts W. F. Gerard's entire family plus the Boone County home agent. Her followup visit is a necessary element in farm and home development to help complete plans.

Missouri Extension Service and Farmers Home Administration

Cooperate To Serve Farm Families

MARY L. JOHNSON, Coordinator, Missouri Extension Service

ONLY a year ago we started a study in Missouri to learn how the Farmers Home Administration program and the home economics program of the Extension Service could be coordinated to give better service and guidance to farm families.

Seven counties were chosen for the pilot study, each different from the others agriculturally, economically, culturally, and in many other ways. The staffs of both agencies in all seven counties were invited to meet and discuss plans for the study with a member of the State Extension staff who was designated as coordinator. In the first conference and others to follow, the staffs in each county became familiar with the programs of both agencies and analyzed their common problems.

To introduce the plan and obtain the advice and cooperation of local leaders, the county staffs met with their own Extension Advisory Boards, County Home Economics Extension Councils, and Farmers Home Administration committeemen. When possible, to save time, these explanatory meetings were held in conjunction with county staff conferences.

The next step in determining a practical course of action was for members of the county staffs and the State coordinator to visit farm families, some of whom were Farmers Home cooperators already active in Extension work, and others were participating in the Farmers Home Administration program only.

On the basis of the accumulated facts, observations, and suggestions that grew out of these various conferences, a plan of action was developed for all counties in the State. The plan called for the following:

1. A study of a county map indicating location of Extension clubs, 4-H Clubs, and Farmers Home Administration families.
2. Development of a plan to include those not now participating in Extension activities and who expressed a desire to do so.
   a. The county staffs decided where new clubs were needed and where membership of groups was limited due to small homes.
   b. In areas of the counties where no groups existed and concentration of FHA cooperators showed on the map.
3. A letter from the Extension staff to FHA cooperators explaining regular office time of agents and some of the services available.
4. Planning with families
   a. In the initial planning stage for farm and home development in order to make followup easier and more effective.
   b. At family conferences for year-end analysis and revision of plans as time of agents permits.
5. Farm and home visits made jointly by personnel to assist families with individual situations and to keep FHA supervi-

(*Continued on page 86*)

Teenagers and parents echo a boy's

"Hurrah for the Family Life Conference"

CAROLINE FREDRICKSON
Acting District Supervisor, Minnesota

MRS. ANDERSON had returned home later than she expected after helping a sick neighbor. She was trying to prepare the evening meal and take care of the evening chores at the same time. Mr. Anderson wanted his meal on time, but she wanted the chores out of the way. Mrs. Anderson had expected that Alice, their 14-year-old daughter, would help her with the meal and that Chris, their 12-year-old son, might do some of the evening chores.

However, Alice was busy finishing and pressing a new dress she wanted to wear that evening, and Chris was getting together some materials for his demonstration at a 4-H Club meeting. Both of the children were calling on their mother frequently for help and advice. There had been several telephone calls about the 4-H Club meeting that evening.

The hurry, interruptions, and confusion made Mrs. Anderson very tense. Mr. Anderson was irritated by the whole situation. He felt the children should be helping their mother.

When the family went to the 4-H Club meeting together that evening, Mrs. Anderson was feeling and looking bedraggled, as she had not had time to comb her hair or really get ready. On the way, Alice said she wished her mother would cut her hair so she would look better. Consequently, Mrs. Anderson felt even worse, though she didn't really believe that cutting her hair was the answer.

This was one of a number of situations discussed at the family life conferences held throughout Minnesota this year on the theme, Getting Along Together in the Family. Mrs. Louise Danielson, Extension family life specialist, trained leaders in countywide meetings on the topic. These leaders in turn are presenting the material to their groups.

That the frank discussions at the meetings and the help given in solving problems are making a real impact on home situations is evident time and again. In one home, for example, a teen-age boy was resentful because he was denied a "heinie" haircut. When his mother returned from the Family Life Conference he was amazed to hear her say that he could have his haircut after all. His exclamation, "Hurrah for the family life conference!" would probably be echoed by teen-agers and parents all over the State. This seemingly trivial incident is typical of the improved understanding that parents are developing for their children as a result of the conferences.

Following a countywide meeting in Blue Earth County, 59 local group meetings were held with an attendance of 682. The interest in this county is representative of that shown elsewhere in Minnesota.

A typical plan for the daylong program includes: Pooling of questions concerning the topic from members of the group . . . Presentation of topic Getting Along Together in the Family by the family life specialist (about one hour) . . . Discussion of questions asked earlier (led by home agent, with specialist as consultant) . . . Preparation for "buzz" sessions . . . Lunch . . . Approximately 8 to 10 members from "buzz" sessions discuss three family situations . . . Report of group discussions by panel of representatives with the home agent as moderator . . . Open discussion led by home agent . . . Comments on situations by specialist . . .Completion of questions asked in the morning (led by home agent) . . . Preparation for local group meeting (led by home agent).

Mrs. L. A. Peterson (standing) acts as moderator as secretaries of the "buzz" sessions report results of their discussions on family problems to other members of the Cheerful Homemakers' group in Blue Earth, Minn.

No Seconds

A cooperative nutrition and health project for Indiana families

MARY ALICE CROSSON
Assistant in Extension Home Economics Information, Indiana

"Before" — This homemaker was weighed at the beginning of a weight control meeting where she learned about good nutrition and safe reducing.

SEVERAL tons of fat have disappeared from certain fortunate Hoosiers during the past year through a new program of weight control. Other citizens have learned to conserve time and energy through work simplification, and heart patients have regained hope as a result of low-sodium diets.

Through a grant of money made to Purdue University by the Indiana Heart Foundation, Miriam G. Eads has developed this threefold program in cooperation with county medical societies, home demonstration clubs, home demonstration agents, public health nurses, and other agencies interested in health. To keep the program on a cooperative basis, a record was kept of community participation.

Miss Eads and these sponsoring agencies held a series of 6 meetings in each of the 12 participating counties. Physicians were present at the first and last meetings to explain the importance of weight control and to answer medical questions. Subjects of meetings included Why You Are Overweight, Check Your Intake, Eat to Lose, Food Facts Versus Food Fad Fallacies, and Rewards of Normal Nutrition.

The people recognized that the weight-control program includes not only good nutrition but also becomes a part of family living problems, economic as well as social.

TV Helped Us Lose Weight

LESLIE SMITH
Extension Nutritionist, Iowa

THANKS to TV and a carefully planned program, we helped many thousands of men and women become weight watchers. Here's the story behind Weight-Watcher-TV, the series of 13 once-a-week programs we gave last year to challenge our overweight homemakers and their husbands to lose unwanted poundage.

The series idea seemed a "natural" for two reasons. Nutrition research studies pointed to the prevalence of overweight folks in Iowa. County extension programs often included the subject. Thus, through the use of mass media, along with traditional methods of teaching, we could challenge the interest of thousands of persons by means of the group psychology appeal. That is what we hoped would happen.

Letters and enrollment requests came tumbling into county extension offices and to our home economics television program office. Close to 9,000 persons actually enrolled to receive the literature we promised with the series.

A followup informal questionnaire sent to enrollees gave us some clues to results. The average weight loss desired was 20 pounds; the average weight loss actually accomplished was 13 pounds. Seven out of every 10 persons who responded to the questionnaire had either attained their weight loss goal or were still on the diet. Median age of the group involved was approximately 44 years.

The cooperation of many groups was basic to our series. Assisting in the planning and presentation were research and medical authorities, nutritionists, physical education specialists, clothing and recreation specialists, the home economics Extension administrative staff, members of the Extension information staff, and personnel of WOI-TV. County home economists, through district supervisors, were advised of the series and invited to organize their counties as they wished. Enrollments were conducted

"After"—A year later the same homemaker is pleased with the results of preparing three balanced meals a day for her family. She lost 34 pounds.

In all counties the program was approved by the county medical societies and each individual attending had a note from his family physician on the approximate amount he should lose. The more than 1,050 people who were enrolled in the weight-control classes lost between 1 and 5 pounds during the 6-week series of meetings.

Striving toward weight control as a group played an important role in weight loss and in making changes in food habits. While the women were changing their food habits, their families did not suffer but were really receiving a better planned diet. The women saw to it that their families ate the Basic Seven foods. The women themselves not only ate these foods but also counted their calories and drank plenty of water.

Twelve counties in Indiana conducted weight-control meetings in 1954, and 18 counties have planned weight-control programs for 1955.

Enrollees in work simplification classes for cardiac patients and other homemakers generally were shown how to save as much as 50 percent of their time and energy while performing their normal household tasks. These classes were open to any woman, but heart patients were given preference.

Participants learned to save time more easily than they learned to save energy, as the latter entailed a definite change of practices, new methods of performance, and more concentration.

The first research project in the United States to determine methods of reducing the workload of farmers, with special emphasis on the cardiac worker, is underway at Purdue University. This is a joint undertaking of the Indiana Heart Foundation, Purdue University, and the Indiana State Board of Health.

The objectives of this 5-year project are as follows: (1) To determine energy or effort requirements for doing selected farm jobs; (2) to determine changes in energy requirements which occur as methods of doing jobs are altered; (3) to develop and evaluate easier, more effective, and more economical farm work methods for the person with cardiovascular disease; and (4) to classify farm jobs by methods according to energy requirements and to develop alternative internal organizations for farm businesses graded according to the physical capacity of the worker.

A series of four meetings on low-sodium diets were conducted for people having heart disease who were referred to these meetings by their family physicians. The objectives of these meetings were to give basic principles of a low-sodium diet, to assist in menu planning, to introduce new ideas for attractive and palatable meals, and to instill in the individual new hope and the healthy attitudes which arise from participation in group activity.

through their offices mainly so they would have opportunity to counsel homemakers and do any followup evaluation.

We started off with a challenging report on what research showed to be the situation in Iowa; followed that up with advice from representatives of the Iowa Medical Association; gave some solid facts on good nutrition; and then launched the diet. As time went along we gave morale boosters in the form of physical exercises, which the women loved, alteration of garments, which they wrote for because they were losing weight, low calorie party desserts, and hobby interests to take their minds off of food. As a finale, we invited as our guests on the program a group of clubwomen from Jefferson, Iowa, each of whom had reached the weight she desired.

Leslie Smith (right) Iowa Extension nutritionist, demonstrates how much looser Margaret Kagarice's dress is since she dieted. Left is Mrs. Sally Duncan, formerly home economics TV editor, discussing clothing alteration.

Today We Live

WILLIAM B. ROGERS
Assistant Extension Editor, Arkansas

COMMUNITY ACTION is common in Arkansas communities regardless of the income level. Many of the demonstrations show results that have no cost involved. Therefore, it is an excellent way to get all families interested in working together.

Community improvement tends to bring every family together. Families with relatively low incomes learn about the standards of families fairly successful with improved farm and home practices. Group action is a real motivating force because of the pressure for group approval. And, community action influences family decisions so that desires and needs are elevated. This is followed by work to improve the income to meet these new demands and needs.

On this basis, the Rural Community Improvement program in Arkansas has been stressed, and many of the lower income groups have been reached with subject matter and thereby helped in their planning.

Tours have been conducted in the Pless community, Pope County, to visit homes and farms of neighbors to encourage farm, home, and community improvements. Progress pictures have been made to show improvements. A meeting is held each month at which progress reports are given to stimulate improvements in all homes. The 4-H and home demonstration organizations have been strengthened as a result of working together.

A concerted effort was made in the Pless community to get rid of cans, rubbish, old brush, and dumping grounds. A rat control program was undertaken and supported by everyone in the community.

New Roads to Market

In the Enterprise community, north Sebastian County, 18 families worked to get a new road into the community to aid in marketing farm products. Soil testing on every farm and planting winter cover crops were also stressed. Community leaders, both tenants and landowners, after talking over problems with the agricultural and home demonstration agents have taken the initiative to develop a better community by strengthening the social, economic, educational and religious activities through the Rural Community Improvement program.

Home demonstration programs in Arkansas are designed to take the latest research and information to all people of all income, social, and educational levels. Now, as in the past, one of the most successful ways of reaching and activating both low and high income families is through both method and result demonstrations.

Mary McMeekin, Chief Food Economist, Rice Consumer Service, Louisville, Ky. shows quick ways to cook rice dishes at meeting in Little Rock, Ark.

Each year there is an increased interest in consumer information, particularly in foods, fabrics, and home furnishings. By studying furniture construction, clubwomen have learned to appreciate well-made furniture. With a new look at what they have and at the price tags on new furniture, many women welcome the demonstrations on refinishing and reupholstering, a popular project throughout Arkansas.

It has been necessary to give demonstrations that cost little or nothing. For example, in Polk County, the women were shown how to use burlap bags for home furnishings. They are washed, sometimes bleached, and then dyed to bring color and beauty at little expense into many rural homes. Articles made included slip covers, sofa pillow tops, mats, pictures, table runners, place mat sets, wall pockets, shoe bags, curtains and rugs.

Bedroom improvements were made by using print feed sacks in making bedspreads, dust ruffles, dressing table skirts, cafe curtains, pillow slips, covers for three-way rest pillows, and sofa pillows.

Clothing clinics in Garland and other counties have inspired homemakers to make the most of clothing on hand. Where fit was a problem, agents and clothing leaders made suggestions for solving the difficulty. When the garments were out of style or needed remodeling for some other reason, suggestions were made for desirable changes.

A demonstration that brought pleasure to many low-income homemakers

s well as others throughout Arkansas was one on accessories to perk up he wardrobe. It included making collars and cuffs, dickeys, ties, belts, hats, and purses from scrap material.

"We want to look nice, but we just do not have the money to spend on clothes," one county council president in the northern mountain section said about the demonstration.

"Making accessories makes it possible to make one or two basic dresses look like we have a dozen!" this club leader added.

Other method demonstrations of interest and benefit to most families have included meal planning to better utilize home-produced foods; food preparation to conserve vitamins and minerals; building of inexpensive storage for canned goods, cleaning supplies, and clothing.

Method demonstrations on gardening, landscaping, kitchen improvement, and living room improvement have been widely attended by low-income families. Many of these ideas add to the convenience and attractiveness of the home, require only time and energy, little, if any, money.

Health Services

About 1,784 health leaders in home demonstration clubs in Arkansas carried the story of good health to 45,115 club members. They pointed out the dangers of overweight, urged members to wear proper fitting shoes, showed the danger signals of cancer, proved the importance of yearly physical and dental examinations, and stressed that good health is a family and community responsibility.

Health was a major phase of study in Ouachita County. Ten club members assisted with the mobile X-ray unit; three in the crippled children's clinic and 40 with the rheumatic fever clinic.

Successful Local Leaders

As a result of local leadership, there are 505 Negro home demonstration clubs in Arkansas with a membership of 13,496 members in 28 counties. Another indication of participation in the Extension program is that 113 community meetings for leaders were held in 12 counties with an attendance of 5,345 adults and 12,750 boys and girls.

Group discussions on farm management, home management, family relations, outlook information, and other topics of interest have been held for Negro farm families participating in the Extension program.

It makes no difference to Bondville 4-H Club members that 98 percent of their parents are renters, sharecroppers, or day laborers. Although they do not have as much cash to put into 4-H projects, the Bondsville Club has qualified for State honors for the last 5 years and has been made a State Honor Club for 4 years.

This club works at another disadvantage. There is a 24-percent turnover in club membership each year in January when farm families move to different farms. But one way that the Bondsville Club keeps their interest is to divide the large club into project clubs which hold separate meetings. These include personality improvement, foods and

(*Continued on page 86*)

One way to

Stretch Your Day

HELEN H. BARDWELL
Associate Home Demonstration Agent
Hampden County, Mass.

Judging exhibits at the town and county fairs always has been a major part of the Extension agent's early fall program in Hampden County, Mass. About 20 such agricultural fairs make the local headlines every year, with as many as three on the choice Saturdays in September.

Feeling the pressure of such extensive judging every year, the home demonstration agents have established a plan that employs the assistance of qualified local leaders for judging at fairs. After trying this system 3 years, it has proved a great success and is winning wholehearted acceptance by the fair people, too.

Extension Service standards of judging are used by all the folks who assist the agents at fair time. To prepare these lay-leader judges to do a uniform job, a special training school on Judging Fair Exhibits is held several weeks prior to the first fair. Qualified homemakers who have shown special interests and talents in project leading are selected and invited to the school.

The training schools have varied somewhat as the program has been developed since 1952. The general plan has been, however, to give basic information first on the setup at fairs, explaining premium lists, exhibit arrangements, judge's responsibilities, and the system of making awards.

Then, specific training is given the leader-judges on how to judge items of clothing, needlework, baked foods, preserved foods, rugs, and crafts. State Extension specialists and local teachers have cooperated with the home demonstration agents in giving the specialized training in these fields. Actual homemade articles are brought in so the women have the opportunity to practice judging and then discuss reasons for their choices. This practical experience has helped.

The homemaker-judges who have been trained are given a choice of fairs on which they will help. For the first time or two, they prefer to work with the agent at the fair to get the "feel" of judging. Then, they confidently go ahead on their own and do a full-fledged job of judging.

This plan has greatly relieved the agents for other program duties in recent seasons. Eventually, it is hoped that the training of judges or organization of such training schools will be the agent's sole responsibility with homemakers assuming all judging duties at the fairs.

The Farmer Wants

More Than Four Walls

He needs help on housing

DEANE G. CARTER
Professor Farm Structures, Illinois

FARMERS are spending at the rate of more than a billion dollars a year for home improvements—repairs, remodeling, and new construction. A great deal more might well be spent to provide the kind of housing that farm families want and need. An unusually large proportion of farm homes are over-age, under-equipped, in poor repair, or otherwise below a desirable standard of comfort, sanitation, and efficiency.

Not nearly enough attention is given to problems of the farm home. Few professional architects are available to design farmhouses. Construction loans are not readily obtained. Large-scale builder services do not generally operate in farming areas. Only a small number of Extension specialists are trained to work on the problems of farm housing. Extension has an active housing program in only a few States; many have no program at all.

For these reasons, farm housing offers a unique and fruitful field for public service. It is a natural area of service for agriculture and home economics Extension workers because it fits so closely into the various phases of farm living and also because no other agency is in such close contact with so many farm families or able improvements.

Many phases of housing are the very special concern of the home demonstration agent and the homemaker. But housing is also a family problem that can be solved only with participation by all members of the family and help from many specialists. Indeed teamwork is by far the most important ingredient of a successful housing Extension program.

To develop a program, cooperation is most important, for no individual can meet all of the responsibilities implied in the term "housing specialist." Not even the best-trained, best-intentioned person can build a program by working alone.

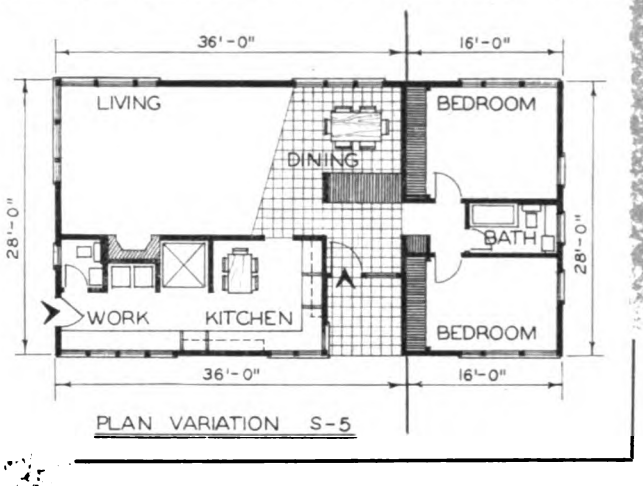
Three kinds of teamwork must be taken into account in developing housing as an extension activity. First, men and women must work together; second, cooperation among specialists is necessary; and third, university teaching, research, and Extension Services should be coordinated.

Farmhouse improvement begins with husband and wife planning to meet family housing needs. County and community programs ought to be a joint responsibility of the agricultural agent and home demonstration agent. Housing meetings should generally appeal to both men and women. The typical housing specialist team consists of an agricultural engineer and a home economist.

Teamwork among specialists is necessary to assure the best assembly of

Analysis for storage space established the essential dimensions for plan development and housing recommendation. Illinois Bulletin 557 (cost $1.25).

Functional design for housing is based upon activity measurements that provide both for the necessary facilities and space for using them.



(Left) Exterior view of one version of a highly adaptable farmhouse plan development. Part of North Central regional research, Regional Publication 32. (Right) This one-story two-bedroom house is one of 576 adaptations to be presented in a forthcoming regional planning guide. Variations include from 1 to 5 bedrooms and many choices for daytime living areas.

information. In one State, specialists in home management, construction, forestry, and agricultural engineering reached every county with a "homemade homes" building school. In other cases, a home furnishings specialist, an economist, or a landscape architect may be needed to round out the team.

All three phases of the college program, research, teaching, and Extension, are necessary in a teamwork attack on housing. In many ways, Extension teaching in housing is a projection of the college or university research and resident teaching program. Research is necessary not only to accumulate new information but also to create interest and enthusiasm for housing. Teaching should provide some training for many students and intensive specialization for a few.

The foregoing comments are based mostly, but not entirely, on the housing program at the University of Illinois. Teamwork is stressed throughout as between men and women, among specialists, and in the lines of teaching, research, and Extension. The principal specialist team of agricultural engineer and home economist is supplemented on occasion by specialists in forestry, landscape architecture, agricultural economics, home furnishings, and others.

Continuous Research

Housing Extension work in Illinois has benefited greatly from the research program at the university. Principal projects are cooperative studies in agricultural engineering and home economics; North Central Regional subprojects relating to space design and plan development; the Small Homes Council research; and College of Engineering studies in house heating and air conditioning.

The Extension program in each State must be developed according to its particular needs, the personnel available, and the support that can be provided. Of course, plans, publications, result demonstrations, and other resource materials are necessary.

Local farm and home leaders, rural builders, power-use advisers and lumber and materials dealers are particularly useful as cooperators. Special interest meetings with farm families are helpful in getting the maximum value from the specialist's time. Of greatest importance are remodeling demonstrations, housing tours, and planning circles.

Extension workers have indicated a great deal of interest in preparing themselves to handle housing problems. Among the effective measures are district and State training conferences, extramural courses, and occasional 1-day sessions with specialists.

In-service workers frequently have taken advantage of housing courses offered in connection with the various Extension summer schools. A 4-week intensive study course in family housing is scheduled at the University of Illinois each summer on a half-time or full-time basis. The 1955 course starts on June 20.

Editor's Note: "A packet of housing Publications may be obtained free on request. Included are four subject-matter circulars on housing, one on farmstead planning, a sample poster-leaflet, and list of plans and planning aids. Address Department of Agricultural Engineering, University of Illinois, Urbana, Ill.

Exhibits by the Vermont Tuberculosis Association help make home demonstration health programs and exhibits interesting. Marjorie Luce (right), Vermont home demonstration leader, talks over some of the points with Extension workers and homemakers.

Let's Live a Little Longer

DURING THE PAST 10 years health education has become an important part of the Vermont home demonstration program. Annual checkups for women, diabetes control, dental hygiene, hot lunch programs, and assistance to local health agencies are some of the highlights of the statewide health program.

Marjorie Luce, home demonstration leader, reports that more women than ever are now going for a medical checkup each year.

"Our medical checkup program started back in 1945 in Windsor County," says Miss Luce. "Some of the home demonstration women got together and conferred with local doctors. Then they went to the State Board of Health for help to develop a check sheet that they could take to the doctor as a basis for the examination."

The following year a health committee was set up to take over the work. Interviews were arranged with every doctor in the county. All doctors gave the program their O. K., and nearly all agreed to charge a special low rate, ranging from $2 to $5. One woman doctor volunteered to tabulate the results of the examinations if the doctors would send her their diagnoses.

"At present 10 of the 14 counties in Vermont have a medical checkup program sponsored by the home demonstration groups and approved by the county medical society. Last year 2,385 homemakers, or about three-fourths of the total membership, reported that they had used this plan for a physical examination.

In this health program the women cooperate closely with the Board of Health, the county medical associations, and various health organizations. One good example was the Health Fair, conducted in Randolph last year. It was sponsored by the

Two articles by
KARIN KRISTIANSSON
of the Vermont Editorial Office

Vermonters like their milk

They Produce It, Promote It, and Use It

ASK A VERMONT homemaker what changes she is making in her daily menu, and she'll probably answer, "I'm using more milk."

In a State where dairying accounts for over two-thirds of the farm marketing income, our statewide nutrition program last year took on a double significance. It helped homemakers to better diets, and was one of many organized efforts in the State to boost milk consumption.

Anna M. Wilson, Extension nutritionist, used the Treat Yourself to More Milk slogan in working with home demonstration groups. Cooperating with the Vermont Dairy Council, the American Dairy Association, and specialists at the University of Vermont, Miss Wilson and a crew of 13 home demonstration agents presented the facts about milk and milk products to the homemakers.

The first part of this statewide nutrition program was a series of training meetings for the home demonstration agents conducted by Miss Wilson. Pictures, charts, and the flannelgraph helped make the meetings interesting.

For her demonstrations Miss Wilson used three 28-inch cardboard figures: one of a woman, one of a bottle of milk, and one of a potato. The three figures were divided into their nutritive composition, so that the homemaker could compare for herself how a potato measured up to a bottle of milk, and how similar milk is to the human body in its composition.

Milk costs were discussed with the aid of the flannelgraph. A large circle showed the portion of the food dollar spent on dairy products and other foods. A graph indicated what good dairy products do nutritionwise, and how easy it is to save some money by substituting those extra servings of meat with more milk in the diet.

In her training meetings, Miss Wilson used a "ribbon chart." This is a 36-inch square board with movable ribbons in different colors, one for each food nutrient. Asking a

home demonstration groups of Windsor and Orange Counties, the county medical societies and the local hospital, high school, and chamber of commerce. The 2-day program featured open house at the local hospital, high school, and chamber of commerce. Specialists on diabetes, children's diseases, cancer, heart disease, infantile paralysis, and arthritis gave the public up-to-date information on what is being done in these fields. Parents and high school students were invited to an open house at the high school where careers in various health occupations were discussed. The exhibit also included 15 films on health, colorful displays, and an abundance of literature.

The Health Fair was clearly a success and will be repeated this year. Much of the organizational work was done by a committee set up by the home demonstration women. The home demonstration agents of the two counties served on this committee and also acted as hostesses and introduced the speakers. Excellent cooperation was given by the University of Vermont College of Medicine, the State Board of Health, and the State Medical Society. Twenty-four different health and youth organizations contributed with literature and displays.

"With Vermont having the second largest proportion of people over 65 in the Nation, old-age problems are very much our concern. We have built up a series of topics on these specific problems, Food After Fifty, Housework Will Keep You Young, and Stay at Home and Like It, are some of the meetings we have held on this subject during the past few years.

"Ninety-five percent of Vermont's children are in need of dental care, and that's another of our concerns. Many of our counties are now helping with dental hygiene projects. In most cases the home demonstration group members furnish transportation for the children to the local dentist or a dental clinic. Many dentists have agreed to help by working on the children at a low hourly rate. If the parents cannot afford the fees, the home demonstration group will help.

"Our shut-ins and patients in the hospitals are also remembered. Vermont home demonstration groups help with thousands of cancer dressings each year. We make scrapbooks for hospitalized children and afghans for veterans' hospitals; we also help our communities with loan closets for disabled and crippled patients. One of our big projects is the hot school lunch program. In many places the school lunch program is run by a local home demonstration group. They help to cook and serve the food and also contribute money for the equipment.

"But it's not only the women's health we are concerned about," concludes Miss Luce. "I would like to see a Preserve Your Husband campaign launched in Vermont. We want to get the men into the picture. By preserving the husband, I mean encouraging adequate diets, weight watching, proper rest, and less nervous tension in the home. That's one project that we are aiming at for the coming year."

Jenny Smith (left), home demonstration agent, Chittenden County, Vt., discusses the value of milk and potatoes with 1 of 10,000 Vermont women.

member of her audience what she had for breakfast, Miss Wilson translated the food intake into vitamins and calories on the ribbon chart. When discussing the daily milk requirements and the high calcium content of milk, she found the chart especially effective.

Other visuals found useful at their meetings were big, appetizing platters of dairy dishes, featuring everything from cottage cheese to ice cream. Three different trays of varying milk equivalents for one week's supply of dairy products for one person were also displayed.

Briefed on the nutritional value of the number one Green Mountain product and the methods of teaching its value, the home demonstration agents then went back to their counties and set the stage for milk meetings with their own groups.

About 10,000 Vermont women learned directly about milk and its nutritive values, says Miss Wilson. Many more who did not attend the home demonstration group meetings read the illustrated booklet, Treat Yourself to More Milk. About 4,700 copies were distributed by the agents. Featuring new and old dairy dishes, the booklet was found especially helpful to homemakers who would rather include milk in their cooking than serve it as a beverage.

When asked how much milk they used in their menu, about 3,000 homemakers reported using the minimum daily requirements. About 2,000 home demonstration members indicated that they were planning to include more milk and milk products in their meals.

Many of the milk meetings were concluded with dairy dinners. A dairy dinner was served to home demonstration agents and county agricultural agents and made such a hit with the menfolks that they staged similar dinners at their marketing meetings.

One of the highlights of the Vermont Agricultural Show in Barre last winter was the Vermont Dairymen's Banquet. Planned by Miss Wilson, every dish in this meal contained milk products, and still it was a well-balanced meal.

Home is the first school for

CITIZENSHIP TRAINING

IN MISSISSIPPI

MARGARET DUNN

Extension Specialist
in Organization and
Program Planning

RECOGNIZING the home as the first school for training in citizenship for family life and for participation in community, State, and national affairs, our clubwomen are working to improve the knowledge of the average homemaker.

All home demonstration families are urged to take an active part in political activities. They are encouraged to pay poll taxes, to register, and vote. Voting is looked upon as a duty as well as a privilege. That's why the women selected thought-provoking study topics and developed a suitable reading program. Many of the study topics follow closely the legislative acts of the State and Nation. Some of the recent topics are:

Individual responsibility versus big government; a sound economic policy and prosperity through two-way trade; conserving our heritage of soil and water; our facilities in Mississippi for taking care of the mentally ill; Mississippi adoption laws; the right and privilege to work; how radio, television, and comic books influence family life; American charm (the International Peace Garden and other spots); know your health and accident insurance and how to use it; and jury service for women.

Legislative actions affecting the clubwomen and their families provoke deep interest. Some of the items studied by the home demonstration clubs are: Premarital physical examinations, laws prohibiting livestock at large on highways, and the adoption law recommended by the Children's Code Commission. Members have also studied legislation to promote grading of eggs based on the United States Department of Agriculture standards and proper labeling of consumer goods.

The soil and water conservation program has been one of the most popular activities. Each year the women take the lead in observance of Land Use Emphasis Week with a special Women's Day. Materials for the programs are furnished by the State Extension conservationist. Activities include tours, demonstrations radio and television programs, special sermons and devotions, and exhibits.

To care for the needs of foreign agriculture workers who come to our State to learn Extension methods, the State Home Demonstration Council has a hospitality chairman. She makes arrangements for these people to visit in farm homes, to attend Extension meetings, and engage in activities that will give a better insight into our American way of life.

Our international relations are improved by letter friends, friendship parcels, entertainment of International Foreign Youth Exchange students, observance of United Nations Day, and contribution of books and magazines to home economics schools in Pakistan, where Maude Smith, a Mississippi Extension specialist, is now working.

Voting is a citizen's privilege and responsibility. Mrs. Hunter Arnold of Sessums, Miss. casts an absentee ballot before going to Washington, D. C.

IN KENTUCKY

LULIE LOGAN
Assistant State Leader and
Adviser to the Program

THE CITIZENSHIP program in Kentucky is designed to create within a homemaker an awareness of her worldwide community and her privileges and responsibilities as an American citizen in her local community.

To help her grow and achieve in this regard, the State citizenship chairman each year prepares a leaflet setting forth ideas, suggestions, and

recommendations to challenge the homemaker. At the same time, the suggestions must be adaptable to local conditions. The homemaker's interest is caught by the leaflet's opening statements:

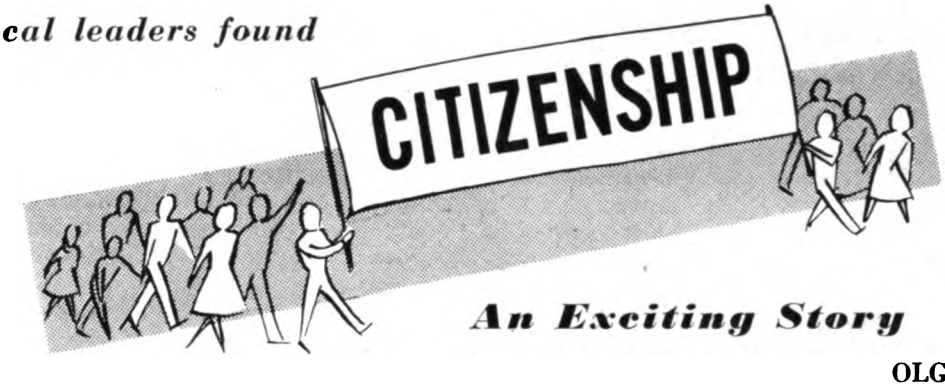
"Are you looking for a profitable investment?" Would a better world, in return for a small outlay of your time, interest, and your best efforts be that investment? That is our citizenship program where, in return for our interest and support, we gain in a hundred ways—better communities, increased loyalty to our country, better informed citizens, wider horizons, lasting friendships, and the joy that comes from sharing."

Suggestions in the leaflet are purposely general—to arouse the homemaker to look about her to discover opportunities for service, to learn what goes on in the world, and to assume her duties as a citizen.

Twelve district meetings of counties, with a district chairman in charge of each one, are held to discuss possible citizenship activities, to exchange ideas, and to make suggestions for the district. The leaflet is the text or point of departure for the discussion. The resultant goals set up may include some or all of the general suggestions, whatever the representatives consider applicable to their counties.

Following these meetings, the county and club citizenship chairmen conduct the county meetings.

Our local leaders found



An Exciting Story

OLGA BAN
Assistant Home Demonstration Agent, Oneida County, N. Y.

"IT'S DRY. We can't drum up enough interest. The women don't want to listen to us. It's too difficult to teach."

I am sure most of you, just as we in Oneida County in mid-New York State, must have heard these comments some time or other about citizenship. To find leaders to teach preparation of oven meals or the making of a cotton blouse is easy enough. At the end of the meeting you can eat what you cooked and you can wear the blouse you made. Citizenship, however, isn't as tangible as oven-meals or blouses and the results are slow to show up. Further, as most of us know, half of the fun is in the doing. The women like work-meetings and they like to participate actively in a project.

Utilizing the principles of successful projects such as those cited above, we set up a citizenship training school in Oneida County which has achieved results beyond our expectations. We have reached not 60 but 600 women. Our success was due to careful advance planning and was based on the following premises.

We believe that the introduction of leader training in place of countywide meetings was largely responsible for the success of our ctizenship project. The citizenship project in Oneida County used to be presented at countywide meetings by a county leader. Those who attended could, if they wished, report to their unit members, but they were not expected to do so, and it was difficult to evaluate the results of such a meeting. Attendance at our countywide meetings averaged between 50 to 60. After changing to leader-training meetings the attendance became a steady 40 to 50 leaders who taught this project to several hundred club members.

Setting up leader training classes was only the beginning, for we realized that we had to maintain the leaders' interest. We did this by offering a sequence of topics, which started with local government, continued with county, State, and Federal Government.

Our most important innovation was the idea of Mrs. Arthur Allen, our county citizenship leader. She sent a letter to the unit leaders before each meeting asking them to do a little research in the community in connection with the topic to be discussed at the next meeting. The leaders at first were somewhat surprised. They expected to sit back and listen to a lecture, but instead they were the ones to lecture.

Of course, we were fortunate in having Mrs. Allen, a woman who has the ability of setting the stage for a certain topic. At one of our training schools where the topic was the Federal Government she started the lesson by asking each of the leaders if they had any contact with the Government that morning. This was an unexpected question. The women confessed they had never thought of having had contact with the Governmen when greeting the mailman that morning.

The reason for inviting speakers, showing pictures, and arranging field trips was to introduce variety into the teaching. The speakers were local persons, competent representatives in their particular fields. The women were pleased to meet some of

(*Continued on page 86*)

The women of the rural-urban project of Lincoln Parish go "behind the scenes" of a supermarket to see how meat is prepared to sell.

Together rural and urban women

Follow Food to Market

ESTHER COOLEY
Consumer Education Specialist, Louisiana

RURAL and urban women in Louisiana have joined together to learn some of the intricacies in producing, processing, and marketing foods. This pilot project in consumer education just drawing to a close served not only to give the women a better understanding of marketing problems but also strengthened the ties between rural and urban women and among retailer, processor, producer, and consumer.

To launch the project, the State Extension consumer education specialist invited home demonstration agents in Calcasieu, East Baton Rouge, Jefferson, Lincoln, Rapides, and St. Landry Parishes, which were selected for the study, to discuss the tentative plan. The next step was to issue invitations to a limited number of rural women from home demonstration clubs and an equal number of urban women from civic clubs to make up the group in each parish.

Four meetings were planned in every parish, one each on meat, dairy products, poultry products, and fresh fruits and vegetables. The consumer education specialist, using various visual aids, traced the commodity from its beginning on the farm through the production, processing and marketing stages. Take-home information on the subject under discussion was distributed to each person before the group departed for a tour of a processing plant, a supermarket, or a farm.

No two parishes followed exactly the same pattern of tours. Some went to a farm to observe poultry or egg production while others chose to visit a poultry processor. In some parishes, they toured a supermarket to study the sale of meat or visited a fruit farm or went to a packing house to learn about distribution of meat. Almost all of the groups went to a creamery or ice cream factory. At the conclusion of the meetings each of the women was requested to report back to her club.

Because this was a pilot project suggestions for improvement were solicited from all who participated. Following are a few of the changes recommended for a similar series another year: (1) Have a larger group participate, probably using the number of home demonstration clubs in the parish as a basis and match that number with an equal representation from urban civic clubs; (2) hold meetings during four consecutive months and try not to schedule meetings during the summer months; (3) examine the time of day the meetings were held to be sure that the time selected is the best time; (4) learn what carryover there is to the clubs represented; (5) have the consumer education leader as the representative at each meeting; and if she is unable to attend for her to be responsible to have someone to represent her; (6) have the group break down into smaller groups for the tour so that each member of the group may see and hear everything on the tour; (7) have the specialist obtain from the agent her reaction and the reaction of the women to the series of meetings and ask her to offer suggestions for the improvement of the project.

There has been interest manifested in the project by the home demonstration agent, by the women participating, by the farmers whom we visited, by the processors, and by the retail merchants. Some parishes have asked for some more work along the same lines and similar projects will probably be carried on in other parishes of the State which will be designated by the district agents.

With the movement of city residents to the fringe areas and the commuting of rural people to city jobs, more common bonds will help to bring about more sympathetic understanding of the problems of production and marketing.

Ohio's study of

Part-Time Farmers

Reveals a 2-way movement

Into the country to live
Into town to earn a living

H. R. MOORE and W. A. WAYT
Rural Sociologists, Ohio Experiment Station

'They say' that V. H. Pittis, welder at a Massillon plant, can be home and at his farm chores (below) before the quitting whistle stops blowing.

RESEARCH is underway in Ohio on the economic and social aspects of part-time farming. Results so far help put some things in perspective.

The 1950 census revealed that one-third of Ohio's farm families received more than half of their income from nonfarm sources. And, the same proportion of farm operators spent 100 days or more in employment off the farm. In this Ohio study, operators spending 100 days or more in nonfarm work and farming 3 acres or more are considered part-time farmers.

A flock of good laying hens such as these of V. H. Pittis is a must with most part-time farmers.

This group varies in objectives and accomplishments. For purposes of description let us consider four situations.

Commercial Part-Time Farmers

These are similar in enterprises and scale to full-time farms except that the operator works at another job. The study shows that almost as many persons operate 100 acres or more as operate 3 to 29 acres. Part-time farming is not necessarily small-scale farming. Farm product sales exceeding $5,000 are frequent. The larger part-time farmer is subject to the same pressures as the full-time farmer to use labor and equipment efficiently.

Semi-Commercial Part-Time Farmers

This is the group popularly envisioned as the part-time farmer; some production is for home use, some for sale. Inefficiencies and high cost of equipment limit the commercial effectiveness of this scale of operation. Some solve these problems, but more are shifting to the commercial scale or to subsistence production.

Subsistence Part-Time Farmers

Production for subsistence usually is not seriously handicapped by high cost. Labor is largely a spare-time proposition. Heavy machinery is not necessary or can be hired. Products consumed can be valued at retail prices. Sales are incidental.

Residents—Rural and Suburban

This group excludes farmers but is identified by an interest in gardening and rural living. Response to an inquiry by a corporation employing several thousand persons in Ohio indicated that about two-fifths of its employees wanted information on gardening and farming.

Three-fourths of these respondents occupied a city lot or less than 3 acres. Their primary interest was gardening although 1 in 6 expressed an interest in buying a farm. The other fourth occupied from 3 to more than 100 acres, and their interests ranged the scale of subject matter relating to agriculture.

Movement to Part-Time Farming and Rural Living

This is a two-way movement. Automobiles and good roads provide the means. Mechanization of farms, decentralization of industry, and growth of nonfarm employment opportunities enable the farm population to sell extra labor while continuing to farm. Specific objectives may be to finance additional land, farm improvements, or reduce debt.

The amenities of rural living, the 40-hour week, earlier retirement, uncertainty of employment, are incentives to move out from the city. How

(*Continued on page* 87)

Who are the members of
Home Demonstration Clubs?

A study was made in Cowlitz County, Wash.

How can you help to plan a satisfying program with a group of homemakers if you do not know what they are most interested in? Is your program attracting the women in your county who need help in homemaking?

To answer these questions, Ruth S. Hicks, home demonstration agent in Cowlitz County, Wash., and Mrs. Loretta V. Cowden, State Extension agent, with the help of the homemakers in that county, studied the health and census information in the county. Also the programs of the Extension Service during the past 5 years were carefully analyzed. In addition, the home demonstration agents and the leaders of the home demonstration groups polled 104 members of the home demonstration clubs, selected at random from the total number enrolled in 1954, to find out something of their interests and the extent to which they represented all the homemakers in the county.

Where they live—Of the homemakers enrolled in the home demonstration groups, 26 percent lived on farms, 44 percent in the open country or in small villages or towns that have a population of less than 2,500 and 30 percent in towns or cities that have a population of 2,500 or more.

Their interests—Whether the home demonstration club members lived in rural or urban areas seems to make little difference in the subjects they would like to have included in the home economics Extension program.

The six subjects checked most frequently by both rural and urban members of home demonstration groups were:

Family business such as wills, investments, insurance.

How to make the home more attractive.

Easier ways to do housework.

Well-balanced meals.

How to make the home more convenient.

Good buying practices.

Children—Two-thirds of the women had children under 20 years of age.

Age of homemakers—About one-third of the enrolled homemakers are under 40 years of age. This is a lower percentage than the proportionate number in the county.

Schooling—More than half of the homemakers enrolled in home demonstration groups had graduated from high school or had formal schooling beyond high school, and 42 percent had high school courses in home economics. This indicates a large potential for leadership. The homemakers enrolled in Extension have had more schooling than the average homemakers in the county.

Income—The family incomes of members of home demonstration groups compared with those of nonmembers were about the same. More than 80 percent of the members have an annual income of $2,500 or more, and 80 percent reported that their entire incomes are derived from sources other than farming. Only 7 percent of the member families reported that all their incomes were derived from farming. Over one-third of the enrolled homemakers work away from home or in the home to earn money.

Membership tenure—More than three-fourths of the women have belonged to a home economics extension club or group 4 years or less.

Extension information—A series of questions was asked the homemakers

Upholstering with foam rubber has been a very popular project among homemakers in New York.

concerning the sources of their Extension information.

Eighty-four percent of the home demonstration club members had read the Extension agent's column in the weekly paper, about one-third listened often to the radio stations over which the home demonstration agent broadcast, and 25 percent watched Extension television programs.

When asked their opinions of the helpfulness of the different Extension teaching methods, the members placed high on the list the Extension agent's columns in the newspaper and group meetings taught by the local leader. Over one-half of the women had explained to neighbors and friends how to get Extension information, or had passed on some they had learned.

Each enrolled homemaker read an average of 5 magazines.

Much Work and Some Play

(*Continued from page 69*)

dancing, parties, and other forms of recreation. The Emmett Healy family in Brule County living on the rolling plains near the breaks of the mighty Missouri is a good example.

They aren't reluctant to share their fun. On a given night you can find one dance square of Betty and Bob's high school pals in the bedroom, another in the living room and another in the dining room of their small home gaily going "around that corner to take a little peek." Since Betty went to the Junior 4-H leaders' camp last summer she has used her family as willing subjects to practice games and mixer dances.

The sign of our times indicates that if Extension is to help people develop better farming that is really going to produce better living, then an effective program of education for leisure centering in family recreation must be launched. The home is the human relations laboratory where basic behavior patterns and attitudes about people are experimented with and established. In the relaxed togetherness of family fun are found many of the necessary ingredients for helping citizens to live together in our world creatively in the "democratic" manner.

The far-reaching effect of

SOCIAL SECURITY

on farm-home plans

THE NEW Social Security program for farm families is already influencing farm and home plans. Knowing that survivors' benefits are assured, a farm wife has a little more margin in making her plans with the family. By easing the pressure to put everything into savings as a family protection, it may make it possible to include in the budget a little for recreation, education, medical care, or other needs that often have to be postponed and may make the difference between hardship living and a more satisfying daily life.

At the retirement age, when it would be a pleasure to ease up on the daily routine of farm work, a farmer who can qualify for Social Security may find that the monthly payments make it possible to rent his farm or move into town. This decision sometimes affects the grown children who hope to take over the farm upon their parents' retirement or partial retirement.

As counselors to farm families, farm and home agents will want to know what the program is and its major implications for farmers and farm workers and their families.

What is the OASI program? It is a contributary group social insurance program designed to replace, in part, the loss of income resulting from retirement or death. The program is financed entirely by the self-employed, the workers, and their employers in covered employment. Only farmers and workers who have worked in covered employment for a specified time—never less than 6 calendar quarters—are insured under the program. An individual is permanently insured after 10 years or 40 calendar quarters of coverage.

This is the way a farmer qualifies for Social Security payments. If he has annual net earnings of $400 or more from farm self-employment he is covered under the Old Age and Survivors Insurance program, effective with the first taxable year after 1954.

A self-employed farm operator over 65 years of age must have earnings from his farm business for at least two taxable years which end after 1954, before he can become eligible for benefits. A farmer of this age group may obtain social security credits for his farm earnings even though a portion of the farm work is done by his employees or his family. The amount of the tax for self-employed farm operator is 3 percent of the first $4,200 of net earnings each year.

A farm worker who is paid as much as $100 during the year by an employer is covered under the OASI program. The tax contribution is 4 percent, of which 2 percent is paid by the worker and 2 percent by the employer. The amount of the tax for self-employed farm operator is 3 percent of the first $4,200 of net earning each year.

The retirement and survivors' benefits vary from $30 to $200 monthly, plus an additional lump-sum payment of $90 to $255 upon the death of an insured individual.

Pay Regularly

In no case are these taxes optional. Payment of the taxes should be made promptly when due to the Director of the Internal Revenue Service, U. S. Department of the Treasury, for your District.

Some may think that these monthly payments are not enough to bother with nor enough to keep one in old age. However, it has been proved a worthwhile form of social insurance. It is not a substitute for life insurance, but is designed to provide some basic security for all those who qualify. It may make the difference between living in dread of death and old age and living with some measure of peace and security.

The Deerings Are an Extension Family

Arthur L. Deering, Dean of Agriculture and Extension Director of the University of Maine.

ARTHUR L. DEERING is the director of Extension work in Maine. The Deerings of Maine are truly an Extension Service family. Director Deering's son Dr. Robert B. Deering, is the chairman of the Department of Landscape Management at the University of California. Much of his time is devoted to Extension work.

Director Deering also has three married daughters living in Maine. One, a former county home demonstration agent in New York State, is the foods project leader for a group; another is the county home economics chairman of York County (Maine) Extension Association; and one, formerly county 4-H Club agent in New Hampshire, is the secretary-treasurer of a newly formed junior Extension Association group in northern Maine.

Director Deering's wife, the mother and grandmother of this Extension tribe, is the supervisor. She operates as the baby sitter and corresponding secretary. Three grandsons of the Deerings are members of a 4-H dairy club and have won prizes and recognition for showmanship in this branch of Extension work.

Citizenship

(*Continued from page 81*)

the people whom they knew only through the newspapers. The films and the field trips served to highlight our program.

On one of our trips we visited the United Nations at New York City; another time we went to Albany where we attended the meeting of the State legislature. The women were thrilled when one of our assemblymen stood up and asked the speaker to welcome the Home Bureau representatives from Oneida County.

We found that the introduction of a citizenship corner into our monthly Home Bureau News really brought dividends. Our Home Bureau News reaches every member. Thus the Citizenship Corner is read not only by citizenship leaders, but also by members who do not attend citizenship classes. Reports show that the monthly article or quiz furnished by Mrs. Allen for this column became family reading matter. Husbands and children helped to answer the quiz.

Sending two leaders to the citizenship training school really increased the self-confidence of our leaders. Proof is that several of the women accepted invitations to talk to church and Grange groups about their trip to the United Nations and Albany, or about some other topic dealt with in our citizenship training schools.

Today We Live

(*Continued from page 75*)

cookery, recreation, safety, clothing, girls' handicraft, and boys' handicraft.

Six 4-H Club boys received registered gilts from the Osceola Chamber of Commerce during 1954 to start a pig chain. These boys will keep the gilts until the first litter of pigs arrives. When the pigs are 10 weeks old, each boy will return two gilts to the County 4-H Council and they will be placed with other 4-H boys and girls in the county.

Families of boys receiving these gilts range from sharecroppers to owners of 100- to 160-acre farms. No distinction was made between landowners, renters, or sharecroppers in the selection of boys to receive pigs.

Large numbers of Arkansas 4-H'ers are finding that even though they have little money, it takes a minimum amount to carry such projects as clothing, foods and cookery, home improvement, and personality improvement. They know that giving of time and service yields greater results in 4-H Club work than any other item.

The farm and home development approach to Extension work will offer greater opportunities to farm families in Arkansas. Set up to work with farm families of all income levels, committees have carefully selected representative families from the lower-income group.

Farm and home development will aid all farm families by bringing them information and assistance in developing a system that fits the resources, abilities, and opportunities of the family; in appraising practices that best fit the family's system of farming; in developing a farming system that improves and conserves land and human resources; and in adjusting to short and long time economic changes.

•

Cooperate To Serve Farm Families

(*Continued from page 70*)

sors up to date on subject matter and conscious of family living as seen through the eyes of a home economist.

Each county staff sets up its own goal in terms of other commitments, size of staff, and need for the joint service, and then sends a summary of the plan to the State coordinator. Form sheets were provided for this purpose to make the reporting and the recording easier and more efficient.

The State coordinator in turn summarized these evaluation and program plans by districts for the use of State agents in their followup work with the county staffs.

In counties where the staffs of these two agencies are already cooperating, families are requesting information and help of the agricultural and home agents. They have indicated a desire and need for this kind of guidance and counseling.

"Clean Water for Better Health"

Theme of World Health Day, 1955

DR. LEONARD A. SCHEELE

Surgeon General, U. S. Public Health Service
U. S. Department of Health, Education, and Welfare

WORLD HEALTH DAY, on April 7 this year, marks the seventh anniversary of the founding of the World Health Organization, the United Nations' specialized agency which is doing so much to attack the ancient diseases still plaguing the world.

This year the theme of World Health Day is "Clean Water for Better Health." It is an especially fitting theme, because the necessity for good water underlies so many of the new and growing health programs in foreign countries.

In many of them our efforts to help the governments of those countries improve the health of their own people have developed into the programs that this country began years ago—better environmental sanitation, better nutrition, better control of the communicable diseases, and the teaching of the principles of maternal and child health.

In our country as well as foreign countries, however, the fact that clean, pure water is a vital part of our daily lives can never be overemphasized. President Eisenhower, in his Health Message to the 84th Congress this past January, made special note of the importance of our water resources. He also praised the World Health Organization for its forceful leadership of the cooperative worldwide movement toward better health for all of the peoples of the free world. Certainly our efforts to give those peoples a chance to help themselves to a longer and healthier life is fundamental to the attainment of permanent peace and security.

A woman in India draws her water from a well, using the same method today as centuries ago.

Part Time Farmers

(*Continued from page* 83-

far out? Replies from the industrial group mentioned above indicated that the worker occupying a a city lot or less than 1 acre travels to work on an average of 6 miles in 21 minutes; the average part-time farmer travels about 12 miles in 28 minutes. The extreme is about 60 miles in 90 minutes. By choice, no one questioned so far would live more than 25 miles from work. But let us ponder this point: Only 6 percent would move closer to work; 33 percent would move farther out to get the type of property and the living conditions they want. Travel time does not increase in the same proportion as distance.

Some Implications for Agricultural Extension

Part-time farmers contacted have often expressed a need for printed agricultural information. Free time and work schedules do not fit well with group meetings. The wife frequently carries the burden of farm responsibility. Elementary information and materials related to small-scale production are wanted by those with a nonfarm background.

Here's a note to horticulturists and home economists: Of 1,500 recent requests for experiment station and extension publications from the industrial group mentioned above, one-third related to gardening and fruit growing, one-fifth to the home, and about half of all the other subjects which concern the farmer.

Future Plans of Part-Time Farmers

Future intentions should be a measure of what people engaged in part-time farming think about it. In terms of intentions over the next 5 years, 28 percent were headed for full-time farming (this group already operated an average of 112 acres); 16 percent intend to retire and farm full time on a small acreage; 29 percent would continue as part-time farmers; 21 percent would quit farming but live in the same location; 6 percent would move to town.

UNITED STATES
GOVERNMENT PRINTING OFFICE
DIVISION OF PUBLIC DOCUMENTS
WASHINGTON 25, D. C.
OFFICIAL BUSINESS

More Than Five Million Families . . .

take part each year in Extension home economics work, largely through the efforts of more than half a million volunteer leaders. Last year, nearly 5,300,000 homemakers learned better methods and improved their home practices either directly through county Extension agents, or through approximately 537,600 public-spirited local leaders trained by these agents.

This year's annual observance of National Home Demonstration Week from May 1 to 7 will mark a decade in which county, State, and Federal Extension Services have teamed up to call attention to the home's influence in community, State, and Nation.

These are objectives of the Tenth National Home Demonstration Week:

1. To acquaint the general public, and especially young families, with the total Extension Service—its educational programs for homemakers, and especially some of its specific aims:

   - ★ To emphasize the value of wise management decisions in home and family living.
   - ★ To interpret the results of research and successful experience in homemaking.
   - ★ To help consumers develop skills and change attitudes in selecting, buying, and using food and fiber.
   - ★ To assist families in understanding the broad problems of agriculture and their relation to local, national, and world economy.
   - ★ To increase awareness of the home's important effect on the character and personality of youth.

2. To encourage families to help strengthen the communities in which they live.

3. To recognize volunteer leaders whose services contribute greatly toward better homes and community life.

Truly in the words of the national theme:

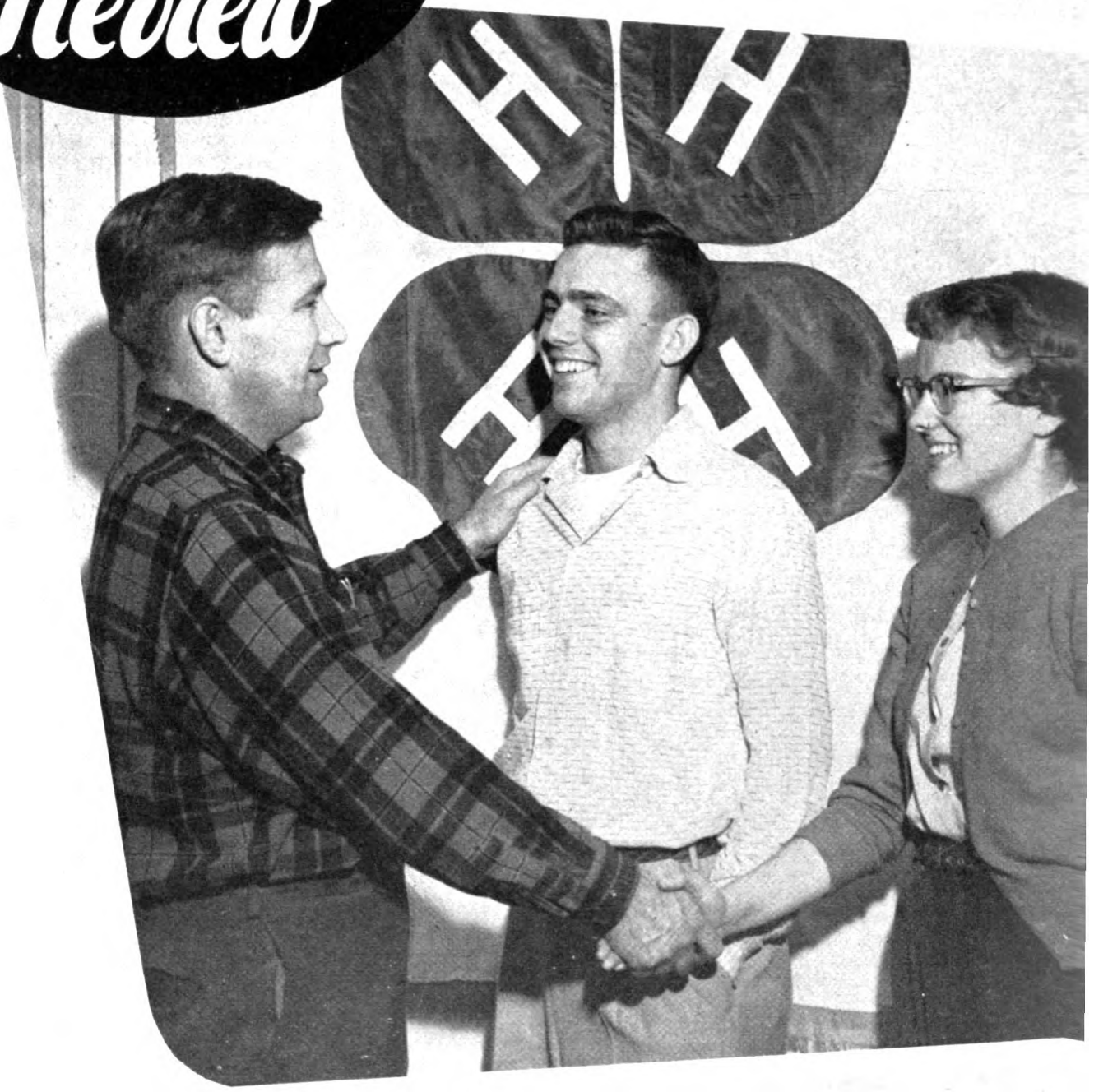
"Today's home builds tomorrow's world!"

☆U. S. GOVERNMENT PRINTING OFFICE 1955—311877

EXTENSION SERVICE Review

MAY 1955

Special 4-H Club Issue



Congratulations for Achievements

UNITED STATES DEPARTMENT OF AGRICULTURE • FEDERAL EXTENSION SERVICE

In this Issue—

EXTENSION SERVICE Review

Official Organ of the
Cooperative Extension Service
U. S. Department of Agriculture
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Improving Family and Community Living

Theme for 4-H Club Work for 1955

Ear to the Ground

The first issue of the Extension Service Review was published just 25 years ago this month. I wish my ear to the ground were keen enough to detect the number of persons who reading this anniversary issue, will say, "I read and remember that first number."

On page 109 you will find some interesting observations by Kenneth F Warner of the Federal Extension Service on the farmworld changes that have come about since May 1930.

The anniversary of the Review coincides with the 25th anniversary of the National 4-H Club Camp, held here in Washington, D. C. This event is a thrilling experience for both the young people and their leaders, an experience that is duplicated in a large measure for many other boys and girls in their own State camps. A brief review of the Washington camps appears on page 92, written by T. Weed Harvey, who helped to make the first camp possible.

Our hats are off to Fern Shipley and others on the Federal Extension 4-H staff who contributed much thought and time to making this 4-H issue as interesting and useful as possible. It reflects their concern for tenure, programming, awards and leadership training. You will find some information on policy making and a summary story on the history of the 4-H movement, written by Gertrude L. Warren, who has been a devoted leader in 4-H Club work for many years.

We hope you will find enough helpful ideas in this issue of the Review to refer to your copy many times.

C.W.B.

COVER PICTURE—Leonard Harkness, Minnesota State 4-H Club Leader, congratulates Roger Olson and Donna Ganske, the 1954 State winners in health achievement. See Mr. Harkness' article on "More Years in 4-H" on page 97.

TO OUR YOUTH

EZRA TAFT BENSON
Secretary of Agriculture

AMERICA'S rural young people need training today to fit them for modern farming and homemaking, and for taking their places in the community. More importantly, they need training for character, good citizenship, and responsible leadership—the kind that makes them self-reliant, independent, and unafraid.

The 4-H program is doing a fine job of preparing boys and girls for the future. This year it is helping them meet the challenge of their new club theme, Improving Family and Community Living. To improve family and community living means working toward better homes, schools, and churches, and teaming up with neighbors in a spirit of friendly cooperation for worthwhile accomplishment. Fortunately they have an excellent opportunity for this in 4-H Clubs.

That is a high ideal. To attain it, I hope Extension workers and the third of a million public-spirited volunteer 4-H leaders throughout the country will urge members to take increased advantage of their 4-H Club program to learn and apply the findings of agricultural science, to train for character building, and to become the best possible citizens and leaders.

Secretary of Agriculture Ezra Benson visits with several 4-H Club members.

Once You Define the Problem

E. W. AITON
Director, Division of 4-H Club and YMW Programs, Federal Extension Service

WHEN we meet or talk with a group of local folks who want to start a 4-H Club, how do we begin? What is the *reason* for having a club in the first place? What are we trying to do? What is the problem we are attempting to solve by helping them bring 4-H Club work into their community?

Is the problem a need for basic skills and knowledge about agriculture and home economics? Is it to reduce juvenile delinquency? That may be the *symptom* of growing-up problems of boys and girls.

Does the community need something to tie it together now that institutions of the horse-and-buggy era have been replaced by consolidated schools, chain stores, and door-to-door pickup marketing services?

Problems like these exist everywhere in America today. But are they the piece de resistance when we answer the call to help establish a new club? Or do we attempt to accomplish as much with less effort by accepting blindly that 4-H is good for boys and girls and for the Extension Service, so let's have some more of it.

Let's face facts. Local leaders and Extension workers are doing an effective job of recruiting new members. Over 680,000 boys and girls enrolled in 4-H for their first time in 1953. But almost as many dropped out after an experience averaging about 2.7 years' duration. The average 4-H member is about 12.7 years old. Our approved age range is 10 through 20.

About a third of the 4-H enrollment must be recruited anew each year in order just to stand still! That's not a bad record as volunteer youth movements go. In fact, it compares very favorably with other nationwide programs. But it implies that Extension workers must spend large amounts of time organizing new clubs and keeping fires lighted under the old ones before educational effectiveness really begins. It also implies that compared with population growth, 4-H Club growth is lagging far behind.

One more fact. There are approximately 10 million boys and girls 10 to 21 years of age on farms and in rural areas of the United States. This is our potential clientele. We can double our 4-H enrollment from 2 million to 4 million by reaching 80 percent instead of 65 percent and by holding them in 4-H work 4 years instead of 2.7 years.

The program is the key to this accomplishment. Young people will join 4-H and will remain in it if the program offers what they want and need. This is more than assumption or prediction. 4-H is like an educational cafeteria. Youthful customers enter the doors in ample numbers. They sample our menus and taste our offerings. But if these do not satisfy their educational or developmental appetites, they go somewhere else for their next meal.

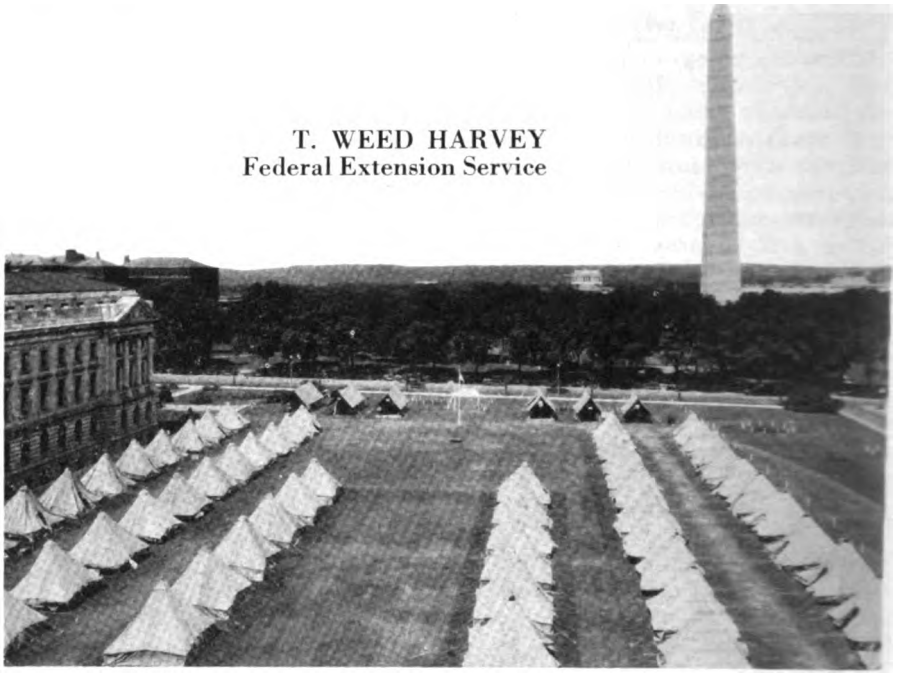
There are counties in the United States that have reduced the problem of 4-H dropouts to a minimum.

(*Continued on page 111*)

25 Years of 4-H Camps

in the Nation's Capital

T. WEED HARVEY
Federal Extension Service



Tents are pitched for the Second National 4-H Camp, 1928.

DELEGATES who came to the first National 4-H Club Camp, held in Washington, D. C. in June 1927, slept in tents on the Department of Agriculture grounds, on the same site used as a camp for the Union soldiers during the Civil War. But despite the lack of physical comforts, it's safe to say that those delegates were just as thrilled to visit their Nation's capital and to become acquainted with 4-H Club members from other States as the young men and women who will come in 1955.

The first camp was under the supervision of the late George E. Farrell, who was in charge of 4-H Club Work for the Office of Extension Work. He was assisted by R. A. Turner, Gertrude L. Warren, William G. Lehmann, Mary R. Mooney, and Harry W. Porter. Dr. C. W. Warburton was Director of Extension Work when the camp was first held.

Locations Changed

Except for the war years, 1942 to 1945, camps have been held every year. Locations have moved from the Mall near the Smithsonian Institution, the Washington Monument to American University and Arlington Farms. Since 1946 headquarters have been maintained in the Hotel Raleigh. In plans for the future the camp will be located at the 4-H Center in Chevy Chase, Md.

Then as now each of the 48 States, Alaska, Hawaii, and Puerto Rico is eligible to send two 4-H Club boys and two 4-H Club girls and one to four adult Extension workers, making a total of approximately 275 persons.

Essentially the objectives of the camp have not changed for the young people. The purposes of the camp are to contribute to the delegates' preparation for responsible citizenship and service in their communities and to improved program planning for 4-H Clubs. This is achieved through a better understanding of how our Government functions—by personal observation and group discussions, and through addresses by national leaders.

After a full week of rich experiences, these young leaders in 4-H Club work return home to share their ideas and inspirations with hundreds of other 4-H Club members. Over the years their influence has made a significant impact on the total 4-H program.

Equally valuable are the meetings for the leaders, held simultaneously with those for the boys and girls. Program development problems, policy recommendations and the development and exchange of ideas are the meat of these sessions. Their influence on the 4-H Club movement can hardly be overestimated.

Alumni Invited

As part of the Anniversary observance many former delegates to the National 4-H Club Camp have been invited to Washington to attend at least part of this 25th camp. Their accomplishments and enthusiasm will help mirror for first-comers the values of this national assembly.

Regardless of location, the 4-H National Camps have provided many enriching experiences. Even Dan Cupid has played a prominent part in the proceedings. Far and beyond the pleasant personal relationships that have grown from these meetings are the ideas and the inspiration the delegates take back to their States, and their own strengthened potential for informed leadership.

A brief review—

The 4-H STORY

GERTRUDE L. WARREN
Federal Extension Service (Retired)

THE 75,000 youths in the 4-H Club program of South Korea are the backbone of Korea's agricultural economy and the future leaders of the young republic, according to a statement made in the New York Times recently by Major General Charles W. Christianberry, President of the American-Korean Foundation. This statement reflects the influence of 4-H Club work throughout the world and the effectiveness of its program, centered in the farm home and based on the philosophy of self-help in meeting real life situations.

Over 45 countries now have some form of the 4-H Club program in which young people share responsibility in the development of improved farms, homes, and community life. Little did the early pioneers, however enthusiastic, dream of the magnitude of the program now underway.

In the moving, exciting history of 4-H Club work entitled "The 4-H Story," Franklin M. Reck tells of the small but very significant beginnings of this dynamic rural youth movement with its sound philosophy, its revolutionary methods, and its steady growth, guided by courageous, imaginative men and women. As dedicated school superintendents, State fair managers and Extension agents, many of them, in the early days, staked their professional careers on these new approaches in the educational field.

Small scattered beginnings of club work on a community basis eventually fruited in the early 1900's into the much acclaimed corn and pig clubs along with the equally acclaimed tomato and canning clubs. This new educational endeavor was soon recognized by the State land-grant colleges of agriculture and by the U. S. Department of Agriculture, and made a part of the federally sponsored program known as the Farmer's Cooperative Demonstration Work. In 1914 through the passage of the Smith-Lever Act it became an important part of the Cooperative Extension Service.

From then on, this youth movement in voluntary, informal education grew rapidly under the guidance of an increasing number of State 4-H staffs in State land-grant colleges in cooperation with an expanding 4-H staff in the Extension Service of the U. S. Department of Agriculture.

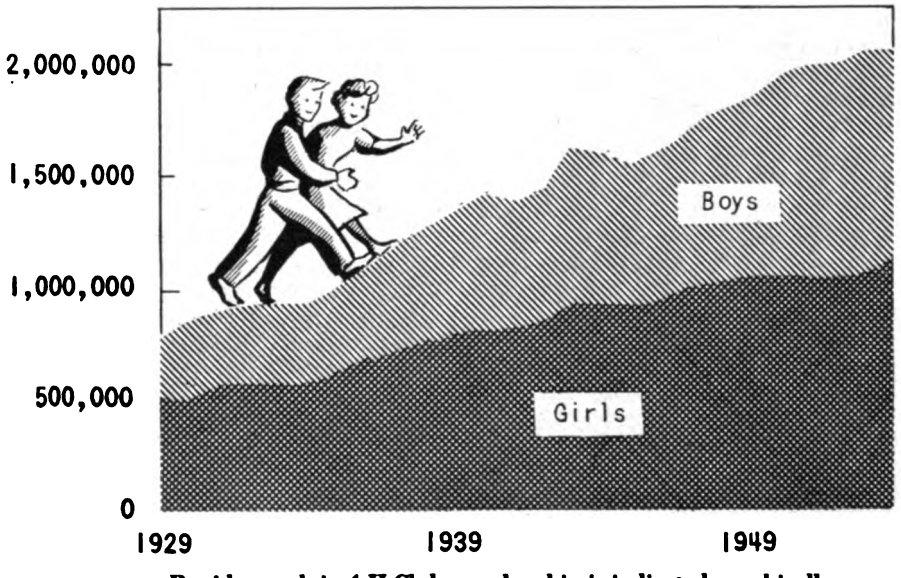
During the First World War, membership, especially in the canning and garden clubs, made amazing gains. Products were exhibited at both county and State fairs where the program was encouraged from the beginning. These paved the way for even greater displays of 4-H products at regional and national expositions.

Boys and girls not only exhibited their products but demonstrated the new methods used in their canning and other project activities. The well-trained demonstration teams played an important role and proved their worth both to the general public and to the young people themselves. The team demonstration work was soon a regular part of the 4-H program and became recognized as a new technique in the educational field.

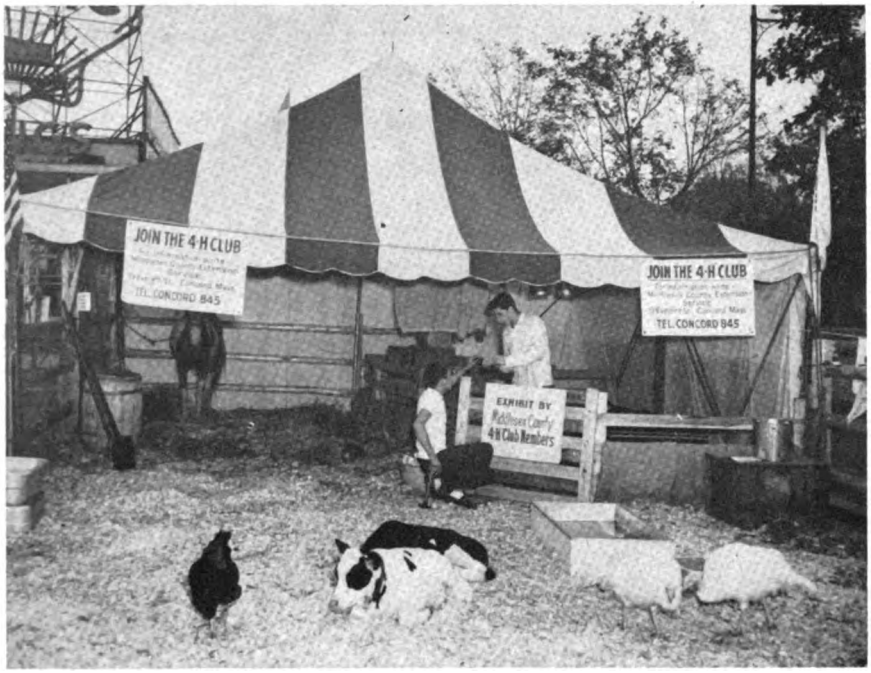
At the end of the war, bereft of emergency funds, the value of the local, volunteer leader assumed an increasingly important place. Local volunteer leaders' training schools were organized on both a county and State basis. Some regional schools or conferences were also held, and special literature for the leaders was printed. The recognition of these leaders' services gained steadily.

Parallel with the development of local leadership was that of camping. Although a boys' agricultural camp was organized as early as 1910, camping did not become a regular part of the 4-H Club program until the early twenties. However, as early as 1915, camps were established at State fairs and on college campuses to provide housing for club delegates. Camps were also organized at about the same time to gain "inspiration and morale in natural settings." The first permanent State 4-H Camp of this type was built in 1921. In such surround-

(*Continued on page 110*)



Rapid growth in 4-H Club membership is indicated graphically.



A 4-H barnyard fair was held for 5 days at a large market near Boston, as the kickoff for the fall enrollment campaign there.

4-H Adapts to SUBURBAN LIVING

JESSE JAMES
County Club Agent, Middlesex County, Mass.

In Middlesex County, Mass. where there are 1,000 people per square mile, we believe that 4-H Club work is for urban as well as for rural boys and girls. Our actual farm population totals only 1.3 percent while 87 percent is urban.

In an area so densely populated, naturally there are many off-the-farm forces affecting the 4-H program. Parents and youngsters alike are close to distribution, marketing, and consumer preferences. There is a greater appreciation of fields allied to agriculture and home economics. Therefore, our parents and our citizens are demanding a broadening of our 4-H activities.

The organization of 4-H Club work in Middlesex County is under the guidance of five 4-H Club agents and an advisory council. Each town has a committee responsible for activities within the town. We have 3 sectional leaders' organizations, consisting of about 500 members. The County 4-H Camp is under the sponsorship of the Middlesex County 4-H Foundation and directed by a camp committee elected from the three leaders' organizations.

The 4-H Advisory Council and agents plan projects and activities that will meet the needs of both rural and urban boys and girls. This group and the State 4-H staff have set up the usual agricultural and home economics projects along with projects allied with agriculture and home economics. These include rifle clubs, conservation, entomology, art, handicraft, ham radio, electric, chef, bicycle safety, baby sitters, rabbit, folklore, model railroading, model carving, and lighthorse clubs.

Middlesex County is divided into three sections for organization purposes. This was found to be the best method to carry on 4-H Club work. The eastern section is urban, southern section rural-urban, and the northern partially rural. The interest in projects, travel, and traffic are some of the factors involved. Each section has a leaders' organization. These leaders meet to make plans for their respective group. Also, representatives are chosen to serve on countywide organizations, such as the advisory council, county camp, county fair, and achievement days.

The enrollment of club members has not been as stable as in a rural county. The population of Middlesex County is more than a million. The clubs are all organized under the town committee and local leaders. In 1954 there were more than 3,000 boys and girls carrying on projects. The outlook for this year is that a much larger number will participate.

Methods of acquainting the public have varied. The press, radio, and television have been most responsive. Window displays, fairs, and store exhibits are other means of publicizing club work.

Our largest exhibit was in cooperation with a large supermarket. More than 100,000 people saw the display. Live television broadcasts originated from the store and feature items appeared in newspapers, so that several hundred thousand more were able to learn a bit about 4-H activities.

There are three programs for the year; one for the winter months, one for the summer months, and the livestock and poultry club work which will be carried on throughout the year. The town achievement programs are climaxed with a countywide program in the spring. Other activities are given at the county fair in August where club members exhibit, demonstrate, and judge.

We are faced with the problem of losing many of our youth to the gangs where there is no guidance. 4-H Club work can expand to those areas, and must if we are to survive in this world that has changed so rapidly from rural to urban especially in the United States.

Prepare your leaders . . . then

Let Them Do It

HOWARD J. STELLE
County 4-H Club Agent, Onondaga County, N. Y.

Donald Coye, left, who took the leaders' training course in 1953, meets with his club's program committee to make the year's plans.

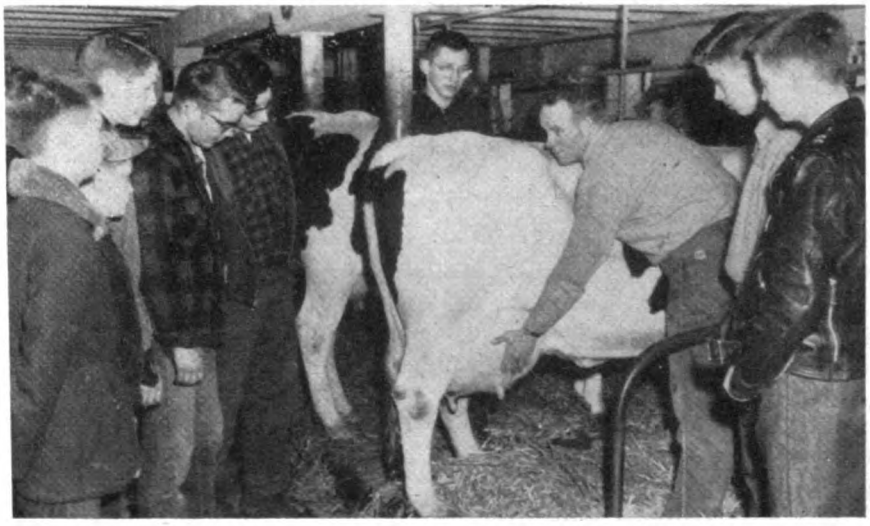
THE local 4-H Club leader is the key figure in the overall 4-H organization. If you were asked to define the "ideal leader," what qualities would you name? Intelligence, interest in young people, understanding of their problems. Yes, you'd name these and many others.

Back in 300 B.C. a disillusioned philospher named Diogenes spent countless hours and wasted quantities of whatever burned in ancient Greek lanterns, in his search for "an honest man." Today, many a 4-H agent is still looking hopefully for leaders who will stay on the job once they have started it. It's discouraging to the hardiest of agents to spend most of his evenings touring the county to conduct club meetings because one leader after another has lost interest in the job or confidence in himself, and quietly faded away.

In Onondaga County we're pretty enthusiastic about what we think is the answer to this problem. In 1946 we set up a training course for new local leaders, to be given in the spring and fall as a series of five sessions at 2-week intervals. Only new leaders take this course, and although attendance is entirely voluntary, they enroll with the understanding that they are expected to attend the full series. To complete the course they must attend at least 4 of the 5 sessions.

In the past 9 years, 212 local leaders of Onondaga County have received certificates signed by the 4-H agent and the chairman of the county executive committee. While this course is for prospective leaders only, all leaders, both experienced and new, attend the various agricultural and homemaking subject-matter training meetings throughout the year.

Instruction in the new leader training course is usually given entirely by the 4-H Club agent and the associate 4-H Club agent, although occasionally an outside specialist is asked to speak at one meeting in the series.



Leland Houck, club leader, instructs the boys in dairy cattle judging.

Each meeting includes discussion and actual practice in conducting 4-H Club meetings. For example, at the first session in the course, the prospective leaders form a hypothetical club, and with the agents assuming the role of local leaders, they go through all the steps of enrolling, selecting projects, electing officers from their group, practicing the duties of a secretary, and conducting recreational activities. All other meetings during the course are conducted by these newly elected officers, who thus acquire invaluable experience toward their future work with club members.

Discussion topics at the five meetings are: (1) Problems and Questions Facing New Local Leaders, (2) What Are the Needs of Young People? (3) To What Extent Can These Needs Be Fulfilled Through 4-H Club Work? (4) How Do These Needs Influence and Guide Us in Planning 4-H Club Programs? (5) Some Practiced Ways of Gaining Parent Interest—and Review of the Factors Affecting the Behavior of People.

In addition to instruction in 4-H policies and techniques, the prospective leaders learn about materials and help that is available to them, the calendar of county, district, and State activities for the year, planning club programs, and how competitive events are conducted in dress revues, demonstrations, judging, exhibits, and awards.

When the course is finished, the new leaders are well acquainted with the agents and with one another.

(*Continued on page 103*)

West Virginia 4-H'ers learn to Sell Strawberries

MELVIN H. KOLBE
Assistant Extension Horticulturist, and

KENNETH R. BOORD
Associate Extension Editor, West Virginia

Larry Woodford (left center), Barbour County 4-H boy, watches the auctioneer sell a quart of Larry's Sweepstakes' winning strawberries.

BY FOLLOWING the strawberry planting instructions and cultural practices suggested by the Agricultural Extension Service, 50 West Virginia 4-H boys and girls in 1954 learned not only how to raise strawberries but also how to sell them. They were so delicious they were easy to sell!

The 50 members who submitted their complete records showed that from the 50 one-fifth-acre plots, 29,871 quarts of strawberries were produced with a gross income of $13,444.43. Each grower-member invested approximately $50 which meant an average labor income of $200 each.

Jimmy Wilfong, Upshur Co. 4-H strawberry grower, and Franz Taylor, agent.

The top 6 members in this group produced 7,537 quarts of berries, invested $50 each, and grossed $3,113.44, an average profit of $468. This is $2,340 per acre.

This strawberry project started in 1951 when 5 4-H'ers from each of 6 counties were chosen to initiate it. They were selected by a county committee that reviewed their applications. Each member was given 1,000 plants to be set out on a one-fifth acre plot.

The cultural practices followed are outlined in the West Virginia 4-H Strawberry Project circular. They include the latest recommendations from the West Virginia Extension Service.

Each year thereafter the project spread, like the strawberry runners, to more and more counties until it is being carried out in 20 counties of the Mountain State this year.

In some counties plants were paid for by funds from the Sears-Roebuck Foundation, some by local donors, and still others by the members themselves. This year's plantings will be almost entirely from local sources.

All plantings were field-scored in the fall of 1953. Sixty-one of the 62 who started received a field score of good to excellent. Only one planting was lost. The plantings were scored for (1) an 18- to 24-inch matted row; (2) color and condition of the plants, (3) plot free of weeds.

At harvest time almost every entrant exhibited 8 quarts of fruit. Members in 4 counties exhibited at their strawberry show, and those from the other 7 counties showed at the Central West Virginia Strawberry Festival, held each year at Buckhannon, Upshur County.

At the close of the activity one member from each county is given an educational trip on which they visit West Virginia University and follow their berries to market at Pittsburgh. Last year at the University they visited the farms of the Agricultural Experiment Station, the agriculture and home economics departments, and many college buildings, including the college library.

In Pittsburgh they visited the curb markets, a fruit auction, wholesale fruit and vegetable markets, a railroad siding where they were given explanations by a Federal grader, a banana-ripening plant, a prepacking plant, and a large canned food processing plant. They also attended a baseball game and the 6 a.m. Radio Farm Show at KDKA.

After such an educational tour, chaperoned by county Extension workers familiar with the project, you may be sure that these Mountain State 4-H'ers returned home singing loud acclaim to those beautiful strawberries!

More Years in 4-H

LEONARD HARKNESS
State 4-H Club Leader, Minnesota

If I were asked to give my recipe for reenrolling 4-H Club members I would have no tried and true formula. As far as I know there is no magic combination.

I confess we are not sure just what ingredients go into this recipe, nor are we sure even of the correct measurements for those ingredients that we do recommend. One of the problems we face in our State—and it's common knowledge that others have the same problem—is that of keeping our first-year club members in 4-H work for the second, third, and fourth years.

We are making progress in answering this question. Last year we kept more than 73 percent of the 4-H'ers who enrolled for their first year of club work in 1953. This is considerably better than our record 3 or 4 years ago. It appears that we are making progress also in extending the total number of years (tenure) that our boys and girls are enrolling.

To get the opinion of several 4-H members themselves, I asked the officers of our State 4-H Federation who were meeting with our State Rural Youth and YMW Conference recently. Harris Byers of Cottonwood County said, "I really wanted to drop out of 4-H after the first year, but my folks encouraged me to stay with it for another year. After that I liked 4-H and now I think it's great."

Ardelle Kosola of St. Louis County thinks that parent interest is important, but she also says, "If your local leader takes an interest in you and makes you feel like you belong, it's easier and you want to stay in 4-H year after year."

These 4-H members agreed, too, that the junior leadership project was very important in capturing the interest and harnessing the ability and enthusiasm of old club members. "If you have a job to do for others," one said, "You feel more like continuing in 4-H."

In Minnesota we have recognized the key role played by the local volunteer leader. These leaders need and want training, not only in project work but in skills for working with youth. In addition to the leader training given by our county agents, we have conducted annual 1-day training institutes in each county for more than 10 years. Annually members of our State 4-H staff reach between 6,000 and 9,000 adult and junior leaders through their institutes. Training given to our leaders includes materials on methods as well as subject matter.

Perhaps unusual is the fact that our 4-H Clubs are community clubs with both boys and girls enrolled. The entire family, including parents, often attend club meetings. Older boys and girls particularly, enjoy a group experience offered in the community club. Boys want to work with girls and vice versa.

Healthy competition with its system of rewards offers an incentive for many 4-H'ers to continue in club work. The contest may have its limitations, but we can't deny the important place it has had in 4-H work through the years. In our State over 2,000 4-H'ers win trips to the Minnesota State Fair with their demonstrations and exhibits. Another 700 win trips to the State Junior Livestock Show. The State 4-H Conservation Camp celebrated its 20th year last fall, and the new State 4-H Health Achievement Camp is already well established as a real incentive in the eyes of 4-H members and leaders.

Such programs as our annual Interstate 4-H Exchange with Mississippi (now in its fifth year) contribute toward keeping 4-H members in club work longer. And the IFYE program has helped, too.

In the final analysis, however, the local 4-H Club with its local adult and junior leaders is probably the most important ingredient in our recipe for reenrollment. If the local club has a well-rounded, well-planned program with plenty of opportunity for every 4-H'er to participate, we'll do a good job of maintaining interest of the boys and girls.

If the 4-H program is recognized as something more than "kid stuff" by young people in the community, we won't have much trouble reenrolling club members. There's a real challenge in 4-H if it's kept interesting and continues to do an educational job. The program will then command the respect of the community and it will be fun and worthwhile for young people to belong.

Leonard Harkness, Minnesota 4-H Leader, meets with an older group of 4-H boys and girls in their camp assembly room prior to the candlelighting service.

The swimming area at Windham Co. 4-H Center is one of the most popular next to the Main Hall (left above) which is used for dining and recreation.

Our County 4-H Club Center Is

A Dream Come True

MAYNARD C. HECKEL
County Club Agent, Windham County, Conn.

JUST a year ago the development of a 4-H Center in Windham County, Conn., was merely a dream. Today, on a beautiful campsite, there stands a $50,000 center that is the result of the efforts of hundreds of individuals, groups, organizations, and industries who "put their shoulders to the grindstone."

Camping in Windham County has been a part of the 4-H program for 27 years. In the past, camping facilities were rented and when these were no longer available, the desire for a 4-H-owned camp was fanned anew. A few interested persons urged the County 4-H Club Committee to formulate a Ways and Means Committee. An appropriate campsite was selected and the Windham County 4-H Foundation was established.

Following is a quote from the Articles of Association that defines its purpose. "To provide for the education of boys and girls from Windham County in cooperation with the 4-H program of youth training carried on by the United States Department of Agriculture, University of Connecticut, and the Windham County Extension Service and to accept gifts absolute and in trust, of real or personal property in order to further the educational activities of 4-H Club work."

Among the Foundation trustees were the chairman of the County Home Economics Committee and the president of the Windham County Farmers' Association, thus assuring that the project would be a cooperative undertaking. In the financial drive which followed folks from all parts of the county supported it, whether they were club members, parents, leaders, or just interested citizens. In 6 weeks, $15,000 was raised to pay for the campsite.

Before the trustees had time to make plans for construction costs, bulldozers were appearing at the 4-H Center, land was cleared, offers of material were being received, and groups were ready to build cabins. In the next 90 days, sleeping cabins were all completed. Local lumber companies had given materials, and local groups such as Granges and volunteer fire companies supplied the labor. Others gave cash to buy supplies or pay for labor.

The center was planned to serve the county the year round instead of limiting it to spring and summer activities. To supervise the work of construction, a retired director of engineering and construction for the Connecticut State Highway Department agreed to help. A recreation and dining hall, 55 by 60 feet, built over a full basement, was ready by the middle of August. Members of a local carpenter's union, stimulated by one of its officers who was formerly a 4-H member, spent many evenings and Saturdays to make this possible. The day before camp opened, 150 persons helped to put up fences, wash dishes, clean the grounds, and finish other details.

For the Community

Throughout the entire campaign of collecting money and building the camp, people were encouraged to look upon the 4-H Center as their center. The feeling that every one was a part of it made the entire project one of long lasting significance. During the camping period, 4-H boys and girls helped to stain the cabins and clear the land.

Today, in a beautiful wooded paradise, stands a 4-H Center that symbolizes what can be done if people have a dream that they are determined will become a reality.

In October 1954, the 4-H Center was dedicated.

Backstage in 4-H Club Work

LEON O. CLAYTON
Chairman, Extension Subcommittee on 4-H Club Work*

WHETHER we are professional or voluntary leaders working with boys and girls through their clubs, committees and groups, we must keep in mind at all times that these young people are parts of families and integral parts of neighborhoods and communities. Families, clubs, communities or even the Nation will grow and develop to the extent that each individual will develop.

As a volunteer local 4-H Club leader, or a Junior 4-H Club leader, or a 4-H Club officer, or a professional Extension Service worker, each of us is responsible for the extent and direction in which individual club members contribute to their own units.

To maintain our high standards of service to increasing numbers of club members we professional leaders must work with and train more adult and junior leaders. That is one of the basic tenets of the Extension Service.

Abraham Lincoln's philosophy seems to sum up our own: "You cannot help men permanently by doing for them what they can and should do for themselves." In applying this philosophy our primary mission is teaching improved farming and homemaking, rural living, and love of the land. But we cannot stop there, for the fences of our farms are contiguous and our neighbor's neighbor is our own. Citizenship and leadership development have become an integral part of our 4-H Club training.

With these goals to guide us, the Extension Subcommittee on 4-H Club Work hopes to continue to provide some coordination to this great, growing 4-H Club movement. The formation of this committee began back in the middle thirties. After specially named committees had been working for several years, the Extension Committee on Organization and Policy of the Association of Land-Grant Colleges and Universities officially designated in 1939 an Extension Subcommittee on 4-H Club Work.

The 11-member 4-H committee deals only in a general overall way with programs, policies, and related matters. The purposes of the committee are to receive or propose program development and policy matters, acting on some items and referring others or reporting recommendations or decisions to the appropriate persons or groups. Committee membership consists of the following:

Four State 4-H leaders, two men and two women, representing the four Extension regions, nominated by the State 4-H leaders in their respective regions.

Two State 4-H leaders, a man and a woman, serving as chairman and secretary, nominated by all State 4-H leaders from among the retiring region representatives.

Two members of the Federal Extension office named by the Extension Administrator.

Two members of the Extension Committee on Organization and Policy and one Extension Director at large named by the Chairman of the Extension Committee on Organization and Policy.

To strengthen the committee's work, appointment of development committees has been authorized. Presently, there are 21 of these considering specific enterprises and phases of the 4-H Club program.

The Extension Subcommittee submits all significant policy matters with recommendations to the Extension Committee on Organization and Policy for review and final approval and keeps that committee informed on all significant actions. Through these exploring, developing, and guiding processes, the Extension Subcommittee on 4-H Club Work is able to establish more practical policies and plan more effective programs.

State 4-H Club leaders at 1954 National Club Camp. Left to right: Leon Clayton, S. Car., Esther Taskerud, Ore., Albert Hoefer, N. Y., Velma McGaugh, Kans.

*Extension Committee on Organization and Policy, American Association of Land Grant Colleges and Universities.

Some ways to Hold Your Youug People

Competent guidance for junior leaders is a
South Byron, Wis.

LITTLE by little some of the research being done on 4-H Club work is revealing a pattern of weaknesses and strengths that is providing a guide for improving the quality of the 4-H programs.

Our primary problem is to provide a better educational experience for a longer period of time for our boys and girls in club work. Satisfactory solutions are being sought by many other educational organizations as well as our own.

Western Regional Study

We must look for some of the answers in better adult-youth relationships. This is borne out in the findings from the Western Regional 4-H Club study of first-year 4-H members.

In that study we found that when we thought in terms of the boys and girls—of their problems and their needs—and not in terms of our problems and needs, we began to make some progress. The simplest way to get this new idea or attitude into our ways of doing things is to think of boys and girls learning something, rather than in terms of our teaching something.

Case studies of 203 boys and girls who had dropped out of 4-H were made by Extension agents in the Western States in the winter of 1950-51.* This was the first facet of a study still in progress in that region. Briefly, this was the picture. One-half received adequate parent assistance; one-third did not attend 4-H activities; two-fifths did not get much help with their project work from the leader, agent, or parents; only two-fifths had attended most of the local meetings and one- fifth had attended none or very few. Nearly one-half of those with inadequate parent assistance came from homes classed as below-the-average on a socio-economic scale, over twice as many as those with adequate parent assistance.

Norris Bird and son Mike chat with Margaret Hollander, home agent, S. Byron, Wis. Parent interest in 4-H is important to club work.

However, parent cooperation had no relation to some of the other influencing factors. Local leaders had visited only one-half of the girls and three-fourths of the boys in their homes. Another important factor is that one-third of the boys and girls did not like their project to begin with or got discouraged as they progressed. A garden dried out or a calf didn't develop into a prize winner. The study showed that friendship is important. One-fifth of the nonenrollees were in clubs to which their friends did not belong, or they quit when their friends or chums did.

When the committee making the study concluded that perhaps 4-H Club work had failed in some way, and not that the boys and girls had failed, a big step forward had been made. In earlier studies of why 4-H members did not reenroll, the bulk of our answers fell into one category: Not interested. Considering all the factors, it is obvious that they were more than not interested, they were dissatisfied, and for various reasons.

At this stage we realized that the kind of information resulting from research in education and child development was just what we needed. If boys and girls are dissatisfied, then perhaps we failed to provide situations which would satisfy them.

Let's consider first some of the basic needs of boys and girls, regardless of their age, and see how we have failed to meet those needs. Primary is that need for a sense of personal worth. This can be broken down into a desire for attention, desire for a favorable position in life, desire for prestige, and a desire to excel.

This is not new to us. We ourselves have known that we had to have rec-

actor in successful 4-H Clubs.
bove.

SABROSKY
Analyst, Youth Program
tension Service

ognition and attention and a feeling of accomplishment, whether we're 10 or 50. We may forget the other person also needs it. If you look at some of the situations in which these boys and girls found themselves at a time when they needed to feel this sense of personal worth probably more than at any other time in their lives, you will realize that the 4-H experience was not a satisfying one.

They got little or no attention from the local leader, county agent, or their parents. Many held no office or committee responsibility. They did not complete or exhibit their work.

We have not yet studied the award system in our regional study. Very little Extension evaluation has yet been made of the award system in any region. Recognizing the need for attention and prestige and the desire to excel, we should consider the subject of awards as worthy of a thorough study.

Only a limited number can excel in any one thing.- Because that is true throughout life, it seems important that opportunity be given for those who cannot excel in one thing to excel in another or at least to have attention and to have prestige. But they must be earned. We know from research that children need and want real achievement, especially boys and girls 11 or 12 years of age.

Personal Security

Another basic need of children and youth, as well as adults, is that for a continuing sense of personal security. Its satisfaction cannot be met by material things alone. We need love and affection and a certainty of being wanted. Children as they grow older face the important task of fitting into the group around them.

We need to consider carefully whether we are allowing for the natural groupings of children, for the recognition of the individuals by the group. Raising the best vegetables in the world will not appeal to the individuals if the gang or peer group to which the individual belongs, or wishes he belonged, does not give much value to that activity.

As adults and professional leaders we have a very important responsibility to guide these natural tendencies of children in a direction that will be healthful and that will help them adapt to the adult world. Recognition of these natural tendencies helps us to determine when and how we can give the guidance.

It follows that the selection and

This Iowa 4-H Club girl shows and explains her made-overs at the Fair. Recognition of achievement with an educational experience is a 4-H goal.

4-H Club members tour the campus at the Regional Camp held in 1954 in Kentucky.

training of our volunteer local leaders are important if each leader is to provide situations in which his members get the satisfactions they need to continue in 4-H Club work.

When you read about the characteristics of leaders who remain with the program for a reasonable period of time, you find they are likely to be the kind of people who can provide the 4-H members with satisfying experiences. Their age, economic status, education, and method of selection and stability in the community give them the chance to be mature, secure people who can feel free to provide the 4-H members with the best experiences without having to look only to 4-H for their own personal satisfaction.

Robert C. Clark, assistant director of the Wisconsin Extension Service, has written a bulletin on The 4-H Leader which contains basic, acceptable information on selection and training of local leaders.

*Members of Western Region 4-H Study Committee—
Chairman—C. O. Youngstrom, Associate Director, Idaho
Howard R. Baker, Assistant Director, Arizona
Esther Taskerud, State Extension Agent, Oregon
C. G. Staver, State 4-H Club Leader, Colorado
Loretta V. Cowden, State Extension Agent, Washington

International Farm Youth Exchangees were received by President Eisenhower at the White House, Oct. 1954.

IFYE Is Here To Stay

WARREN SCHMIDT and
EVERETT BIERMAN
National 4-H Club Foundation

Is the International Farm Youth Exchange a passing fancy, a postwar "do-good" idea that will be dropped from Extension's youth program when the novelty wears off, or is IFYE here to stay?

Those who have seen IFYE grow both in scope and in impact since 1948 when 17 young people went to western Europe and 6 exchangees came to the United States, answer with an unqualified, "IFYE is here to stay!"

Here's why.

IFYE is based on a real need. Better understanding and the maintenance of world peace are basic problems throughout the world. This is a long-time job, challenging the concept of "the difficult we do immediately; the impossible takes a little longer." There is much evidence that 4-H Clubs and rural groups want to and can play an important part in working for world peace.

IFYE is a "grassroots" program. It provides an opportunity for thousands of rural youth and adults to personally help to clear up misconceptions about their world neighbors by living, working, and associating with folks from other countries.

IFYE is based on sound educational principles. In the 4-H "learn by doing" tradition, delegates learn to understand another way of life by living it.

IFYE starts with the common interests of farm people as an immediate bridge to understanding. An interest in programs for youth in many countries also serves as an aid to understanding.

The influence of IFYE extends far beyond the relatively small group of immediate participants. Since the program began in 1948 about 500 United States delegates have gone abroad to live with farm families in more than 40 countries. In the 4-H spirit, they have shared their experiences through talks with over 3 million people in this country. An even larger number have been reached through nearly 5,000 radio programs, more than 360 television appearances, and nearly 23,000 newspaper and magazine articles.

IFYE is part of a larger program. While the stimulus for IFYE has been the urgent need for international understanding to build a base for peace, IFYE for many is the culmination of the ever-expanding circle of citizenship training experiences that result from active participation in the 4-H Club program.

In this situation, IFYE not only is the culmination of a growing experience for a few, but it serves to stimulate interest and participation in related activities among thousands of 4-H'ers and other rural young people.

Yes, IFYE is here to stay because it is an integral and living part of the expanding 4-H citizenship program, both to those who take part as delegates and the larger number who share its influence through related activities.

The Right Way To Use Awards

KENNETH H. ANDERSON
Associate Director, National Committee on Boys and Girls Club Work.

If we were to give a one-word answer to the question of "How should I use awards in my 4-H program?" it would be "Wisely!"

Contests and award programs are not new to 4-H. They have been widely used since the early days of boys' and girls' club work. In *The 4-H Story*, the author, Franklin M. Reck, points out that the stamp of public opinion was placed on youthful achievements as early as 1856.

Various Extension committees have given careful consideration through the years to the place of recognition and awards in 4-H Club work. They recognize that awards can satisfy some of the basic needs of youth and that they may serve different purposes in different situations.

Contests were not designed to be the entree in the 4-H Club menu, but rather the salt and pepper of the meal, to add zest and make the food more appealing. Sometimes they become the dessert, thereby adding a touch of special satisfaction when the main course is completed.

Thus, in some clubs, awards are the incentives for completing a project, or doing better quality work; in others, they may help satisfy members' desire for recognition and success. Competition for group awards as well as individual ones can develop a fine spirit among 4-H members and stimulate and sustain their interest in the educational program. Opportunity for recognition may be a positive influence in encouraging members to enroll or reenroll. And through favorable publicity, awards have done much to develop public appreciation and support for the 4-H movement.

The cooperative nature of Extension work has made it possible for outstanding business and civic groups and private citizens to have a part in 4-H work by providing suitable awards. Today several million dollars are provided annually to help motivate 4-H members toward educational goals and recognize their outstanding accomplishments.

In the vast majority of cases, Extension folks have used incentive programs wisely and well. They have integrated them into basic projects and activities, rather than making them an end in themselves. Educationally sound objectives have been established, policies and procedures have been developed for guiding donor efforts in behalf of 4-H, and a sufficient number of awards have been arranged to give recognition to all who do an outstanding job.

In most National 4-H Awards programs, four medals per county are being provided, and in 1954 medal awards in those programs were given to one-tenth of the total 4-H membership of the Nation. If a county were to participate in all award programs offered through the National Committee in 1955, there would be a potential total of 93 medals for that county's winners—certainly an ample number to recognize outstanding accomplishment.

The real test of the effectiveness of contests and awards rests largely upon the agents and leaders themselves, beginning with selection of awards which are meaningful to their program. Rules of procedure must be fair, understandable, and defensible. Judges must be competent. The program must be challenging to all participants with standards high enough to insure an earnest struggle on the part of each individual. And club members should have full knowledge of the program requirements when they begin participation.

It is our judgment that many problems will be avoided if two points are remembered:

1. The process is more important than the product—or, to put it another way, the doing is more important than the thing being done. And an important facet of this point is whether the member has acquired the service viewpoint that moves him to help others, perhaps as a junior leader.

2. Each member should be encouraged to compete against his own best record. In other words, "Make your own best better" instead of competing against the other fellow. The work should bring satisfaction if it represents real achievement for that member, regardless of the color of ribbon earned.

Increasing attention is given to the sound use of contests and awards for Extension workers and local leaders at training meetings. One of the best guides for Extension agents in evaluating the acceptability and value of award programs are the criteria approved by the Extension Subcommittee on 4-H Club Work in 1952. In a sense, these are objectives for the programs. This evaluation device is recommended to Extension folks and may be found in both the 1954 and 1955 National 4-H Awards Handbook for Extension Personnel, issued by the National Committee.

Let Them Do It

(*Continued from page 95*)

From this point on, they have complete and sole responsibility for the clubs that they either organize or take over. We are convinced, as a result of this 9-year experiment, that this responsibility develops initiative, self-confidence, and pride in the accomplishments of their boys and girls. With the thorough orientation and training they have received they feel qualified to teach their club members simple, but adequate, parliamentary procedure, help them to plan programs, and to put on demonstrations.

For these reasons, the Onondaga County agents do not attend local 4-H Club meetings unless particularly invited by the leader for a special occasion. The results speak for themselves in the fact that 234 county demonstrations were given in 1954, entirely under the guidance of the local leaders. Not a single one of these demonstrations was seen by the agents until Demonstration Day.

In Onondaga County, the new leader training course is as much a part of our yearly routine as 4-H Camp, county fair, dress revue, and other major events. If you are having leader problems we strongly recommend that you give it a try.

A Little Pride Works Wonders

as 4-H'ers in migrant families prove

DOROTHY JOHNSON
Information Writer, California Extension Service

ALL the year round you can find fresh fruits and vegetables from California in the markets of every State in the country. This is possible because of California's milder climate and longer growing season.

But this type of agriculture has its problems. When crops need harvesting there are not enough local residents to do it in the brief space of time nature allows. So, crop pickers come from far and wide to follow the crops up and down the State. These families often move from ranch to ranch, wherever there is a crop to be harvested, and their children go from school to school.

You can easily understand that this type of life does not encourage young people to accept responsibilities for community life or leadership.

The living conditions of these families had been a problem for many years, and about 5 years ago several community groups decided to combine their efforts to help these people who wanted and needed community help badly. The practical nature of the work of the University of California Agricultural Extension Service through its farm and home advisers made this organization a natural one to bring education for satisfactory family living to these agricultural laborers.

The work started slowly. Two home advisers were assigned to the San Joaquin Valley, and they began with demonstrations on how to use the surplus foods which were distributed free in the labor camps. As they became acquainted with the women and their families, they asked them what help they needed most, and in a planning meeting the women listed 39 subjects that they wanted to discuss with home advisers.

Since that time the home advisers have taught small groups how to make clothing for themselves and their children. The only payment mentioned was that they in turn teach someone else what they had learned. They have also set up demonstration cabins in labor camps showing how available materials such as avocado boxes and orange crates can solve storage problems, and how burlap sacks can be made into rugs and attractive bedspreads.

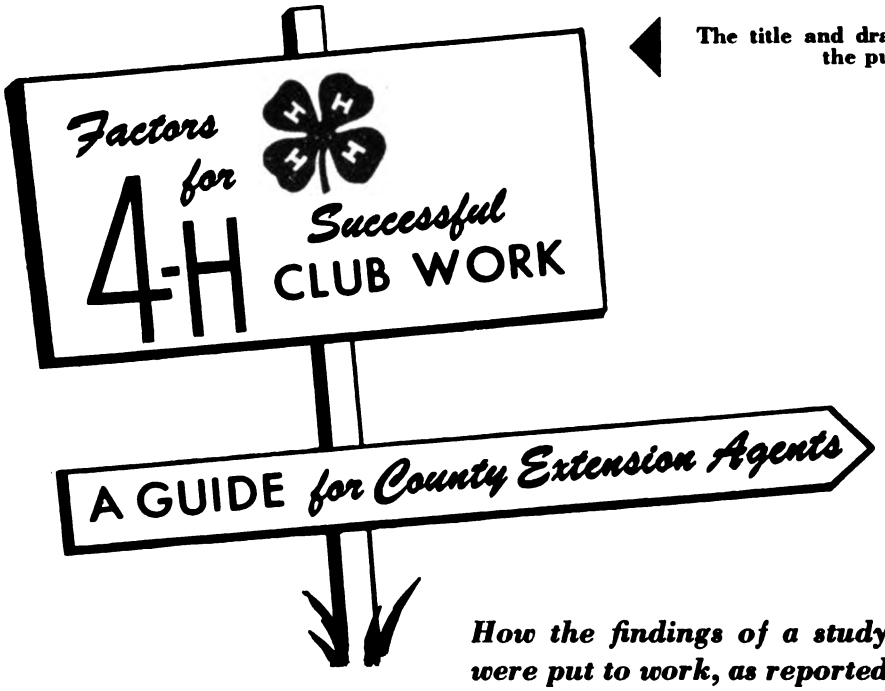
The Extension Service worked with the children, too, in its 4-H Clubs. Most 4-H work is difficult for boys and girls who are not established on their own land because 4-H projects are planned on the assumption that a boy or girl owns some animals or can raise a crop.

In Fresno County two 4-H Clubs have been formed especially for the children of agricultural laborers. Instead of meeting once a month over a year's time, as most clubs do, these two clubs meet weekly, which speeds up the time in which they can complete a project.

The Fresno Kiwanis Club has provided the money to buy supplies for the projects of the 4-H Club on the Vista del Llano ranch, and the Fresno Council of Churches has interested some of its members in becoming leaders of such clubs. The members of the Vista del Llano Club have enrolled in the foods project and the home-improvement project. Like other 4-H Club members throughout the State they are learning to prepare nutritious breakfasts, lunches, and dinners, with special emphasis on the foods that appeal to growing boys and girls. In their home-improvement work they are hammering, sawing, and painting, making useful items for their homes.

Gradually many of these families are settling in small homes on the fringes of the valley communities. As the women learn a little about how to make their homes more healthful and attractive, and the boys and girls share in the responsibilities of 4-H Club work, a pride in the home grows and family ties are strengthened.

Families of agricultural laborers in California watch Home Adviser Anna Price Garner prepare a nutritious meal from surplus foods.



The title and drawing for this article is reproduced from the publication reporting the study.

How the findings of a study were put to work, as reported by the chairman of the committee, Leon O. Clayton, State Boys 4-H Club Agent, South Carolina

AFTER some three years of applying the results of our 4-H study in the Southern States and Puerto Rico, it is interesting to take a look at the changes and additions that have been made in the States' 4-H programs.

Based on findings from case studies made in selected counties in 1951, nine factors are credited with contributing to successful 4-H Club work. They are as follows:

Professional Leadership—Extension Service
Public Support—Parents, schools, civic clubs, and businessmen, farm organizations, adult Extension groups, other support
Local Leadership—Trained adult and junior
Individual Projects—Choice and supervision
Organization—County, community (junior and senior clubs)
Publicity
Recognition and Competition
4-H Club Meetings
Activities and Events—Community, county, district, State, and national.

Perhaps the greatest good growing out of this regional study was the stepped-up use of already existing methods and approaches which are helping to bring about more effective 4-H Club programs.

In Alabama, State 4-H Leader Hanchey Logue says they were impressed with the importance of publishing demonstrational materials for use at 4-H Club meetings, project records, and other aids for members. These needs are being met with well illustrated publications adapted to the various age groups.

Equally important was a realization of the need to provide local club leaders more systematic and regular training and appropriate recognitions. Many such meetings and programs have been held in all their 67 counties and on a statewide basis.

Dewey Lantrip of Arkansas says that it is always difficult to pinpoint and designate something as the result of a given study. However, he adds, "We do feel that the study has been partially responsible for our increased efforts in getting 4-H Club work closer to parents and the communities. More community clubs are being developed each year."

In trying to be specific, Woodrow Brown of Florida reports, "We feel that as a result of the study we became more cognizant of the following needs: Secure and train local leaders; inform business concerns about the 4-H Club program; and bring 4-H Club members in on the planning of programs."

Bob Richardson says, "Our program in Georgia has been strengthened by our trying to include in our program all those factors which contribute to successful 4-H Club work. Two factors essential to success are that Extension agents must be interested in 4-H Club work, and more local leaders need to be oriented and trained. We've given attention to the selection of new agents who have made excellent 4-H records themselves."

C. S. Shirley of Louisiana lists the following emphases for a more successful program: An extensive training program for both adult and junior leaders; and projects and activities for boys and girls on rural nonfarms.

The study brought out that the main purpose of young people in joining 4-H Clubs was to learn something. Shirley says, "We have made extra effort to train our agents to do more careful planning for their programs."

In Mississippi, more emphasis has been placed on the importance of State and county advisory councils in 4-H work. Of the 82 counties, 69 have such councils composed of business men and women who are spending time and effort, as well as money, to help 4-H Clubs succeed. Another renewed effort resulting from the study is the organization of County Local Club Leaders' Councils. The importance of parent interest and cooperation has also received much greater attention, State 4-H Leader C. I. Smith says.

L. R. Harrill of North Carolina states that a forward step in their program resulting from the study is that of emphasizing the selection, training, and use of volunteer leaders in the 4-H Club program.

Some of the changes in Puerto Rico, according to A. Mayoral Reinat are: Improvement in the orientation training of all agents and local leaders in 4-H Club work—not only

(*Continued on page 108*)

First aid was part of the South Byron, Wis., Club's safety program. Thirty-two members earned certificates. James Schwefel, 15, applies a tourniquet on brother Paul.

To cultivate ideas and develop citizenship...

Lead With a Light Hand

LENORE LANDRY
Assistant State 4-H Club Leader, Wisconsin

WHEN you lead a 4-H Club with a "light hand" you may end up with a band or chorus or even a countywide dairy show on your hands.

That's what happened to the South Byron Club in Fond du Lac County, Wis., but Mrs. Clinton Erhard, general leader, is satisfied. She encourages the youngsters to take on responsibilities, then helps them to succeed in their undertakings.

The Fond du Lac County (Wis.) leaders' association provided welcome signs.

When the club needed a talent program for parents' night, 20-year-old Don Indermuehle offered to organize a band. But not through Don's enthusiasm alone was the snappy nine-piece band made possible! Leaders, parents, and an entire community helped promote the idea.

In less than a year the band made a dozen appearances from local community programs to county gatherings and finally State 4-H Club Week. Equally industrious in musical activities is Judy Rhein, 17-year-old president and song leader of the club. "Singing for fun" takes on new meaning for 15 ten-year old boys whose combined voices make up a chorus under Judy's leadership. Her next project, now in the planning stage, is to work with an older boys' quartet.

Activities only begin with music, for the club's interests are many. One other activity that has grown into considerable importance is farm and home safety. Evidence of the safety program, started in 1953, by its 18-year old chairman, Mike Bird, is found in a man-sized record book. An introductory page begins with these purposeful words:

"It's our club's sincere desire that by this safety program we can make our club, community, and county a safer place in which to live."

How does the club carry out its program? First, its members decide what phase they want to emphasize for the coming year. In 1954 they chose first aid. Then, through careful planning, coupled with the guidance of Mike and the adult leaders, a program of instructions, demonstrations, speakers, exhibits, and farm inspection reports was set in motion. Traffic safety will receive the club's attention in 1955.

Project-wise the club is typical of the State program. However, unique project plans have developed as a result of giving members a free hand!

That's how activities like the community's first dairy show got started. The club's nine junior leaders recognized the need for fitting and showmanship training. As a result they planned a dairy show to replace the annual tour on which each project was visited.

In the dairy show the animal won't be of primary importance. Emphasis

(*Continued on page* 108)

4-H Club members enjoy preparing their own food over a fire outdoors.

Ohio Extensionists tried a new method

And Pulled Out a Plum

EVELYN BLANCHARD
Extension Nutritionist, Federal Extension Service

JUST as any good educational course is revamped from year to year to include the latest findings and thinking, so a vital 4-H program must be scrutinized frequently and objectively to test its usefulness for the young people who are growing up in a kaleidoscopic world.

Above all it must be tailored to suit the age interests and abilities of the boys and girls as they live today. To be of lasting worth, the 4-H program must help them grow into more useful and happier citizens.

A girl of 10, who is still learning simple skills, enjoys her lessons in cookery because it's a new experience. But a girl of 16 is not satisfied to learn a skill for the skill's sake. She wants to cook for a purpose, to entertain her friends or to give a special treat to the family, or perhaps to win the family's approval when she demonstrates that she can prepare an entire meal by herself.

In a vital 4-H program, the leaders recognize these changes in interests and take advantage of them. That was the reason the nutrition specialists and 4-H leaders on the Ohio staff called together a committee to take a look at their foods and nutrition program in the light of today's world.

In the beginning, the committee consisted of the Ohio nutrition specialists, Sue Christian and Mary Morgan; the 4-H Club leaders, Eva Kinney and Beatrice Cleveland; the Station home demonstration leader, Nellie Watts; and the Federal nutritionist. Committee members realized that they needed the help of county home agents, and selected Anita McCormick, Enid Moore, Vivian Johnson, Mrs. Katherine Cowgill, and Leota Leyda, all from different districts.

It was agreed that to teach foods and nutrition successfully the program must appeal to the young person, that is, it must be styled to his personal needs and interests. To determine these, the committee needed the help of the 4-H Club members themselves and their leaders. So the problem was taken to them.

These young people and their leaders corroborated the original committee's statement that if 4-H projects do not satisfy the needs of club members they drop out. This may be one of the reasons why in the United States 33 percent of the 4-H girls have been in club work only 1 year; 23 percent, 2 years; and 17 percent, 3 years. Fifty-five percent of the members are 9 to 12 years old.

Conforming to the heightened tempo of modern living, some 4-H leaders suggested the need for up-to-date recipes for making tasty, attractive dishes easily and quickly. Others pointed out the increased interest of men and boys in cookery, often as a hobby. Even our President likes to cook, they said. Many boys whose mothers work away from home have

(*Continued on page 111*)

Three advisers and home demonstration agent check questionnaires—Mr. Louis Richart, Mr. O. F. Burt, Mrs. Leslie Keyse, and Anita McCormick, HDA, Lake County, Ohio.

Successful 4-H Club Work

(*Continued from page 105*)

through meetings, but also with appropriate publications and other means.

Stronger support and participation of parents, and more cooperation from school authorities, civic clubs, and other organizations.

More attention to the selection and supervision of 4-H projects with the purpose of correlating them to the farm and home unit.

Renewed emphasis on community and county advisory boards and an increased use of publicity.

Club meetings are now more informal, and the members participate more freely. More club tours help.

Lonnie Safley of Tennessee brought out that Extension agents are getting more training and help. "Of course, the study last year helped us to emphasize all the factors that aid the 4-H Club program, such as leadership and support of citizens' committees and parents," he says.

Since the study was made to determine information and procedures which could be used as a guide for Extension agents in conducting 4-H Club work, Bill Skelton of Virginia thinks that the 2-week in-service training short courses for agents held in 1952, 1953, and 1955, were very successful. About one-third of the total agents attended each year.

Project training meetings were held also for all agents in groups of about 30. These included selection, supervision, how local leaders fit in, place and time for project instruction, home visits, and completions. Also included in the training were methods and procedures to use in teaching subject matter more effectively. Followup training meetings and counseling are being conducted at the county levels.

Local leadership, too, has received attention through agent training by district and county conferences and by other means.

To conclude this brief discussion of how the Regional Study on 4-H Success Factors has brought results, let's go to Texas, where Floyd Lynch says they use the findings along with experience to form this equation: E (Experience) plus R (Research) = Results.

Lead with a Light Hand

(*Continued from page 106*)

will be placed on how the member fits the animal for showing. And the junior leaders are especially concerned about the beginners. They'll receive just as much help as the older members.

Competition, yes, but no money awards. Recognition will be given to the winning showmen regardless of animals.

With the cooperation of their fathers, County Club Agent Harold Reineck and County Agent George Massey, the members practiced their share-and-share-alike philosophy by opening the event to all dairy members in the county.

Forty-three dairy projects in the club may account for the members' enthusiasm for drinking milk. No club meeting is complete without plenty of it. Even the band promotes milk with its large music stands shaped to represent a bottle of milk.

When the county leaders' association proposed a safety slogan for its Welcome-to-the-County signs, the South Byron Club said "Let's remind our visitors to drink what we produce —milk!" The accompanying photo shows the results.

When a club grows to a membership of 64, enrolled in 10 projects, a place to meet may become a problem. But not so with this club. On the second Wednesday of every month you'll find members, leaders, and parents gathered together in the community church basement.

Anxious to provide for the welfare of its youth, the church offers its facilities gratis. However, in appreciation, the club recently donated $25. Members earned the money through a community square dance given in a newly completed barn built by a 4-H father-son partnership.

Several grade and high schools also lend a helping hand. For example, one of the agricultural instructors helped the boys build music stands for the club band.

Club work appeals to the older members as well as to the 10- to 12-year old. Nearly half are 15 or older. Why? Perhaps it's the system of leadership coupled with parent cooperation.

Leaders work closely with the members, guiding their work as needed. Together junior leaders, club officers, and adult leaders propose the year's goals for the club to vote on. Then the planning committee sets up a calendar for the next 6 months.

Project work gets an extra boost when 9 junior leaders team with 5 adult leaders in their training program. In addition to the regular monthly club meetings, weekly project meetings are held in all major projects from the first week of summer vacation through the county fair. Parents, too, help by seeing to it that their children get to the meetings.

With 64 Dons, Mikes, and Judys working and playing together, the South Byron Club has managed an excellent achievement record each year. Such a record can be achieved only through the wholehearted support of the parents and other adults of the county.

Window Exhibits Tell 4-H Story

Every local 4-H Club in Massachusetts had an opportunity to prepare a store window exhibit for display during National 4-H Club Week, March 5-13, under a plan developed by Earle S. Carpenter, Extension specialist in Visual Education at the University of Massachusetts. Last year there were 194 such exhibits in 11 counties with the number per county varying from 6 to 33.

Exhibits were entered in any one of three classes, agricultural and horticultural projects, including canning and freezing, home economics projects, and recreational and rural arts in any one of a number of subjects. Awards of up to $5 were available in each county for each class, the exact amount depending upon the number and quality of the exhibits. County 4-H agents arranged for judging committees.

This program was a part of the nationwide observance of 4-H Club Week, when every effort was made to give the general public information about 4-H Club work in the community. In addition to the exhibits, there were special meetings, rallies, radio and television programs, and special stories for newspapers.

This is the
Silver Anniversary for the

EXTENSION SERVICE REVIEW

KENNETH F. WARNER
Federal Extension Service

"THE talking movie is coming over the Extension horizon."

"Radio has had a mushroom growth as an agency in Extension information."

"Twenty-five million dollars is now invested annually in Extension."

"How to use lantern slides."

These quotes and titles are from the first issues of the Extension Service Review published 25 years ago. They are by Reuben Brigham, first editor of the Review; Milton S. Eisenhower, then Director of USDA Information; C. W. Warburton, Extension's first Federal Director; and George Ackerman, first Extension field photographer.

Those first issues of the Review tell about State and county achievements in cooking vegetables, piping water into the home, and remodeling clothing; in terracing, seed selection, scrub-bull elimination, and poultry culling; in irrigation, gardens and landscaping; in food selection, price maintenance, and cooperation; in running 4-H camps and overcoming the problems of contests; in professional improvement, program development, leader training and Negro participation; and in problems of county office organization, and the forthcoming revision of the annual report form.

Those 1930 issues of the Review seem familiar, even current, until you compare them with those of 1955. All the details are still between the covers of Vol. 25, but a change, a combining process is evident. Soil, grass, cows, and people have been tied together in a joint program. There is less terracing and more soil management. There is less "green and leafy vegetables" and more Basic Seven. Part of the foundation appears to be in place.

Much information that Extension once carried out "by hand" now goes effectively through the press and over the ether waves. Communications are faster and more far-reaching. Farm people are more mobile with more contacts and broader interests. The attitudes of farm people have changed, too. Seaman A. Knapp wanted to extend "book farming to people who do not believe much in it." More believe today. Experience has given them confidence in research and research workers.

Farm families, like the general population, have lifted their eyes beyond their own farm fences to appreciate their community relationships and responsibilities. Through Extension's assistance, better roads, libraries, recreational facilities and community life have been brought about. Widespread interest is found in higher quality produce and better marketing opportunities.

Farm people are changing to meet current conditions. What about Extension? Does it practice the improvement that it preaches? Well, the "talking movies" did come over the horizon and with radio have been blended into wide television activity.

Studies in the effectiveness of Extension's operations have pointed the way to better methods. Just as farmers have changed to hybrid corn and brand new herbicides, so has Extension studied and improved its publications, its work with individuals, groups and organizations, and its approach to problems of the whole farm family.

The Review has documented these stories of local achievements in organization, cooperative planning, and educational procedures. It continues to record the vision, courage, and ability with which Extension workers are serving farm people and the Nation.

Five issues of the Extension Service Review from May 1930 to the special 4-H issue a year ago.

The 4-H Story

(*Continued from page 93*)

ings developed the 4-H candlelight ceremony and other inspiring activities that have done much to enrich the 4-H Club program.

The 4-H emblem, officially adopted in 1911, stimulated in the early 1920's the use of the term "4-H" as applied to the organized clubs previously called "Boys and Girls Clubs." However, the 4-H emblem was not protected by Act of Congress until several years later.

On December 1, 1921, a group of public-spirited men of affairs interested in the 4-H program organized the National Committee on Boys and Girls Club Work, with offices in Chicago. Its primary object was to coordinate all the contributions and efforts of industries in support of the work. As a supporting arm of the 4-H Club work already underway, the committee proved its value in handling educational scholarships, distributing 4-H supplies, publishing the National 4-H Club News, and getting widespread public recognition for the 4-H Clubs through its award system. Perhaps its most outstanding contribution has been the National 4-H Congress, first held in 1922. Preceding this were 3 annual tours to Chicago, made by 4-H delegates from a number of States under the supervision of State and Federal staff members.

National 4-H Club Camp

In response to a request by the State Extension Directors, the Federal Extension Service initiated National 4-H Club Camp in Washington, D. C. in 1927. Each year the 4-H delegates to this camp meet leaders in Government and observe how their National Government functions, and participate in many group discussions on citizenship and other phases of the 4-H program.

The State club leaders, who accompany the delegates, devote most of their time to matters pertaining to the improvement of the program, organization, and methods of procedures. Many important developments have stemmed from the discussions held at these National 4-H Camps. For the first time, leaders from all States met together to plan the future of the 4-H program. The 4-H Club pledge was made official here as were the national 4-H motto and the national 4-H creed. Here too, was developed the 4-H Citizenship Ceremony with its inspiring 4-H Citizenship Pledge.

The 1927 Camp marked the beginning of a literature of 4-H music written especially for the 4-H Clubs, culminating later in an official National 4-H Song Book. A notable event of the 1931 National Camp was the announcement of two fellowships to two outstanding former 4-H members enabling them to study governmental affairs in the Nation's Capital under the supervision of members of the Extension Service in the U. S. Department of Agriculture. The grant for the development of this new educational appropriation was made by the Payne Fund. After 8 years, these fellowships were continued by the National Committee on Boys and Girls Club Work.

National 4-H Committee

In 1931 also, a National 4-H Committee was set up by the Association of Land-Grant Colleges and Universities and the U. S. Department of Agriculture to restate the objectives of the 4-H program; study its organization, methods, and relationships, and the place of awards; and to evaluate its results. In 1935, the committee's report, "Recommended Policies Governing 4-H Club Work" was published, marking a great step forward in the clarification of objectives and procedures.

Four years later, in 1939, a permanent organization was set up to guarantee the proper continuity of policy-making and evaluation. A 4-H Subcommittee was then formed as a part of the Committee on Organization and Policy of the Association of Land-Grant Colleges and Universities.

During these years and even in the two depressions, the 4-H program was gradually but steadily expanded to include various agricultural and homemaking project activities that would not only meet the interests and needs of youth but would also enrich and inspire. Since the late thirties, the observance of Rural Life Sunday, often known as 4-H Sunday when members attend the church of their choice, has done much in helping them to participate in the spiritual development of community life.

Following the start of World War II, the observance of a 4-H Club Week in March became a National 4-H event with a personal message to all members from the President of the United States. This event has done much to publicize and strengthen the work as well as to point the way to 4-H accomplishments in connection with the observance of National 4-H Achievement Day in November.

"Feed a Fighter"

During World War II, the 4-H "Feed a Fighter" program became popular. In all, 4-H members produced sufficient food in each war year to feed a million men in the Armed Forces of our country for the same period. In cooperation with the Maritime Commission, Liberty ships were named for State 4-H Club leaders and other early pioneers by the 4-H members of each State as a reward for bond sales and exceptional service in food production and conservation.

One of the most significant developments in 4-H Club Work was the incorporation of the National 4-H Club Foundation in 1949 to handle funds for educational purposes, soon followed in 1951 by the Foundation's purchase of the beautiful National 4-H Club Center in the metropolitan area of our Nation's Capital, "dedicated to the four-fold development of rural youth."

Another important project of the National 4-H Foundation is the fast expanding International Farm Youth Exchange (IFYE). Through these young people better understanding is being developed among rural people throughout the world and the 4-H programs now under way in many of these countries are being strengthened through hundreds of youthful Grass-roots Ambassadors of Good Will.

Deep in the thoughts of those who are observing the 25th anniversary of the National 4-H Camp this year will be the strong belief that 4-H Club work can and will become an increasingly greater force in developing more useful, courageous, and high-minded citizens to serve effectively here and throughout the world.

And Pulled Out a Plum

(*Continued from page 107*)

learned or want to learn more about cooking. Why not include boys as well as girls in the nutrition project! A unit of outdoor cookery would attract boys and help to flag their interest in foods.

At a subsequent meeting, when the Ohio committee discussed the objectives for a topnotch 4-H program in foods and nutrition, the group soon learned that each had different ideas about Ohio's food patterns and that each had a different idea for a foods project. Again they felt the need to go to the leaders and club members for more information.

Through carefully written and distributed questionnaires, answers were sought to the following questions: What were the food patterns in the home; what were club members doing to help with food shopping and preparation; and what dishes did members want to learn to prepare.

Each member of the committee used the questionnaire during the summer in interviews and open discussions to get additional program-building ideas. This was not meant to be a study with research validity. It was an exploratory effort to stimulate interest and provoke discussion and an attempt to get opinions from those who would actually be working with the project. Two of the committe working on the Ohio project were also members of the Foods and Nutrition 4-H Development Committee which met during the summer to discuss the need for modernizing the 4-H foods and nutrition program in both subject matter and methods. This meeting gave them additional insight into their problem.

In the fall the group met again to discuss the tentative draft of one project written by the nutrition specialists. Many changes were made in the light of their summer's experiences. After this revision the project was mimeographed and distributed for field testing.

About 10 Ohio counties volunteered to test it for 1 year to determine its strengths and weaknesses. At the end of that time, suggestions from the agents, leaders, and 4-H Club members will be pooled and the project revised once more before it is printed and generally used.

Ohio has approached the building of a 4-H project a little differently than most States. The strength in this approach lies in the fact that everyone who has a stake in it participates and contributes to the planing and conclusions. The idea has caught on and other States are following a similar pattern of action. For they could see that, like little Jack Horner, Ohio had put in its thumb and pulled out a plum.

Note: Further information on the nutrition program may be obtained by requesting Mimeograph No. 148 titled "Let's Adapt Our 4-H Program to the Youth of Today." Also available is the Report of the 4-H Foods and Nutrition Development Committee (June 1954). Address request to Dr. Evelyn Blanchard, Extension Nutritionist, Division of Home Economics Programs, Federal Extension Service, U. S. Department of Agriculture, Washington 25, D. C.

P. H. Stone, New Federal Extension Staff Member

P. H. Stone, State supervisor of Negro agricultural extension work in Georgia, has succeeded the late John W. Mitchell as a member of the Federal Extension Service.

In his new post, Mr. Stone will serve as assistant to the Assistant Administrator, Programs of the Federal Extension Service. His duties will include assisting in developing extension programs, working with State Extension Services.

Mr. Stone began his career in Extension work 36 years ago as a county agent in Clark County, Ga. Seven years later, as a result of his outstanding achievements in rural health and sanitation, he was promoted to State supervisor.

Some of the major accomplishments in Georgia under Mr. Stone's leadership included the teaching of diversified farming, the development of a statewide ham and egg show to encourage better livestock and poultry production, and the creation of a $40,000 4-H Club camp on a 182-acre site near Dublin, Ga.

Define the Problem

(*Continued from page 91*)

One such county has over 1,100 members with the average boy or girl remaining in 4-H for more than 4 years. At least 2 States have an average tenure of 3.5 years, compared with the national average of 2.7 years.

What Influences Tenure?

What are the 4-H program factors that influence tenure? We need more facts about this, but preliminary studies indicate that the following factors are important. There are also many others.

1. Why a member joins is important. Does he make progress toward achieving the goal he had in mind? What incentives do we offer to encourage new members? Are they real intrinsic motivations for boys and girls or do we just think they ought to be? Can these incentives be enjoyed by a majority of the members in their early years of 4-H? If not, better be careful. They do more harm than good!

2. Clubs that have a year-round continuing program and meetings hold members longer than clubs of temporary nature.

3. Clubs with trained, effective, volunteer adult leaders maintain interest of members longer than clubs organized and conducted by professional workers only.

4. Extra activities, such as project tours, achievement events, parties, parents' nights, judging practice, walk-the-farm, market tours, vocational institutes, and field trips, appeal to the older boys and girls and are essential supplements to regular individual project activities.

5. Having part in the planning and decision making is essential for both older boys and girls and the local leaders.

We are beginning a more intensive search for more vital 4-H factors. What are the basic features which attract boys and girls longer and in larger numbers? Will you help find them? Success stories are important. Let's be sound and factual in locating and reporting them. Look beyond the relatively few members who remain in 4-H for 9 or 10 years. Why did the others drop out? What is your county experience?

THE WHITE HOUSE
WASHINGTON

March 5, 1955

TO THE 4-H CLUB MEMBERS OF THE UNITED STATES:

On the occasion of National 4-H Club Week, I congratulate you on your fine achievements this past year, and on your theme for 1955, "Improving Family and Community Living."

Each of you will surely help improve family and community living if you take advantage of 4-H Club activities to become a better citizen. I hope that this year many more will join with you in following this high purpose. To help broaden the 4-H program, you can talk to schoolmates, friends and acquaintances about what it means to you in pleasure and benefits.

I am delighted to know that your organization of more than two million members is rapidly growing. All of you working together, under the skilled guidance of public-spirited volunteer leaders, can help to build better homes and communities, and a better understanding for peace and progress in the world.

My best wishes go to each of you.

Dwight D. Eisenhower

JUNE 1955

EXTENSION SERVICE Review

Improved pastures and better herd management help reduce costs of milk production

This young shopper exemplifies the trend to buying milk in quantity

Vending machines are helping to popularize milk and increase consumption

FEDERAL EXTENSION SERVICE
U.S. DEPARTMENT OF AGRICULTURE

In this Issue—

EXTENSION SERVICE Review

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Ear to the Ground

School closes for some this month, opens for others. For the well educated, schooling is a continual process. It's hard to take time to read, to keep up to date professionally, to pick up new ideas and furbish the old ones. But it always seems to pay big dividends.

Establishment of the Pfizer awards was mentioned in the February Review, but public announcement of the awards has just been made by Charles Pfizer & Co., Inc., manufacturing chemists of Brooklyn, N. Y. One home demonstration agent, exceptional in competence and achievement, in each of the Extension Service regions, will receive a $1,500 fellowship for further training through study or educational travel or both.

The Extension Service is highly appreciative of these awards and for the very worthwhile opportunity they offer for professional improvement. The awards will carry with them not only monetary support but also honor and distinction. Only one application may be submitted from each State.

At Cornell University the graduate Division of Extension Education will be expanded to help promote extension service abroad. The Ford Foundation has granted the university $500,000 for the special program, which will start in the fall.

The project will give selected leaders advanced training in the processes of extension education which are adaptable to overseas countries. American and foreign students will be chosen from land-grant colleges, foreign institutions, and other agencies that train extension leaders to serve outside the United States.

After two semesters of study on the Cornell campus, they will spend 3 months gaining firsthand knowledge by visits to other countries. They will return then to their own institutions and help train leaders for extension work abroad.

For the first year, enrollment in the special program will be limited to 15 students. Fellowships will be awarded according to individual need.

The new project will be directed by Prof. J. Paul Leagans in the Department of Rural Education of the College of Agriculture, Cornell University, Ithaca, N. Y.—C.W.B.

New Haven County farmers house their agents

Under One Roof

WARREN E. BROCKETT
New Haven County 4-H Club Agent
Connecticut

This spacious old home before it was bought and made ready to house the Extension staff was half concealed behind overgrown evergreen trees and shrubs.

AFTER 38 years of moving from building to building and city to city, the New Haven County, Conn. Extension Service at last has a permanent home.

Not only are the Extension agents housed in this new agricultural center, but the Soil Conservation Service and Commodity Stabilization Service staffs have their office there also. They, as well as the citizens who do business with them, are pleased with the increased efficiency that comes from housing members of the U. S. Department of Agriculture under one roof.

When it was necessary to move again in 1954, the county executive committee decided that it would be best to buy a building. One of the directors found a 12-room mansion in Wallingford which had been neglected for 30 years. Neglect had made it an eyesore in a nice residential area, with the neat grounds of the Choate School just around the corner. Careful inspection revealed sound construction and a beautiful interior that would require little remodeling. For a quick sale the price was $10,000, and before nightfall a down payment was made.

Roy E. Norcross (center), County Agricultural Agent, assists Joel Barnes (left) and James Everett (right) of the Connecticut Nurserymen's Association to landscape the new Center.

Then began a series of cooperative efforts. Farm people and others in the county subscribed to bonds enough to cover costs. A holding company was formed, representing the agricultural interests of the county, to administer the property and costs. A zoning board hearing was held to allay the fears of nearby residents who were worried that manure spreaders and other farm machinery might be displayed on the front lawn.

Entirely owned by the farm people of the county this New Haven County Agricultural Center is not subsidized by a penny of public funds. Eighty farm people—farmers, homemakers, 4-H members, and others—volunteered their time and energy. They cleared the overgrown grounds, built a driveway and parking lot, cleaned woodwork, and trucked away rubbish.

Two months of beehive activity put the center in livable condition, even to the modern two-tone color scheme and Van Gogh paintings chosen for interior decorating by the homemaking department. A nurseryman's association gave free service, with the help of volunteers, to landscape the grounds with new shrubs, vines, trees, and lawn. Homemakers' groups provided draperies, pictures, house plants, candlesticks, demonstration kits, and a set of lifetime dishes for 60. 4-H Clubs contributed toward lighting equipment, and farmers gave folding chairs, an exterior sign, gravel for the parking lot, and endless hours of labor.

To obtain the landscaping job, supporters of the Agricultural Center won a letter-writing contest giving reasons why this, of all public buildings in New Haven County, needed improvement the most.

When the Open House reception was held, members of the Homemakers' Clubs acted as hostesses and entertained the 350 visitors who came to see their new Agricultural Center.

Do You Want a Farm and Home Center?

A number of accounts of how farm and home centers have been procured has been brought to the attention of the Review recently. If you are interested, watch for an article in the August issue about three counties in New York that finally succeeded in getting permanent centers established.

Make your message personal, use all media, and go . . .

FULL STEAM AHEAD

say Louisiana Extension Editors

An artist's caricature portrayal of a presentation by Louisiana Editors Marjorie Arbour, Gordon Loudon, and A. V. Patterson when they urged marketing and consumer information specialists to use mass media. "Get your message out to the public by all available means," they said.

"WILL your freight roll over all the communications tracks?" was the question propounded by editors in the Louisiana Agricultural Extension Service when they appeared before marketing and consumer education specialists to urge them to make wide use of mass media in the promotion of their programs. The editors didn't ascend the podium empty-handed. They took along with them an array of "props" that made the presentation graphic, stimulating, provocative, and dramatic.

The specialists were brought to the University campus for a 2-day workshop, part of which was devoted to the discussion of using mass media.

Setting the stage for the editorial show was a backdrop of trains. Marjorie Arbour, arrayed in an engineer's costume made of paper, replete with authentic cap, opened the program. She pointed out that the analogy drawn here was that education information, which she likened to freight, must be sent out over all communications tracks if it is to reach all of the people.

"In view of the size of the marketing audience and the necessity for speedy communications, it is evident that you will have to use the printed word, radio, TV, visual aids and other mass communications on a steadily increasing scale in many of your educational efforts," asserted the editor.

"You have available to you, for free, space in the newspapers, and time over the air on both radio and TV. How will you make the most of these gratuitous offerings?

"The freight that I am going to concern myself with will be the one labeled the printed word.

"Let's look at the potentialities in the news column. To justify your use of this space your material must be local and newsworthy. By that we mean *don't* put news about marketing conditions in Ohio in your Louisiana paper unless it is somehow related to Louisiana. Then interpret it for the Louisianians.

"Don't say what people in California are eating. You might just as well speak of the consumption of coconuts on the Fiji Islands.

"The average farmer is beseiged with market reports and market forecasts. He sees them in his daily newspapers, his regional farm papers, and his national farm magazines. Every day he hears his local radio or television market reporter give the prices being paid for farm products at major markets all over the country. His mailbox is stuffed with a wide variety of marketing pamphlets bulletins, and booklets.

"But there are a lot of farmers who disregard this information because they don't understand it or don't know how to use it."

Using colored illustrations of these products, she slapped them on a flannelboard as she exhorted: "Let's talk and write about Louisiana cotton . . . Louisiana oranges . . . Louisiana beef . . . Louisiana potatoes . . . Louisiana broccoli . . . Louisiana poultry. Obviously then you'll have something of interest for Louisiana people."

Following the printed word discussion, Editor Patterson using a prehistoric picture of Confucius, pointed out that "one picture is worth 10,000 words."

With a collection of effective, colored slides Pat pointed up the fact that research has proved that more can be taught in a given time with the use of visuals than without them.

"As an educator you have three basic means for communicating ideas and information," he asserted. "You can speak, you can write, and you can use visual means or any combination of the three. I think you should always include visuals. Now is as good a time as any to warn that visual aids are just what the name implies—an aid only. They alone can-

(*Continued on page 127*)

Too Far From a Doctor

E. M. NELSON
Extension Agent, Wasco County, Oreg.

E. M. Nelson.

BEFORE we got our ambulance in Wasco County, the seriously injured or ill had to wait, sometimes for half a day, for an ambulance to come from The Dalles, 50 miles away, over a winding, mountainous road. Several lives were lost because of the delay.

The lack of medical, hospital, and ambulance service came to the attention of the Extension agents at a countywide planning conference in 1947. The Farm Home and Rural Life committee stated: "A study should be made by the county health and medical services committee on various plans and types of prepaid medical and hospital health insurance for group plans for families or for the individual, and that an educational program based on their findings be given in rural communities." That was the beginning.

The study showed that over 600 families were more than 40 miles from the nearest doctor. Interest stimulated by the study resulted in the organization of the Wasco County Health Association. After giving careful study to the costs of building a hospital and its potential use, the board decided this would be impracticable.

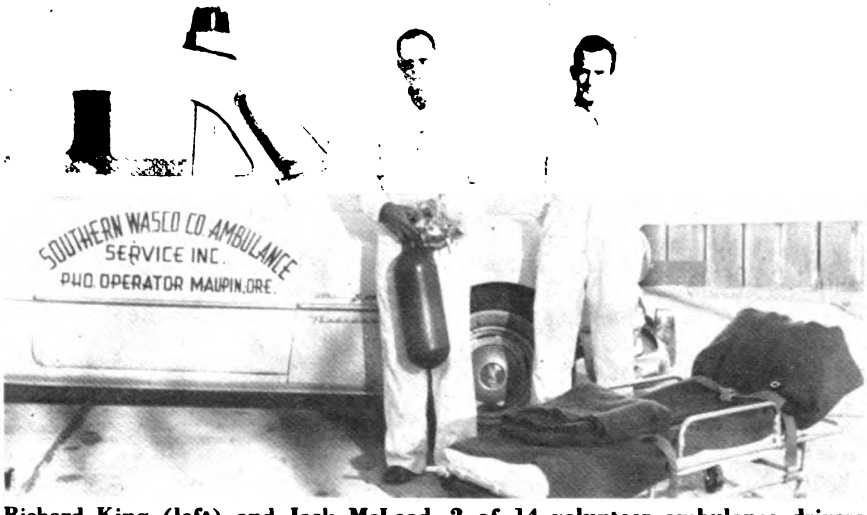
The cost would be too great for maintaining a hospital on a 24-hour basis with doctors, nurses, cooks, and caretakers, plus the equipment and utilities necessary to maintain even a small hospital. A 50-bed hospital or larger would have a better opportunity to support itself, but the population did not warrant a facility of that size.

Prepaid medical care for members on a group basis was finally selected as the best method of providing hospital, medical, and related health services at reasonable cost. This necessitated ambulance service which is now available at no additional cost, along with other services for 336 individuals who are covered under the prepaid health program. It is also available to nonmembers, but at a fee of 75 cents per mile one way. To have the ambulance, the community had to organize the Southern Wasco County Ambulance Service, Inc.

Community service-minded persons volunteered to organize an Ambulance Service Company, which bought the ambulance from the health association for $2,000. A $1 down payment served to bind the contract, with the balance to be paid off at the rate of $200 a year.

The 14 eligible drivers and attendants are trained in Red Cross First Aid, and all serve on a voluntary basis without pay.

The service company sponsored a first aid class this past winter for the general public.



Richard King (left) and Jack McLeod, 2 of 14 volunteer ambulance drivers and first aid technicians with the Southern Wasco County Ambulance Service, Inc.

Painted Trees

Along a prominent campus wooded roadway at Rutgers University, N. J., is a sample plot of woodland. The trees are painted with green and red bands. The green trees are for future sawlogs. The red trees are for firewood and fence posts and will be cut in the near future.

The Rutgers extension forester, Austin N. Lentz, working with county agricultural agents, has been setting up similar painted plots statewide. If you see red and green bands on small forest plots along New Jersey roadsides, you may benefit by stopping to look at them. It is an easy way to learn which trees to remove and which to leave.

Cooperation Is the Keynote

SHAWNEE BROWN
State Extension Director,
Oklahoma

THE FARM and home development program, Extension's new look and indeed, new approach, points out more than ever the absolute necessity for complete teamwork and cooperation between members of our Extension family.

A primary assumption in this reorganization plan is the desirability of striving for a unified program by the Cooperative Extension Service. It is assumed that unification exists when the various segments of the Cooperative Extension Service support and reinforce each other in working toward common goals which manifest themselves in improved agriculture and homemaking, in the development of youth, and in improved community living. Further, that unification exists in the achievement of a well-defined relationship among participating subject-matter fields culminating in a single and balanced Extension program at all appropriate levels. This definition assumes that there will be simultaneous and coordinate operations in such fields as agriculture, home economics, and 4-H Club work, but not autonomous operations.

Just as teamwork is essential in operating family affairs, teamwork is necessary between the home agent and her coworkers to render the utmost in service to the rural homes.

As I view it, one of the first essentials of teamwork is a complete understanding of the objectives of the Extension program in the county and likewise an understanding of the responsibilities of each worker on the Extension team.

Just as Extension work has grown beyond the individual demonstration type of work, it has likewise developed

Director Shawnee Brown

a greater need to choose and build a county plan of work around problems that are of vital interest to the general welfare of the family.

There is a need for keeping the understanding of the responsibilities of each worker on the team current. Regularly scheduled conferences among the workers is one means to this end.

The integration of agriculture, home demonstration work, and 4-H Club work strengthens the Extension program as a whole, unifies the program, extends the scope of work done, and renders a larger service to the people. An integrated program is dependent on joint planning for, and a common understanding of problems, goals, and objectives of the county program on the part of all Extension workers.

Farming and farm homemaking have become a highly specialized business. The challenge is just as great to the people on our farms today as it is to the businessmen in our cities and towns. To succeed, the farmer and farm homemaker must keep up with the latest techniques and information available. They are fully aware of this situation and want help. To provide this the Extension agents as a team must supply that help with every resource, talent, and element of manpower that they can muster.

Guide Helps Train New Staff Members

A BASE OF UNDERSTANDING that will serve the new county staff member beginning his Extension career is what California expects from a new guide recently put to use.

Several county staff leaders had requested such an outline because they felt that due to their own pressure of duties they were not giving the new staff member the training he or she needed. This was particularly noted by directors in counties where staffs were large.

The guide, written by Lucy Allen, State program director in education, not only gives specific training assignments for the neophyte but also has a place for writing the suggested and actual completion of each part. The headings of the outline indicate the plan of approach. These include background information on Extension, organization of the California Agricultural Extension Service, objectives, relationships with other groups, and facts each should learn about that county.

The new farm or home adviser then studies the county program development, extension methods of teaching, extension office management, and responsibilities and privileges of county workers. A page of reference and supplementary readings complete the guide.

How much time is required to complete this study plan is left to the county workers concerned, but Miss Allen finds that three to six months is the usual goal. Meanwhile, the new staff member also is learning his field and office responsibilities.

The guide is still new, but counties using this have indicated it presents a satisfactory pattern for helping the new staff member. In one county, the entire staff, old and new, decided they could benefit by following through the outline.

Lee Benson, county director of Alameda County, has used this guide for 4 months and reports, "This has worked very well. Now we can make certain that the different training parts are covered. If we have to interrupt the program of training, we can quickly pick it up just where we left off."

Taking out mature trees gives young saplings room and feeding space to grow. This is true both in pine and hardwood forests.

Trees Are a Crop

HARRY R. JOHNSON
Extension Information Specialist, Minnesota

"You wouldn't sell a hog on the basis of what you guess he weighed! You'd weigh him and sell him by the pound, after knowing the going market price. And that's the way to sell your timber." The farmer nodded his head in agreement with the assistant county agent in forestry, Itasca County, Minn.

They looked over the northern Minnesota farm, hewed out of native pine and tamarack and burnover, and because of sandy soil, good for growing only trees. Many of the farmers are not experienced in judging the value and use of their timber. For this reason, the Minnesota Extension forestry program was begun 8 years ago.

It has been so successful that 4 foresters have been hired to assist county agents. Their job is to help these farmers, who depend on farm woodlots for much of their income, to grow timber as a crop. This includes growing the right tree species on the proper soil type, doing the right kind of thinning, improvement cutting, and other cultural practices to assure healthy growth, harvesting trees at the right time and size for many markets, and using labor more efficiently in harvesting the farm forest.

When one of the new Extension forestry agents calls at a farm, he has two useful tools to give a tree farmer. The first is a composite board-foot volume table. It helps the farmer measure board-foot content of standing timber.

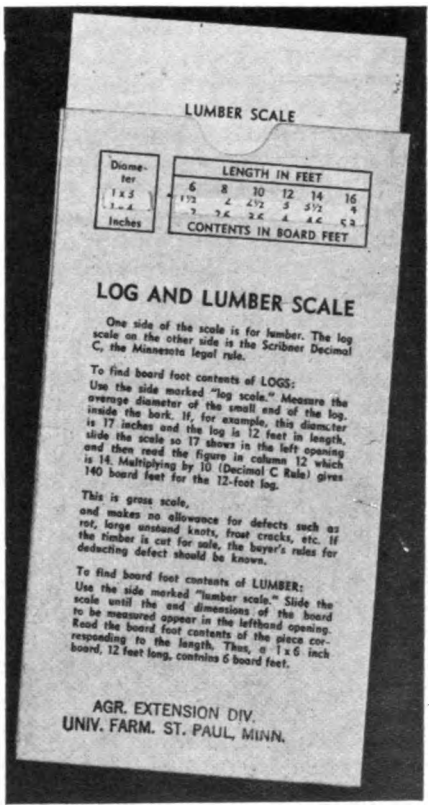
The second is a simple sliding log scale that shows him the amount of board-feet in various size logs. See photo at right. This handy little gadget helps him measure and cut with less waste according to his actual home or marketing needs.

Operators in the 1,300 sawmills in Minnesota also get help. There is a tremendous waste of lumber because of inefficient sawing. This means a loss to the farmer, who is a mill customer, and a loss to the sawyer.

The program's total possible effect on northern Minnesota's agricultural economy is tremendous. It will raise the living standard of the 16 timber-growing counties and attract wood-using industries who draw upon the farmers' growing and processing skills.

With over 4,000 more uses for wood and forest products than there were in 1926, the timber farmer finds it profitable to learn to know his trees and their market possibilities. Timber prices fluctuate only slightly.

The four forestry agents are beginning the massive job of helping the wood farmer grow and harvest his crops carefully and profitably.



This is a simple sliding log scale that gives the amount of board-feet in various size logs. When the forester visits a farmer he gives him this scale.

Howard Brooks, left, has a good start toward making a living with his purebred sow. Such animal projects are encouraged to take up the slack in labor and income after tobacco season is over. English Jones, right, assistant county agent, is in charge of Indian boys' 4-H work in Robeson.

Indian 4-H'ers Learn Lesson in Living

J. C. BROWN
Assistant Extension Editor, North Carolina

IT was a good day in Lumberton, N. C., to teach youngsters a lesson in living. A warm rain and warmer sun had lifted Washington's Birthday right out of February and placed it somewhere in the middle of May.

English Jones talked enthusiastically of the lesson as he organized his working tools—two fertilizer sacks and several posters illustrating the contents of a fertilizer bag.

"But fertilizer isn't our problem. Most any one will tell you our people are the best farmers in Robeson County. Last year, a drought year, the county averaged 1,550 pounds of tobacco an acre. It brought an average of $57.91, and Indians grew most of it.

"No, our problem is how to live. If we live better because we follow good fertilization practices and grow better tobacco, then its good to teach those practices."

Jones is an assistant county agent. He and Mrs. Helen Sampson, assistant home agent, are in charge of the Indian 4-H Club work in Robeson County. Their story, which is the story of 4-H work among the Lumbee Indians, is remarkable because of the speed with which it developed after a tardy beginning.

In 16 months there were 1,260 Lumbee Indian boys and girls and 182 community leaders engaged in 4-H Club work. The 13 clubs at 11 of the county's 12 Indian schools are the immediate result of efforts of County Agent O. P. Owens, the State College Extension Service, which administers the State 4-H program, the local county commissioners, school officials, and the State budget bureau.

But the roots of the program's success lie deeper. "The people were ripe for the work," according to Jones. "They asked for it."

"They Asked for It"

In September 1949, Indian citizens of Union Chapel petitioned County Agent Owens to start a 4-H Club in their community. The necessary wheels turned and on July 1, 1952, Jones, a graduate of the University of Kentucky, and Mrs. Sampson, a graduate of Pembroke College, both Lumbee Indians, were employed. Among other duties, they were assigned to lead the Indian 4-H Club program.

"We realized the size of the job," Jones said. "No Indian principal, teacher, or parent had ever been a 4-H'er." First, the support of each school principal was enlisted; in turn, the principal enlisted a woman and a man teacher to serve as school 4-H leaders. The first year, 493 boys and 612 girls enrolled in the 4-H program.

The program proved so popular that by last fall more adult leaders were needed. The boys and girls named 12 adults they would like to have for leaders. Not one refused to serve.

"They really appreciated the fact that the youngsters wanted them. It wasn't as if we had selected them," Jones said. "Without the support of the community leaders and parents, we couldn't carry on."

And what about the part Jones and Mrs. Sampson play? Jones tells about it one morning on the way to Magnolia School, where he and Mrs. Sampson go to conduct classes.

"We require two things of all 4-H'ers, a project in gardening and a project in home beautification," Jones explains. "A home garden could mean about $400 a year to each of our families in wholesome, fresh foods. Despite the fact that most of our people are farmers and have available land, and our climate is ideal for spring and fall gardens, yet surprisingly few have gardens."

Part new, part old, Magnolia School is a maze of additions that make up the largest Indian school in the county. Jones and Mrs. Sampson sit quietly during the first part of the

These Indian 4-H'ers at Robeson County's Magnolia School repeat the pledge that embodies a lesson their leaders stress. The lesson is to learn "how to live."

monthly 4-H Club meeting, as the junior and senior clubs conduct their programs in the school auditorium.

"This is their part of the program completely," Jones whispers as Katie Lee Carter, an eighth grader, leads 150 young voices in singing "America." Then four junior club girls stage a skit, in which they depict four vegetables, each fearful of being left out of the garden and each loudly proclaiming her merits.

Half an hour later, the boys and girls separate and go to classrooms where Mrs. Sampson shows a film on corn meal enrichment, and Jones teaches the boys about fertilizers.

Mr. Jones devotes a half hour to a simple explanation of what the fertilizer label means. "I don't see the trade name on these bags," Jones says. "All I see when I look at them are the numbers 4-8-10, which tell me how much nitrogen, phosphorus, and potash are in this bag. That's all that's important. These are the plant food nutrients in this 200-pound bag, 44 pounds of food the plant will use. The rest is filler.

"When you go to the table today, you will eat some of your food, some you may not. That's the way with a plant; it will eat the plant food nutrients and leave the rest."

After the class, the senior boys and girls hold their assembly; this time the skit has Carl Oxendine, as Dr. 4-H, operating on a patient and removing a great many undesirable traits. Then the classes are repeated for the junior club boys and girls.

After lunch Jones goes to Pembroke School. It is recess and the playground is one tremendous marble game. Last year a Pembroke 4-H'er was runner-up national marble champion at Seattle.

"Please Take a Look"

A Washington's Birthday program has just ended at Pembroke School where 210 boys and girls are 4-H'ers. Jones examines several craft projects of Raymond Clark, Jr., who is also rewiring his home.

Howard Brooks, who lives nearby, wants Jones to have a look at his purebred Duroc sow project. Another sow, which can't be coaxed from her farrowing house for a picture, gives a lesson in motherly love when Howard picks up one of her pigs. An ear-splitting squeal brings the shy mother from her house like a red freight train.

One more stop, at Stinson Lowery's farm where the 4-H'er has planted a multiflora rose fence in connection with a wildlife project, and Jones starts back to Lumberton.

Here and there you can see budding results of home beautification projects. Jones points out the land of one or two 4-H'ers who have decided to have an early spring garden. A few hyacinths have burst into bloom during the long, warm day, and several farm buildings wear fresh signs of repair.

Assistant Home Agent Mrs. Helen Sampson examines the garments of 4-H'ers Noyal Ann Hunt, center, and Joyce Woodell. All Lumbee Indian 4-H'ers are requested to carry gardening and home beautification projects. The other home economics and agricultural projects are of their choice.

Kansas Women Are Public Minded

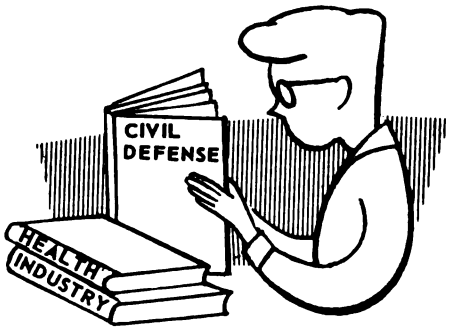
L. C. WILLIAMS
Dean and State Extension Director, Kansas

THE VERY structure of the Kansas Extension organization, as provided for in the Kansas County Agricultural Extension Council Law, is a challenge to both home agents and farm women with respect to the development of better informed and more useful citizens in all communities of the 105 counties. The law provides for elected representatives from each township and incorporated city in the areas of agriculture, home economics, and 4-H Club work. These people comprise the membership of the county sponsoring organization which is the county agricultural extension council.

The Home Economics Advisory Committee, which is made up of the elected home economics representatives, reviews township and county situations and problems and plans a county program accordingly. Being chosen to represent all the women in her township is a real incentive to each home economics representative to plan a total county program rather than a program for only home demonstration members.

A statewide committee advisory to the Dean of Extension with one-third of its members composed of home economics representatives is another avenue through which women exercise their citizenship responsibilities. During the 1955 meeting of the State committee, a home demonstration member, Mrs. A. T. Bundy of Miami County, served as State chairman. She was elected to that position of responsibility because of her outstanding successful leadership and her knowledge of the entire Extension Service program.

Requirements for meeting the home demonstration units' Standard of Excellence serve to create and maintain a year-round interest in public affairs. State Home Demonstration Council committees on International Relations, Citizenship, and Civil Defense



meet annually to review current situations and make suggestions to the counties for supplementing their project work with citizenship activities.

These projects have been carried out in many and varied ways. Hamilton County, for example, reported that the home demonstration units have carried on a very consistent study of other countries. Some became so interested in the country that they were studying last year that they carried the study on into this year's activities. They have studied such themes as industry, home life, customs, religion, and political situations in several foreign lands.

Several counties have conducted unit lessons on Kansas laws and how laws are made. Others have had special programs devoted to citizenship, inviting their city officials or members of the State legislature to speak. One group in Nemaha County held a community meeting on Kansas laws and also conducted a study of Kansas primary elections.

One of the most popular and helpful projects promoted by home demonstration members is the health project. Almost 100 percent of the units in the State participate in fund-raising activities. In addition, many groups make cancer dressings, keep first aid equipment for their neighborhood, and assist in work with bloodmobiles and mobile X-ray units. Cowley County units sponsor Well-Child clinics for preschool youngsters.

The Sedgwick County groups cooperated with the City-County Health Department and the Wichita Tuberculosis Association in setting up a program of tuberculosis testing that offered home demonstration members and their families an opportunity to have free X-rays at a local hospital. Usually within a month the X-rays were made and the reports given to the family physician. The program is continuing again this year.

Several counties have actively participated in Civil Defense programs. In Labette County, the Live and Learn Unit has sponsored a disaster course for members and families. As part of the activity an outdoor fireplace was built and used to show how to prepare meals in any type of disaster. The fireplace will be used by the community for various types of gatherings.

In 1954 Morris County promoted Civil Defense as one of its projects with many members participating in the first aid and water sanitation programs. Exhibits were displayed at the Topeka State Fair. The 1955 program calls for emergency feeding and home nursing courses.

The Benton home demonstration members of Butler County raised money and obtained the cooperation of their township officers to provide fire protection for the township. The women not only bought a fire truck but also sponsored a school to train their own farm people to operate the truck and made plans to purchase a chemical tank to add to their fire-fighting equipment.

Home demonstration agents work with many organized groups in the local communities, namely the Business and Professional Womens' Clubs, American Association of University Women, polio and cancer drives, and civic, social, and church groups. They also cooperate with other home economists in their counties.

In Sedgwick County through the efforts of the home agent, the clubwomen are participating in the League of Women Voters' educational program. Each home demonstration unit is invited to send one or more representatives to the monthly meet-

(*Continued on page 123*)

Singing Stimulates Interest *in the Homemaking Program*

RAY BURLEY
Assistant Extension Editor
Oklahoma

Singing for the Farm and Home conference at Langston University, Okla., is this group of homemakers, part of a county chorus. The six county choruses in Oklahoma have stimulated interest in homemaker's activities.

FOLKS like to sing. That's why choral singing has become a popular part of home demonstration work in Oklahoma during the past 3 years. Eleven counties, with Negro home demonstration agents and active county home demonstration councils, sponsor not only the homemaking program but group singing and recreation as well.

Hazel King, district extension agent at Langston, says that the choral singing has helped stimulate interest in the overall program of home demonstration work. This is reflected in enrollment figures.

Out of this activity has come the organization of choral groups in nine counties, Okfuskee County having been first, in 1949. Mrs. L. B. McCain, then home demonstration agent, now retired and living at Boley, was the person who was most active in establishing the chorus.

Each chorus is trained by a music teacher, or a member of the council who has had music training, or another qualified person. Groups practice about once a month. They provide the music for meetings of the county council and fill numerous requests to sing at parent-teacher association meetings, county adult achievement programs, and other occasions.

Each year since 1952, two county choruses have sung at the Farm and Home Conferences in July at Langston University.

As a part of the recreation program for adults, choral singing has helped to bring the people together. "We want to be a member of such a happy working group," was the comment of one home demonstration club member. Men have requested that they be allowed to join the chorus, and there is a possibility that this will be arranged.

One aim for the future is establishment of a State chorus, representing all the counties, to sing at the Farm and Home Conference. Mrs. J. E. Taylor, of the Langston music staff, has offered to help train it.

Kansas Women Are Public-Minded

(Continued from page 122)

ing of the League. The League appeals to a fairly small group, as is usually true of this type of organization, but for them it is valuable, and many units profit by the fine reports some of these women make.

These are only a few of the many activities related to citizenship and public affairs in which the home demonstration agent and home demonstration members participate. The home demonstration units are probably the most efficient, public-minded organizations of women that we have in the various counties in Kansas.

Conservation Teaching Aid

The Sport Fishing Institute has recently issued a Conservation Chart showing two valleys, which contrast conservation with its benefits and exploitation with its destruction of the natural resources. The chart is 28 x 44 inches, and accompanying it are 22 kinds of animals and fish, already gummed, which can be placed in their proper locations on the chart. The chart and the circular explaining its use represent a new method of teaching conservation to children of the grade school level. A copy of the chart is being sent to each State extension forester and wildlife specialist.

There's Sunshine

on the Banks of the Wynooche

Washington County agent resurrects a flood control plan

HOW LEADERSHIP by a county agent in local public affairs can spell success through a vigorous, well-planned information program is revealed in a recent report from Heston O. Weyrich, Extension agent in Grays Harbor County, Wash.

A 29-day information campaign resulted in passage of a special one-mill county levy for flood control and river bank protection along the county's rambunctious rivers. Voters approved the levy by 64 percent. Success in the 1954 election followed three previous failures to get a necessary 60 percent majority. These previous efforts failed because voters were not adequately informed. The levy provided a fund of $40,000 which will be matched by a like sum from State funds.

The beginning of this story is in the rivers Humptulips, Wiskah and Wynooche; the Satsop and the Chehalis. They hurtle down the steep western slopes of the Cascade and Olympic Mountains and meander across the fertile valley floors bordering the Pacific. Practically every spring when the snows melt, there's a quick, heavy runoff. As Weyrick puts it, "Entire farms, including the buildings and fences, have washed away, especially on the Satsop and Wynooche. Today only bleak gravel bars and scrubby willows mark the places where once herds of high-producing cattle grazed on lush pastures."

For seven years the county had an effective control program. Rock riprapps, brush mats, revetments, jetties, and bulkheads were built. Channels were cleared. Two county levies plus State funds had financed this work. Farmers themselves contributed to the expense. Priority of jobs had been determined by agreement among the board of supervisors of the soil conservation district, the county agent, and Soil Conservation Service technicians.

Then the money ran out. Three times propositions for additional county levies were placed on the ballot. Three times the measure failed. During this time, on one farm alone, 30 acres of Class I silt loam soil had literally "gone down the drain." The port of Grays Harbor appropriated nearly $150,000 to dredge silt out of the harbor. What the taxpayers were saving in one pocket they were more than paying out from the other.

Farmers were convinced that flood control needed to be continued. They wanted to propose another one-mill levy for the November 1954 election. It was obvious from the previous votes that city people were not convinced of the need. The county commissioners were justifiably reluctant to place the issue on the ballot for the fourth time. However, they were willing to be convinced. A meeting of 24 farmers, businessmen, and civic leaders discussed the matter with the commissioners. They voted to carry the cause to the voters once more. They also instructed County Agent Weyrich to "pass the word" and to coordinate the work of individuals and groups who favored the control program.

Only 29 days remained before election. An eight-phase information program was worked out by Weyrich and his advisers. On flood control they covered the waterfront. Here was the plan: (1) News stories with pictures showing damage to farms for one daily and all weeklies. (2) Several of the agent's 5-minute radio programs to explain the need and benefits of control. (3) Arrange for

When river bank protection is missing, acres of good loam soil are washed away during spring floods.

Rock ripraps, brush mats, revetments, jetties, and bulkheads are built along Washington river banks.

1-minute spot announcements on the county's two radio stations. (4) Endorsement of local civic organizations and service clubs. (5) Arrange for a speaker's bureau to address the various clubs and organizations. (6) Obtain personal endorsements from prominent and well respected citizens of all communities. (7) Print the endorsements in the papers and use them on the air. (8) Print statements of fact on how flood controls benefit workers, business people and housewives on special bottle hangers that slip over milk bottles and cartons and arrange for use by dairies.

Carrying out the last item in the plan called for printing 10,000 bottle hangers. Weyrich enlisted the help of every retail dairy in the county. Eight thousand families were reached in this fashion, and the remaining 2,000 hangers were used in over-the-counter sales.

Not only did the newspapers use all the stories supplied to them, two wrote editorials favoring the proposal. One of the farmers whose place had been damaged rounded up enough cash donations from his riverside neighbors to buy 62 one-minute radio spots. Another radio station ran 20 one-minute public service spots. Endorsements were made by 82 different organizations and personal endorsements were made by 22 leading citizens.

Weyrich estimates that at least 90 percent of the people in Grays Harbor County were reached by one means or another. And 64 percent of those voting okeyed the levy.

The moon may be shining bright along the Wabash, but it's sunshine on the banks of the Wynoochie.

Talk to the Consumer

THE Nation's cattle growers are taking lessons from the Sacramento County Agricultural Extension Service on how to sell beef.

Last October, a Sacramento area branch of the California Cattlemen's Association met with various local farm leaders, including John Spurlock, Sacramento County Agricultural Extension Director. At the meeting, presided over by Jake Snieder, president of the local association, it was decided that housewives, especially the young ones, do not know about various cuts of beef or how to prepare them.

They proposed the idea of informing consumers at the point of sale. County Agent Spurlock suggested that they hand out literature at the meat counter.

Frances Dunkinson, Sacramento County home adviser, prepared six different one-sheet folders with recipes using the less popular cuts of meat. Mimeographed on 6 pastel-colored papers, the 120,000 folders were delivered to meat retailers. Distribution to the retailers was made through meat wholesalers and distributors. Though the real butchers were at first reluctant to use the folders, the idea soon caught on and became popular. They liked the idea of handing out free recipes, some of which relieved the butchers of oft-repeated monotonous explanations.

In the meantime, the "Cow Belles" (cattlemen's wives) were personally visiting the butchers, talking up the program, and urging them to push beef. The "Cow Belles" contacted the newspapers, radio stations, and even spread their wares before homemakers and civic and service clubs.

Stanley Van Vleck, chairman of the local beef promotion, organized a weekly television program costing $50 for 15 minutes. A different cattle grower personally sponsored the program each week for 16 weeks.

Farm Adviser Robert A. Abbott, a keyman in the beef promotion, explained the beef promotion setup on three different radio programs. He emphasized the flavor and nutritive value of the less expensive cuts and had guest performers explain how to buy and prepare them.

The total result has been increased beef sales mushrooming in a very short time after the program got underway. Spurlock said, "The leaflets were so well accepted that we can't keep the retailers supplied. One after another calls up for more. The butchers tell us that this is the first time in years that the slow-moving cuts are moving faster than the other cuts. After reading the folders, the women return again and again for the cuts of meat named in the folders. One big chain store saw the advertising value in the folders and called to order 100,000 more copies."

The National Cattlemen's Association has looked into the folder program and plans to print 6 million recipe folders patterned after the Sacramento originals. Said Spurlock, "It sold beef in Sacramento. It ought to work in other cities."

Are You a Litterbug?

KEEP AMERICA BEAUTIFUL, Inc., is a national public service organization for the elimination of litter. As a member of the Advisory Council, the Federal Extension Service has pledged its support to this national campaign to clean up the highways, parks, and beaches. Among the 50 national organizations behind this drive are the American Farm Bureau Federation and the National Grange.

K.A.B. activities are aimed at finding out how serious the litter problem is and what can be done about it, and passing this information on to the conservation leagues, garden clubs, outdoor groups, and youth organizations belonging to the Council.

Extension workers can be extremely influential in this national effort to KEEP AMERICA BEAUTIFUL.

Our Training Begins With the Specialist

FLETCHER SWEET
Associate Editor, Tennessee

THE farm-home unit phase of Extension work in Tennessee is shifting into high gear as a result of several factors that have contributed to reasonably easy adjustment of the program. Some of the reasons for the smooth meshing of the unit approach with the machinery already in operation are: Experience in somewhat similar planning on the Extension Service-Tennessee Valley Authority test-demonstration farms; community improvement and development work which has been going under full speed for 10 years; cooperative demonstrations; and numerous instances of farm and home planning with families in many counties.

When the matter of training all Tennessee Extension workers in the unit approach came up, it was decided to start at headquarters, with all specialists taking part for a thorough baptism into the workings of the adjusted program. It was emphasized that the unit method is not new by any means, but a method worth extra emphasis toward meeting changing needs of farm families.

After subject matter specialists studied this newer method, the same kind of training was given to county Extension agents by way of sub-district meetings. In addition to their own training session, the specialists also attended one or more of the sub-district meetings with agents. These three-day training meetings called for participation. Consider the specialists' training course, for example.

A pilot farm, owned and operated by a family of moderate income, was selected. Specialists were required to work out not one program but five separate ones, each based on different-age families. Accordingly, the dairy farm of the John Gose family, located in Knox County, near headquarters, was selected. He had small grain, corn, and hay crops on 109 acres. The problem was more challenging since approximately one-third of the acreage was in a separate tract a quarter-mile from the homeplace.

Miss Ruth McWilliams, home agent in Grainger County, Tenn., explains family plans as outlined in an agent training workshop.

Men and women specialists from the several departments were placed in groups. The first half-day was spent at the farm. Mr. and Mrs. Gose supplied background information as to their goals, their living costs, debts, and plans for their son, now a high school student. The entire farm was toured, and files of necessary information were fairly complete when the group reassembled at the University the following day. The soils map supplied by Soil Conservation Service workers helped considerably.

The second day was devoted to working out plans. Groups One and Two labored on plans for the present family. Group Three used the Gose farm but considered plans for a young couple with two small children. Group Four considered the farm for a plan dealing with a married couple with three children, ranging from 14 to 19. Group Five studied the case for a couple, about 55 years old, with no children at home.

In each case, the soil types, present condition, changes in farm practices to yield a balanced income, along with home improvements, changes in barns and other out-buildings, contour farming, changes in fence lines, utilization of irrigation from the river paralleling the most fertile tract, and even the removal of some trees about the house, were considered. Plans inside the house ranged from checking with the Gose family on changes they desired, to recommended changes in the house, which was old but sound, for the fictitious cases. The farm income plans made by the several groups were remarkably similar.

Following this three-day session, specialists of the various departments were assigned to meet with county workers and in each case to visit a farm and work out actual operational plans.

New Film Portrays County Agent

A new 14-minute color film portraying the job of the county agent is now available free for showing to groups or individuals.

Produced by the Venard Organization of Peoria, Ill. as one of a series of agricultural films, the picture is sponsored by the Sears-Roebuck Foundation as a public service. It contains no advertising and portrays in excellent manner the role of the county agent in the community and in the county. Extension directors viewing it at the land-grant college meeting gave it their hearty endorsement.

The film is adaptable for television presentation as well as for general showing. You can order it directly from The Venard Organization, Peoria, Ill.

Full Steam Ahead

(*Continued from page 116*)

not do the job. They are only one of the tools at your disposal to help you do a better job.

"Visual aids will reach people with little formal education. There is no group of people with an educational level too low to be reached by the use of photographs, drawings, diagrams, and motion pictures. Almost any story can be told graphically with pictures or drawings so that anyone not familiar with technical terms can understand it. Visual aids are equally effective in working with people who have college degrees."

Editor Gordon Loudon came on the scene packing a tool kit on his shoulder. It was labeled "Extension Tool Kit." Rummaging in the kit he remarked, "This sure is not an ordinary world. Among the phenomena that make it unordinary are radio and television." He took out inflated balloons labeled "Television" and "Radio," rubbed them on his coat sleeve to polarize them, stuck them on a podium post, and said, "Thereupon will hang my tale."

In addition to the balloons, Loudon used a chalk talk to put across his points. He showed a man shouting from a housetop contrasted with the housetop with an antenna. He admonished the specialists to be sure to have television and radio in their tool kits. Continuing the chalk talk he compared a good TV program with a poor one, that is, poorly motivated.

"Now, let's take a specific subject for your TV show, such as 'Drink Milk For Health.' That alone will not influence behavior. You've got to hang your subject on an idea . . . or hang your idea onto something. Better still, fasten your idea to something alive. For example:

"Boys want to be strong . . . Girls love strong boys . . . Strong boys love pretty girls . . . Drinking milk will give 'em both what they want . . . And your idea clicks! In other words, motivate your message, make it personal.

"The reason for getting on radio and TV is to communicate a message. Have one that clicks, then go full steam ahead.!"

IFYE Fellowships Awarded for Study at 4-H Foundation

THREE former International Farm Youth Exchange delegates have been awarded fellowships by the National 4-H Club Foundation. They are: Margaret Ann Dial of Arkansas, Ann Mullendore of Indiana, and Wayne Bath of Nebraska.

Chosen for IFYE fellowships were Miss Dial, 1950 delegate to the United Kingdom, and Mr. Bath, 1951 delegate to Ireland and North Ireland. Under IFYE fellowships, they are undertaking an 18-month study training program, which includes graduate work and training in administration of educational exchange programs.

Miss Dial is a 1952 graduate of the University of Arkansas with a degree in home economics. At the time of her selection, she was county home demonstration agent in Drew County, Ark. Bath is a 1953 graduate of the University of Nebraska, where he received a B.S. degree in agriculture. He was assistant county agent in Sarpy County, Nebr. for a few months, and recently completed his military service.

Miss Mullendore, 1954 delegate to France, was chosen for an information fellowship. Her 18-month study training program will include graduate work in communications at American University and training in the conduct of the program of information services at the National 4-H Club Foundation. She is a graduate in journalism from Franklin College, Franklin, Ind., and has been working with the Johnson County News.

Margaret Ann Dial.

Wayne Bath.

Ann Mullendore.

UNITED STATES
GOVERNMENT PRINTING OFFICE
DIVISION OF PUBLIC DOCUMENTS
WASHINGTON 25, D. C.
OFFICIAL BUSINESS

Do You Get Enough Milk

Youngsters or adults . . . we all need milk. It gives us about 100 different nutrients—

VITAMINS
MINERALS
FATS AND SUGARS
HIGH-QUALITY PROTEINS

MILK is
outstandingly
important as a source of . . .

the mineral CALCIUM
the B-vitamin RIBOFLAVIN
and good PROTEIN

It's hard to get enough calcium or riboflavin without using a good deal of milk.

How much milk do you need? That depends on your age. Nutritionists say that people should drink enough fresh milk . . . or use milk products such as cheese, ice cream, nonfat dry milk . . . or eat enough foods made with milk . . . to give them the equivalent, everyday, of—

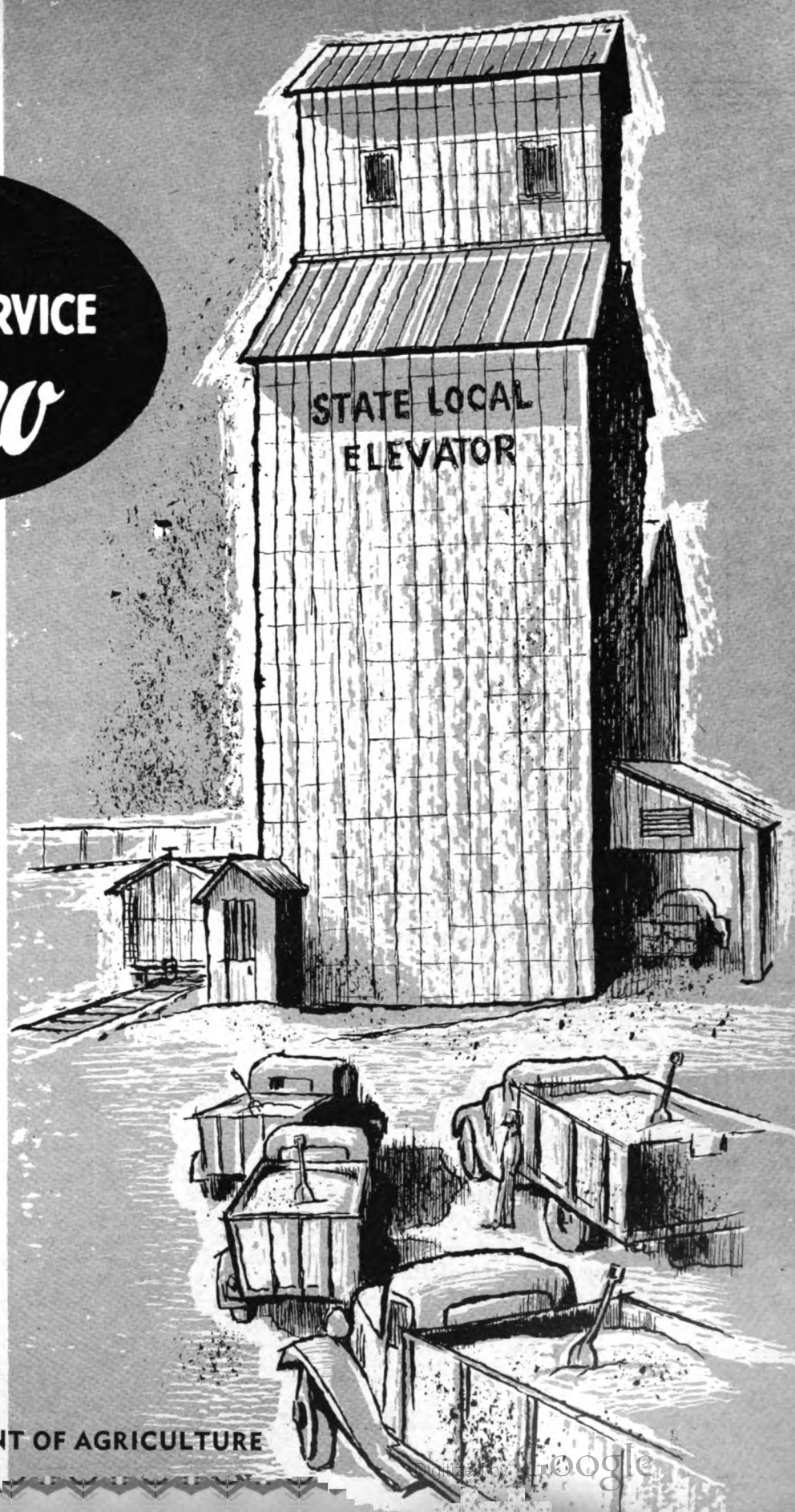
1 PINT or more—for ADULTS
1 QUART or more—for TEENAGERS
1½ PINTS to 1 QUART—for CHILDREN

A new publication of USDA's Agricultural Research Service—Home and Garden Bulletin No. 47: DO YOU GET ENOUGH MILK?—will help you to buy milk wisely . . . use milk effectively . . . and be sure you get all you need.

JUNE IS DAIRY MONTH

EXTENSION SERVICE Review

JULY 1955



ED STATES DEPARTMENT OF AGRICULTURE
al Extension Service

EXTENSION SERVICE Review

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In this Issue—

Ear to the Ground

"Listen—Our New Agent is talking." This is the title of an article by Glenn C. Dildine of the National 4-H Club Foundation which will appear in next month's Extension Service Review. Through Dr. Dildine's sympathetic understanding of the new agent's problems, you will find inspiration and practical advice on how to help a beginning Extension agent get a good start on the job.

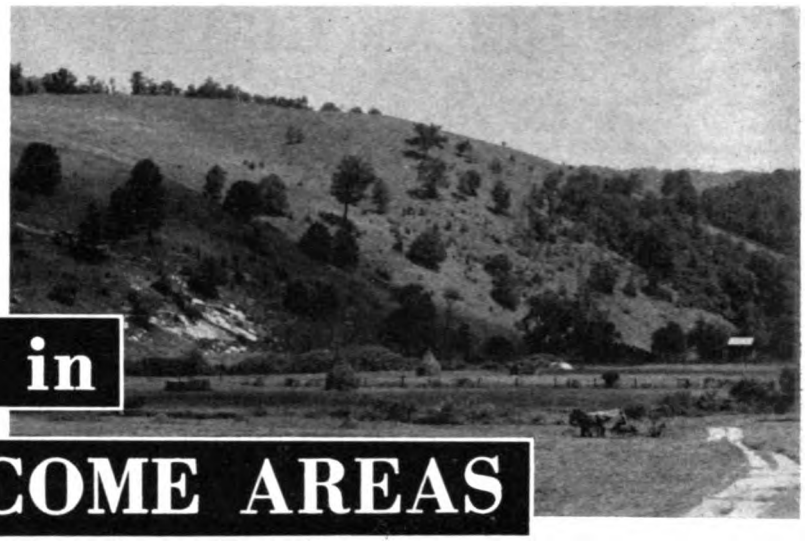
Other tips for the county staff in the August Review, are on how to display your bulletins to good advantage, office timesavers, and methods of establishing county farm and home centers.

Your September issue of the Review will include a number of articles on evaluation. They have been carefully written to give you many helpful suggestions on appraising your own program of work.

On the lighter side, have you discovered the major new crop that is growing in our rural areas? The mushrooming of tourist-filled motels and the roadside stands where transients buy farm produce has interesting implications for Extension workers . . . probably will call for an article on the subject one of these days. CWB

Our COVER and back page this month might be dedicated to those who are storing well our great supplies of grains. See the article "Clean Grain Is More Than a Campaign" on page 132.

An action program for improving . . .



FARMING in LOW INCOME AREAS

DON PAARLBERG,
Assistant to Secretary of Agriculture

PRESIDENT EISENHOWER, on April 26, transmitted to the Congress a special message calling for action which would improve opportunities for the one-fourth of our farm families with cash incomes of less than $1,000 a year.

"We must open wider the doors of opportunity to our million and a half farm families with extremely low incomes—for their own well-being and for the good of our country and all our people," said the President.

Secretary of Agriculture Ezra Taft Benson, in a letter to the President, recommended "the launching of pilot operations in not less than 50 of the 1,000 low-income counties during the coming fiscal year."

The Secretary went on to say, "In addition, community development programs can be undertaken. Thus practical experience can be gained in a limited number of areas, and those elements of the program which proved most successful can be utilized as the program is broadened. In the pilot operations, efforts will be made to develop the best practical program of action, having in mind the people, the resources, and the whole range of opportunities. Real progress can be made only through emphasis on matching local plans and efforts with both the individual needs and the actual resources available for individual improvement.

The program outlined by the Secretary comprises the following action elements:

1. Expand and adapt agricultural Extension work to meet the needs of low-income farmers and part-time farmers.

2. Develop needed research in farm and home management, human nutrition, population, marketing, and in evaluating experience gained by the pilot program.

3. Provide additional credit for low-income farmers, and extend Farmers Home Administration services to part-time farmers.

4. Increase technical assistance, such as provided by the Soil Conservation Service, to low-income farmers.

5. Request the Department of Health, Education, and Welfare to encourage the States to expand vocational training in rural areas of low income, instituting as many as 12 pilot operations during the school term starting in the fall of 1955 in order to gain experience needed for broad expansion of this extremely vital part of the total program.

6. Request the Department of Labor to strengthen the Employment Service in rural areas and to further adapt it to the needs of rural people. Areas of rural underemployment should be identified and included as part of the labor-market services to facilitate job adjustments.

7. Undertake to get more effective programs developed to induce the expansion of industry in rural low-income areas, using facilities of the Departments of Labor and Commerce and the Office of Defense Mobilization.

8. Call upon the State agricultural colleges to make substantial research and Extension contributions to a cooperative venture, employing in part the increased Federal funds already included in the 1956 budget request.

9. Aggressively encourage farm, business, and other leadership to assume local responsibility and to unite in efforts to aid in the development of agriculture's human resources, using trade area and community development programs to increase incomes of farmers and raise living standards. Expansion of these self-help programs should be assisted by the various governmental agencies concerned.

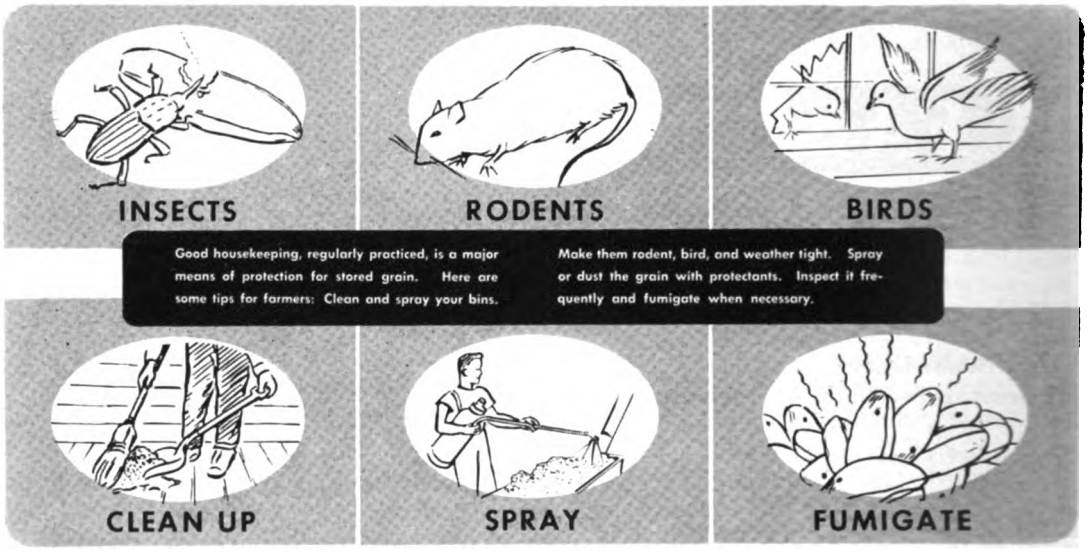
The program outlined by Secretary Benson and recommended by the President will be headed by True D. Morse, Under Secretary of Agriculture and himself a product of a small farm in a low-income area in Missouri.

"Many of our farm people have been served inadequately by the farm programs of the past," says Morse.

(Continued on page 133)

CLEAN GRAIN *is more than a* CAMPAIGN

It's a habit



"OH BEAUTIFUL *for spacious skies For amber waves of grain...*"

It's a beautiful picture. But the $250 million annual loss from insect and rodent damage to grain isn't so pretty.

That's the problem facing producers, handlers, processors . . . and challenge facing extension workers.

Keeping grain clean is the only way to reduce this loss. And now it can mean the difference between selling wheat for FOOD or selling it for FEED. It can mean also the difference between storing grain under price support loans or selling it on the open market for whatever it will bring.

The Food and Drug Administration has renewed its program of inspecting wheat in interstate commerce for contamination. Owners of wheat that is declared unfit are not only faced with considerable economic loss; they are also subject to the costs of legal action and demurrage.

In line with this effort to keep grain clean, the Commodity Stabilization Service has ruled that wheat to be eligible for price support loans must meet Food and Drug Administration Standards. Wheat must not only meet these standards when it goes into storage . . . it must also meet them when it comes out.

Helping farmers, handlers, and processors to meet the problems of clean grain is Extension's job. It's a big one, but it can be done. Many States already have intensive clean grain programs underway. North Dakota, for instance, has a statewide grain sanitation committee representing some 50 interested educational, governmental, and commercial organizations. Similar committees are at work on a State or regional basis in Kansas, Oklahoma, Nebraska, Colorado, Indiana, South Carolina, South Dakota, Oregon, Idaho, and Washington.

Success of such efforts lies in involving those who stand to benefit in the planning and execution of clean grain educational programs. Here are a few suggestions for doing this:

Study the problem in your county and develop suitable educational activities as a part of the overall county Extension program.

Mobilize the available leadership to help plan and carry out clean grain educational activities.

Inform these leaders of all practices used to keep grain clean. This may mean training meetings and regular conferences.

Develop community campaigns to destroy rodents and to clean, spray, and ratproof grain bins.

Direct your efforts to work with both adults and youth, and with both producers and handlers.

Organize contests, campaigns, and other activities designed especially for 4-H Clubs and other youth groups.

Supply local leaders with educational materials to use in extending the clean grain program.

Prepare news stories and radio programs on what's being done in the county. Play up the role of committee members.

Publicize all related demonstrations, meetings, tours, and youth activities to the fullest extent possible both before and after they are held.

Place leaflets and posters in farm stores, banks, elevators, and other places frequented by farmers.

Further information and help is available in a new pamphlet entitled "Facts About the Clean Grain Program" issued by the Federal Extension Service. Copies may be secured from your own State Extension Publications office.

Mr. County Agent

DO YOU KNOW—

Who is required to be licensed under the Perishable Agricultural Commodities Act? What protection do growers and handlers have under the act?

COUNTY agricultural agents are expected to know the answers to many questions. Here are examples. Does a trucker buying fresh vegetables, fruits, or other perishable products directly from farmers have to be licensed? If a farmer hauls his own perishable produce to market for sale, does he need a license? What is the Perishable Agricultural Commodities Act?

In 1930 fruit and vegetable shippers and buyers helped get an act passed to suppress unfair and fraudulent practices in the marketing of fresh and frozen fruits and vegetables. Rapid price fluctuations in these perishable products tend to encourage rejections by buyers or failure to deliver by sellers under existing contracts without reasonable cause. Also, growers or shippers in many instances had no effective method of determining if incorrect accountings of sales were given by commission merchants or brokers located in distant markets.

The question frequently arises, "Who is required by law to obtain a PACA license?" Farmers selling only products of their own raising are not subject to license, but all other persons, including processors, who handle fresh and frozen fruits or vegetables which have been or will be moved in interstate or foreign commerce are required to obtain a license. Farmers who buy these products from others for resale, truckers engaged in buying or selling, and cooperative marketing associations that buy or sell the products of their members, all are required to have a PACA license, if the products have been or will be moved in interstate or foreign commerce.

Among the provisions for enforcing the PAC Act is the requirement of a license at an annual fee of $15 for all persons engaged in interstate or foreign commerce of these products. The penalty for operating without a license is not more than $500 for each offense, plus $25 for each day the offense continues.

The Secretary of Agriculture is responsible for administering this act and the Regulatory Branch, Fruit and Vegetable Division, Agricultural Marketing Service, is charged with carrying out the required operations. Persons desiring relief from unfair practices may send a telegram or letter to the Regulatory Branch, Fruit and Vegetable Division, AMS, USDA, Washington 25, D. C., setting forth the facts in the case.

Your fruit and vegetable Extension marketing specialist in your State has additional information on this act. Leaflets entitled "The Perishable Agricultural Commodities Act and How it Affects You" and "Licensing Provisions of the Perishable Agricultural Commodities Act., 1930, as Amended" have been sent to State Extension distribution officers.—*Russell Childress, Federal Extension Service.*

South Carolina watermelons from a supply of a Washington, D. C. commission merchant are being reloaded to a truck bound for Hoboken, N. J.

Low-Income Farming

(*Continued from page 131*)

"Here is a real challenge to help farm families with low incomes to help themselves."

The new program will get under way as rapidly as machinery can be put in motion. Many of the activities are already in operation and need only to be adapted, coordinated, and strengthened. What is new about it is the integrated attack and the drive behind it.

"Extension people will have a large share in guiding this program," said Morse.

EDITOR'S NOTE — *The Report on which recommendations are based is entitled Development of Agriculture's Human Resources. Single copies may be obtained from the Office of Information, USDA, Washington 25, D. C.*

Visual Aids Tip

Good office management was the subject of a series of meetings in Washington State recently. On a cardboard triangle, used as a visual device, the following words appeared on the base and sides: Physical arrangement of equipment, office personnel relationships, and public relations. Each corner of the triangle was painted red. When the triangle was spun, it created the illusion that the points ran together, thus illustrating the fact that these three are closely correlated.

BRUCELLOSIS ERADICATION PROGRAM *Gains Momentum*

CHARLES E. BELL, Chief, Animal Industry Bran
Federal Extension Servi

A VIGOROUS educational program on brucellosis eradication is being conducted in most States to acquaint cattle owners with the need for ridding the Nation of this costly disease of livestock.

In 1946 the loss of milk and calves and cost of required replacements amounted to the enormous sum of $90,000,000 annually, when the incidence of brucellosis was reported at 5 percent. Now the incidence has been reduced 50 percent, yet the annual cost of this disease, estimated at $45,000,000, is still a great economic loss. Much hard work remains to be done before brucellosis is eradicated in beef and dairy cattle herds.

Extension workers are attacking the problem vigorously by helping to organize and work with State and county brucellosis committees. These committees are composed of representatives of all interested agencies and groups and are responsible for supervising the overall educational activities.

The job ahead is a tremendous one, but not impossible. The most difficult phase in any campaign is the "follow-up" period after the enthusiasm generated during the promotional period begins to wane. We must guard against slackening our efforts and developing a false sense of security when we pass "over the hump." The disease is too insidious in nature and the stakes too high to risk losing all that has been gained by stopping short of the goal.

At the 1955 annual meeting of the National Brucellosis Committee, held in Chicago May 12, progress reports from the States indicated an increasing tempo of eradication activities. The committee urged wider use of the milk or cream ring test for locating infected herds; calf vaccination as a means of developing resistant young animals to replace the animals removed; and cleaning and disinfection of premises where diseased animals are found.

An indication of the increased participation already accomplished is shown by the national figures comparing the first quarter of 1954 and the similar period of 1955 as revealed by Dr. A. K. Kuttler, United States Department of Agriculture's head of brucellosis eradication.

	Jan., Feb., and March of 1954	Jan., Feb., and Mar. of 1955
Practicing veterinarians employed by Federal Government	73	[illegible]
Cattle blood tested for brucellosis	2,695,303	4,51[illegible]
Estimated cattle, milk or cream tested	3,698,303	4,7[illegible]
Reactors slaughtered	32,824	[illegible]
Percentage of infection	2.4	[illegible]
Calves vaccinated	1,231,674	1,4[illegible]
Certified brucellosis-free herds	56,697	[illegible]
Modified certified brucellosis-free areas	319	[illegible]

Analysis of Progress to Date

Dr. Kuttler stated that the volume of blood, milk and cream ring testing and calf vaccination against brucellosis is continuing to increase each month. He predicted that with the present rate of progress many of the major livestock producing States will be ready for certification as modified certified brucellosis-free areas within the next few years. Dr. Kuttler pointed out that the most significant items in connection with the stepped-up program are:

1. Enthusiastic acceptance on the part of livestock producers to have something done about this problem which has caused such heavy losses in both breeding and dairy herds during the past year.
2. A willingness on the part of practicing veterinarians to perform necessary service at the farm and ranch level even though they could in most instances perform similar veterinary service which would be more remunerative to them. Stronger support from all agencies with the livestock industry was noted.
3. The percentage of Brucella infection has remained at the same

Brucellosis infection causes a 20 percent reduction in milk output. This means that 1 cow in every 5 in an infected herd is cancelled out as a milk producer.

low level reached last year even though many times the number of cattle have been tested in recent months as compared to the same period a year ago.

This is a compliment to the educational work done by county agricultural agents, farm and livestock organizations, farm press, practicing veterinarians, and others who have been supporting the program.

Each reduction of 1 percent in incidence of the disease represents a saving of $20,000,000. The reduction in losses is greater than all the State and Federal money that has been spent for eradication. The program is a good investment.

You can save money by

KEEPING RECORDS

A. B. KENNERLY
Extension Information Specialist, Texas

"I KEEP the records for Uncle Sam, but I make mighty good use of them myself," says John Haschke, a farmer of Gonzales County, Tex.

Income tax statements can be useful if farmers study them for leaks in the farm business. And if the county agricultural agent has some farmers who bring their statements to him as Mr. Haschke has done, the opportunity for service is made easy.

Back in 1941 Haschke took his tax statement and his problem to the county agent. There was good evidence that his cattle were losing money for him, a loss being covered up by high profits from his laying hens. The problem he proposed to the county agent was how to make the cattle pay their way.

Selling the calves at weaning time eliminates dry-lot feeding. A rotation of temporary pastures in summer and winter was recommended. Gradually, losses were turned to profits.

"He has some more improvements to make in his pastures," says F. M. Stockton, his present county agent. "He's clearing trees and brush from his permanent pastures to give the grass a better chance to grow."

Haschke started many years ago on his 365-acre mixed sandy land farm with little more than a keen desire to make a success of farming. That he has been able to make a success from assistance given him by his county agents is indicated by a story he enjoys telling.

"Several years ago, an agent from the internal revenue department came into the county and asked why it was that my income taxes were always ahead of other farmers in the county. I explained that I just worked more closely with the county agents than anyone else did."

County Agent Stockton does not hesitate to use Haschke as a key demonstrator for sound farm practices to lift the incomes of the other farmers in Gonzales County. While few approach the $20,000 annually that Haschke has made, those who do follow sound recommendations find their income tax statements reflecting the improved conditions on their farms.

John Haschke's records are quite complete. He can tell you to the cent how much money he made from grazing cattle in a field of barley during the winter, or he can tell how much labor cost he was able to save by letting his customers harvest his truck and berry crops themselves. "All of the brush and trees will be out of my pastures in 2 years, and I'll be able to tell how much more gains in cattle I have made by this operation," he predicts. "Then, by dividing the cost over a period of years, I'll know how much the gains have cost me."

Checking returns and expenses for all operations on the income tax statements with Haschke has enabled the county agents over the years to plan the entire farming operations and tie them together. "If any one of my farm enterprises falls down, the whole structure is weakened," he says. "My records show corn yields have increased from 20 to around 60 bushels an acre since I have been planting peas on cornland for soil building. If I failed to plant peas, my corn yields would drop, the cost per bushel would go up, and my profits from hens and cattle would shrink.

"If my Sudan crop in summer should fail," Haschke continued, "I would have to turn the cattle into my permanent pastures. They would be overgrazed and then I would be in real trouble."

The county agents who have served in Gonzales County over the past 30 years have helped Haschke to plan soundly and well. If anything goes amiss, the new income tax statement will show it. The operations will be adjusted, then there will be another farm tour to show others in Gonzales County what has been learned.

Harold Kennerly learns a bit of corn culture from County Agent F. M. Stockton.

How to sell that famous product . .

In TEXAS

A COMMERCIAL organization in Houston, Tex., wanted to give their customers higher quality eggs. F. Z. Beanblossom, Extension poultry marketing specialist, was consulted on possible areas of heavy egg production within easy hauling distance of Houston.

After careful study, the organization selected the Lavaca County area. In 1947, an existing plant at Hallettsville was bought, rebuilt, and equipped to turn out the highest possible quality poultry products. Eggs were the major commodity; broilers and turkeys were secondary.

Jack Lindsey, agricultural agent of Lavaca County, and Beanblossom immediately commenced the planning phase of an educational program that has completely changed egg marketing in the county.

Lindsey and his helpers literally put to use every teaching means at their disposal. They talked, made personal visits, and used slides, posters, circular letters, news stories, the radio, meetings, demonstrations, and 4-H Club members in conducting the educational program to make the shift to a marketing program which was established on the basis of buying and selling eggs for a price differential based on quality.

Problems came thick and fast. Among them were a lack of knowledge by producers as to what really made a quality egg of A or AA grade standard. Why did the grades fluctuate? Why spend the time to gather eggs 3 or 4 times daily? The smokehouse had been used for storage for years, so why wasn't it suitable now? There was no systematic pullet replacement plan. People did not recognize that old or diseased hens or those infested with parasites didn't have the ability to produce top quality eggs. And bloodrings showed up. There was a lack of confidence in a graded egg program. This stemmed from a resistance to changes and a lack of understanding operational procedures required to insure the success of the program.

There were other problems. Opposition to buying eggs on a graded basis came from current receipt buyers. Research information was frequently not available to back up the recommendations which the leaders had to make to solve pressing problems. The educational leaders had to do the job the hard way, but fortunately, the decisions made proved to be the right ones. Beanblossom often called upon his 35 years of experience in poultry marketing for answers.

During the first week of buying on a graded basis only 25½ cases of eggs were purchased. This was in early December 1947. The second week 23 cases were delivered to the Hallettsville plant. By the latter part of the month the volume dropped to 17 cases. The lack of confidence in the program, opposition to the change in marketing, and a tendency for producers to check prices at other buying stations are cited as possible causes for the low initial volume and the drop.

By March of 1948 purchases had climbed to a high of 419 cases a week. The supply fluctuated widely. During the early weeks of operation the number of producers ranged from 50 to 75. Today the figure stands near 700.

The early deliveries ran from 30 to 35 percent Grade C eggs, but during the year December 1, 1952 to December 1, 1953, purchases of 1,002,310 dozens contained less than 1½ per-

The Producers

Candling Eggs

Storing Eggs

consumer prefers the graded eggs.

cent Grade C eggs. This volume came from Lavaca County.

Flocks have doubled in size. Eggs are delivered by many producers each day and three or more times each week by most others. Planned and systematic flock replacement is a common practice. The laying flocks are kept young.

Producers are quality conscious. They know a lot about producing quality eggs and what makes quality possible. A large proportion of their output is cartoned and labeled U. S. Consumer AA large grade. Their pullet replacements come from breeding flocks with known production records.

(*Continued on page 143*)

Delivering Eggs

Merrill A. Winbigler, Shelby, Ohio, poultryman, and Eleanor Hansen, WHK, Cleveland, Director of Women's Activities.

A 4-H boys' cooking club of Westlake, Ohio, appears on TV program with Rachel Van Cleve, WEWS-TV, Cleveland.

In OHIO

SUPPOSE the Extension Service in X county decides to help producers really do a promotion job during "egg month" for example, how do we go about it?

Harold Ward, Extension agent in Cleveland, Ohio's largest city, and Leonard Melching, manager of a federated egg warehouse and sales agency serving seven Ohio producers' marketing associations, have some of the answers.

First in importance is timing. The poultry industry gives eggs special promotion in January. Ward and Melching worked well in advance of December 1 to interest the key people, home economists. The home economists in business write for three metropolitan newspapers and for a house organ widely distributed by a grocery chain. They work for gas and electric utilities and for the leading restaurants. They have time on radio and TV stations. In other words, they reach a large audience.

Well aware of the nutritional value of eggs and their importance in the family market basket, the home economists accepted Extension's invitation to take an educational tour. Melching accompanied them to an egg assembling and grading center and to four commercial poultry farms.

The temptation was strong for Melching and Ward to make speeches, but it was decided to ask the farmers to explain the newer methods used in the egg business.

What did the farmers tell the home economists? That eggs were selling too low, or that farmers were going broke? Oh, no, they explained the science behind the egg industry. They let the candlers tell and show how they candle eggs and how the egg-sizing machine works.

At the Bishop poultry farm, the home economists learned about trap nesting and breeding for high production. Automatic feeders moved by time clock and the investments in housing and labor-saving equipment impressed the women at the Brinkman poultry farm. Cleaning and cooling eggs from 7,000 hens takes a lot of time and protects quality, they learned.

The noon meal on tour day served by Mr. and Mrs. Merritt Winbigler in their farm home gave the home economists opportunity to experience rural hospitality and informality. Eggs on the menu? "Of course," wrote one of the economists in her story. "A hard cooked egg with golden Win-

(*Continued on page 143*)

Good-bye, Mr. Roach

AN INTENSIVE pilot program on roach control is being conducted in 10 Southeastern States this year—Alabama, Arkansas, Florida, Georgia, Louisiana, Maryland, Mississippi, North Carolina, South Carolina, and Virginia. State Extension entomologists and county Extension agents are cooperating in this effort to control this pest.

This pilot program is based on cockroach control under the slogan "Good-bye, Mr. Roach." Although this program will lead to the control of many household pests, it was deemed wise to pinpoint it to one bug, the cockroach. This is an important and very widely distributed pest. Local leaders and 4-H Club members will be able to use the flannelgraphs and give demonstrations because the campaign is limited to one pest. Industry planned to have ample supplies of insecticides available locally to support the educational work.

Federal and State Extension entomologists and a commercial company and their entomologist have cooperated in preparing materials to help in this campaign. These aids include a motion picture, "Good-bye Mr. Roach," both color and black and white films; flannelgraph kits, and a circular entitled "Good-bye, Mr. Roach."

Later, States not included in the pilot program will be given an opportunity to indicate the materials desired for use in 1956.

Counting Cotton Pests

THE BOLL weevils that cause trouble for cotton farmers in Georgia are also providing opportunities for the 4-H boys in Dooley County to make money. The boys have been making accurate infestation counts on cotton which help the farmer know whether he should spray or not.

Farmers save money and the boys earn some money. One 16-year-old boy checked 700 acres in 1953 for a farmer and made $250. The farmer said that he had saved him $1,800.

The boys make infestation counts by inspecting the terminal buds (the upper 3 or 4 inches of the plant). There they look for tiny bollworm eggs or the worms themselves. If they find any number of eggs or 4 to 5 worms in 100 terminals, the farmers are advised to poison.

During the last 2 years, 35 boys have received training in the program. It all began with the cooperation of four banks and the help of Dr. C. R. Jordan, Extension entomologist of Georgia. First, the boys attended an insect control short course at the Coastal Plain Experiment Station at Tifton, then Dr. Jordan spent 2 days in the field showing the boys how to recognize insects and insect damage.

Freedom from Flies

SOUTH CAROLINIANS are again carrying on a concerted drive to insure a fly-free summer. The success of last year's work to control flies has given them an incentive to do even better this year.

Through coordinated effort in 1954 more than 25,000 farmers used successfully a new fly-control material—malathion. The campaign last year got off to a good start when fly demonstration meetings were held in all 46 counties the first week in May. All meetings were well attended by local leaders, who in turn relayed to their neighbor farmers what they had learned about controlling flies. Meetings where these local leaders assisted were attended by 1,200 persons.

The widespread use of flakes containing malathion and the malathion emulsifiable concentrates in the State are directly traceable to these demontrations. Result demonstrations gave many persons confidence in their ability to control flies. They have also been responsible for many spontaneous house fly control campaigns throughout South Carolina.

Significant progress was made in reducing fly population in connection with the animal enterprises, especially poultry and livestock. Because 1954 was a dry year the fly-control work was much easier than it would have been in a wet year.

W. C. Nettles, leader in Clemson College entomology and plant disease Extension work, says that the wide use of baits to attract and kill flies is the key to control, especially where animals are kept.

An Armyworm Invasion

A JOB of coordination that Extension workers can well be proud of was carried on last summer in northwestern Minnesota. The occasion was an invasion of armyworms, the larva of one of our common moths. Several billion of the hungry, inch-long, twine-thick green little fellows kept county agents and Minnesota State entomology staff members on a 24-hour alert for about 9 days starting July 14.

Alert county agents in the 20 Minnesota counties affected realized that the situation was serious, and by wise and quick action turned possible crop losses into money for farmers. Acting quickly, these agents lined up neighbors in a stricken area and helped them arrange for plane spraying.

To give an idea of what an armyworm invasion means, County Agent Nick Weyrens of West Otter Tail County tells his experience. "The first armyworms were discovered in the county by Steve Piekarski on July 15. We drove to his place and looked over a 50-acre barley field. There wasn't a leaf left. Within the next 2 hours we visited seven of Steve's neighbors and found their fields all infested but not as badly damaged.

"We then went to the airport, picked up its manager, and in the next 3 or 5 hours we covered much of the western part of the county. All the farmers were more than willing to agree to spraying. By 7 the next morning 14 planes were lined up. By 9 o'clock there were 150 farmers who were sure that if they didn't get a plane out over their fields within the hour all their crops would be gone by night. The airport manager took over the spraying operation from then on. I went on the air every day at noon and had articles in each issue of the paper. I visited each farm whose owner wanted me to come out. He would have several of his neighbors at the hit field when I got there so I could explain the life cycle, damage, and control methods quickly to all of them.

"For 10 days I worked from dawn and wound up my last farm visit by flashlight and car lights about 10 p.m. Damage to the county was about 5 to 8 percent of the crop. As an example of the spray's effectiveness, 2 days after John Jennen's flax field was sprayed, I squared off a foot and counted 35 dead worms within it."

One of the biggest problems throughout northwestern Minnesota was getting enough insecticide to the right places at the right time. Army transport planes came to the rescue and flew in insecticide supplies from Georgia, Montana, and Iowa to supplement local supplies. Contracts were made with airplane operators, and by the end of the week 1,100,000 acres of cropland in the area had been sprayed by 25 planes.

Farmers Win Battle of Insects

INSECTS take an annual toll of at least $60,000,000 from Louisiana farmers every year. The extension entomologist has endeavored to reduce this loss and increase the production of crops and livestock through the increased use of insecticides.

The educational work has been accomplished through issuing annual recommendations for insect control of various crops, working with county agents in getting the information to farmers, holding educational meetings, method demonstrations, and result demonstrations on the farms. Farmers generally have been receptive to this information, and it has resulted in a tremendous increase in the use of insecticides and in crop and animal protection from insects. This protection has been reflected in increased production of our various crops and livestock.

Cotton is the most important crop produced in Louisiana, and more insecticides are used on this crop than on any other one. In 1949 slightly less than 7,000,000 pounds of insecticide dusts were used, the greater part on cotton. In 1953 approximately 39,000,000 pounds were used. The amount of 3-5-40 cotton dust, which is the most popular and widely used dust formulation, increased from 3,000,000 pounds in 1949 to 19¼ million pounds in 1953.

In 1949 less than 25 percent of the cotton farmers were using insecticides. In 1954 more than 90 percent of all cotton farmers used insecticides. With the increased use of insecticides has come improved methods of application. Practically all the insecticides used in the alluvial valleys of the State are now applied with airplane.

The great increase in insecticides has been reflected in a much greater crop production. In 1949 the per acre production of lint cotton in Louisiana was 329 pounds. In 1954 the average per acre yield of the State was 419 pounds.

ROBERT L. NEMCIK,
Extension Television Service,
Michigan

More than 100 groups eagerly watch Extension specialists from Michigan State College each Wednesday night—and the specialists never leave the campus. A television pipeline from the college to adult education classrooms has been established through the program "Talking Sense."

"Talking Sense" is a weekly 30-minute telecast on rural problems in production, marketing, and public affairs. The programs are designed for—and beamed directly to—groups which participate. A packet of materials covering each telecast is sent to the discussion leader in advance. These materials are used both before and after the show to facilitate discussion.

Although "Talking Sense" is designed for farm people, it is also of considerable interest to urban folks. In fact, many of the programs, especially those devoted to citizenship, trade, and the United Nations, are of as much interest to urban residents as to rural people.

When the series started on October 6, 1954, only the college station, WKAR-TV, carried it. Several other stations now pick it up. Kinescope recordings are telecast over WOOD-TV, Grand Rapids; WNEM-TV, Bay City; WPAG-TV, Ann Arbor; WMBV-TV, Mariette, Wis.; and then retelecast again over WKAR-TV. In all, each show is on the air six times—twice during the evening, and four times during the day.

Through television, specialists reach thousands of people, compared with a few hundred in group meetings. Persons now watching "Talking Sense" include members of adult vocational agriculture classes, home demonstration groups, and Farm Bureau and Grange discussion groups.

The packet of material sent to each group includes a script of the show, plus other related information in bulletins and pamphlets. This information supplements the telecast by aiding in the discussion that follows the show.

The effectiveness with which a captive audience uses this program depends on local leaders. To help them adapt the program to their own use, training meetings are held. Information and discussion of the general subject areas and in the use of the program are important if the leaders are to use the program most effectively.

There are many advantages to aiming the telecast at a captive group audience. Each individual in a group concentrates on the telecast more than if he were viewing the show alone, and he also has the advantage of a discussion to stimulate and implement his thinking. He not only learns more through group interaction and thought, but he also spends more time on the topic before and after the telecast than he would alone.

The preferred telecast time is about 8 p.m., so that it can be integrated into group meetings. However, since Class "A" time is generally not available for local TV programming, most of the stations carry the show as a public service in the afternoon.

The total cost of producing "Talking Sense" runs from $200 to $225 for each show. This includes $150 for kinescoping, $20 to $30 for visual aids, and the rest for student help and package materials.

Daniel Sturt, Extension specialist in agricultural economics, is the originator and coordinator of the series. He is assisted by the author, who is a senior in agricultural journalism, and Del Murphy, a graduate student in agricultural economics.

Vocational agriculture instructor Clayton Preisel leads his senior class in a discussion after a program on milk marketing.

Members of the Worcester County Extension staff await the "on the air" signal to begin a special program commemorating their 25th year of broadcasting the "Farm Roundup" on WTAG, Worcester. Seated left to right: William Goss, Mildred Thomas, Charles W. Turner. Standing: Mrs. Evangeline D. Standish, Lewis Hodgkinsen, and Herbert L. Kruger.

Celebrating 25 years of RADIO

ROBERT C. SIMMONS
Extension Radio Specialist,
Massachusetts

WORCESTER COUNTY, Mass., probably has one of the longest running Extension radio programs in the Nation. "Farm Roundup" has been on the air regularly since 1930 over WTAG, Worcester.

Located in a highly industrialized area, the Worcester County staff must entertain and inform not only the full-time farmer, but also the city apartment dweller and suburban backyard gardener. The program's new 20-minute format permits such diversity.

Charles W. Turner, County Extension Director, is master of ceremonies for the three-part program. The first segment brings to the listener timely information from urban house and grounds agent, Lewis Hodgkinson. The second portion is conducted by 1 of 4 home agents, and includes as its weekly feature, the best food buys, presented by agent Mildred Thomas. The third and final daily feature is agricultural news, replaced each Wednesday by news of Worcester County's 4-H Clubs.

Between segments of the program, Turner announces coming meetings and events, and WTAG announcers give up-to-the-minute weather information. A complex recording schedule makes it possible to tape the three segments on different days of the week, whenever the agents' crowded calendars allow time for it.

Turner believes that the change of pace afforded by the new format and the cross section of interests it satisfies make it well worth the headaches involved in producing each program "in pieces," and then editing and combining into one smooth-flowing production.

"We realize that ours is a moving audience," Turner says. "They're not just sitting and listening specifically to our program. They're waking up, getting breakfast, doing dishes, driving the car, and milking cows. We use 4 voices (5, really, counting the

(*Continued on page 143*)

Mrs. Margaret C. Shepard, home agent of Essex County, N. J., receives congratulations and a cake on the fourth anniversary of her TV program. "A Woman's Work." Joseph F. Hauck, (left) marketing specialist, and Max Kirkland, radio and television editor, are Extension Staff members at Rutgers Univ.

4 years of TV

DOROTHY V. SMITH
Assistant Editor,
New Jersey Extension Service

COMPETITION for a TV audience is keen at midday. There are some popular programs on the airwaves at that hour in the New York-Newark metropolitan area. There's hillbilly Ernie Ford, also Susan Adams, who has a food show, and a children's circus program.

But when the candles were lighted on the fourth anniversary of our program called "A Woman's Work," we were doing all right, if the size of the mailbag is a good indication.

This program had its beginnings when Mrs. Margaret C. Shepard attended a regional marketing conference in New York City. Mrs. Shepard is senior home agent in Essex County, a county with almost a million persons living in a 124-square-mile area. Mass communication is an absolute necessity in her job. Speakers at the conference talked about TV as a means of getting across consumer education, and Mrs. Shepard decided to try it.

The idea was presented to administrators at the State office, the County Home Economics Advisory Council, and the Board of Freeholders. All gave their blessings for a weekly half-hour show. Station WATV, the only television station in New Jersey at the time, welcomed the idea cordially. The program made its debut April 5, 1951.

On that day, Mrs. Shepard and Alice Gaston, associate home agent, presented ideas for bridal showers, allowing about 5 minutes at the end for the "market basket," a report on best food buys of the week.

After 4 solid years—there's no summer replacement—no major changes have been made in the format. There's a feature of the day, sometimes serious and sometimes light,

(*Continued on page 142*)

4 Years of TV

(Continued from page 141)

with the "market basket" for the windup. Sometimes Mrs. Shepard and Miss Gaston are on together, other times one of them carries the whole show. A recently appointed assistant home agent, Mrs. Patricia Heemstra, has fast become initiated as a performer.

"We plan shows 3 months in advance," Mrs. Shepard said. "We have guests — neighboring home agents, New York City regional marketing staff, extension agricultural agents, homemakers, volunteer leaders, and people from the Newark Museum. We seldom have commercial people, but sometimes invite representatives of an industrial association."

Station Cooperation

Cooperation at the station is wonderful. The people on the show preceding "A Woman's Work" often suggest that viewers stay tuned in, and the food show that follows our program sometimes mentions our giveaway bulletin or whatever we have available.

Our time has been changed from 11 to 3:30. Now it's 12:05 to 12:30, which isn't good, women say, but it hasn't made any difference in the mail.

Publicity Is Good

A weekly story about the program goes to the weekly and daily papers in the listening area in North Jersey. The station puts it in the "TV Guide" and gives the show an occasional spot plug. All letters and printed material which go out from the Essex County Home Economics Extension Service office bears a stamp, "'A Woman's Work'—See Your Essex County Home Agents each Thursday at 12:05 p.m. WATV, Channel 13."

Another promotion trick Mrs. Shepard uses is to provide guests with postcards to mail to their friends announcing that the guest will appear on a certain show on a certain day. Having homemakers as guests, in itself, is good public relations for the program.

Although Mrs. Shepard had noticed some dropping off of attendance in home demonstration meetings before she started the television program, there are few empty seats at Extension meetings now. Whether the TV show had anything to do with this isn't actually known, but it's a safe guess that it has. Announcements of meetings are sometimes made on the program.

The Mail

That surest measure of the success of any TV or radio program, the mail, is both a problem and a source of satisfaction to all three Essex County home agents. The problem involved is that there are only three secretaries, one working part time, to answer requests and do all the other secretarial work of the office.

A series of 3 programs on getting ready for Christmas pulled 433 requests; another on wills and inheritance taxes, 268; summer soups, 109; bathing a baby, 182; making cafe curtains, 227; wallpapering, 86; economy packaged mixes, 182; blueberries, 218. All these letters were in response to offers of leaflets. It's a policy to offer some followup material on every show—sometimes material provided by the college, other times leaflets written by the agents themselves.

One Series Surveyed

Alice Gaston, who handles the clothing part of the county program, recently had a series on "How to Make a Dress" and offered written instructions so women could sew along with her on the show. The offer drew 346 requests, and this provided the material for an evaluation conducted with the help of Gladys Gallup of the Federal Extension Service. Letters went to every third person who wrote for sewing instructions, and here is some of the information learned from the replies.

Sixty percent said they received a great deal of help; 32 percent said the series helped them sew very much better; and 13 percent said some better. Thirty-six percent said they actually made dresses, and 46 percent said they used some of the sewing methods shown.

Another program of Miss Gaston's showed how to make a child's coat. In response to this, one woman wrote: "Your program helped not only me, but also several mothers in our apartment building. We gathered in my apartment, since it is large, and had a regular sewing class.

A true pioneer in Extension, MISS MAY CRESSWELL, retired in February as State home demonstration leader in Mississippi after completing 37 years of Extension service.

Potato Growers Build Storage Unit

Bulk handling of farm produce in Michigan, which has been increasing in the dairying and fertilizer trades, is now moving into the potato fields.

The Emmet County Potato Growers Association is building a new $75,000 storage unit on highway US-31 just south of Levering. It is designed to handle their potato harvest and marketing problems. It will store potatoes in 1-ton pallets—boxes 4 feet cubed—and will receive them boxed, via forklift trucks, from the field. Air conditioning, sorting, cleaning, and grading equipment will be part of the new program.

Growers will pick the sales "pool" in which they desire to offer their potato harvest. Robert S. Lincoln Emmet County agricultural agent, is working as a special adviser to growers on cultural, harvesting, marketing, and other problems. Growers put up $4,000 so that Michigan State College's Cooperative Extension Service could finance an assistant to take over some of Lincoln's regular agent duties.

That Famous Product—the Egg

(*Continued from page 137*)

In Texas

Their management practices have changed. Disease and parasite (internal and external) prevention and control practices are a part of most operations. They cull regularly, and several are now using the cage system. Feeding programs have been changed. Housing has changed from the small type houses of former years to structures which adequately care for 1,000 or more hens. Labor-saving equipment has been installed, and the business is as efficiently run and managed as a manufacturing plant.

Producers today are striving to produce a top quality and large size egg. They are after size, internal and external quality, and are helping themselves to achieve the objective by frequent delivery, bringing only clean eggs, and by a careful check of every grading ticket. A change to a lower grade immediately calls for an explanation which the egg buyer is happy to give. A specially prepared grading ticket is used on which the grader checks faults found in the eggs. Producers want to know if they are at fault so they can make needed corrections.

All of the problems haven't been solved. Research is needed on the problem of maintaining egg quality on the farm. That involves storage, temperature, and humidity. At the present time, work is being done in the county to check the effectiveness of mechanical and evaporative type coolers. This study is a practical approach to the problem since it is being conducted in connection with a commercial egg production operation. Early and inconclusive results indicate that the number of Grade A eggs from a flock may perhaps be increased by as much as 25 or 30 percent during hot weather by fast cooling and holding at controlled temperature and humidity levels.

A continuing educational program is needed to keep producers informed on latest production findings, changes in consumer demands, quality factors, and a systematic replacement program.

In Ohio

(*Continued from page 137*)

bigler Special sauce is a must for everyone." The recipe for that sauce was printed in a magazine with 150,000 circulation.

The director of women's activities for a Cleveland radio station invited Mr. Winbigler to an interview in January. He talked eggs.

The three Cleveland newspapers printed egg pictures, egg stories, and egg recipes during January. In the home economists' columns, city folks were getting a glimpse of an egg farm and a clearer understanding of what makes good quality eggs possible.

Can this two-way relationship be improved? Yes, say Ward and Melching, by making the initial plans and contacts further in advance, maybe 60 days instead of 30 days ahead of the opening gun in the campaign.—*C. F. Christian, Agricultural Editor, Ohio Extension Service.*

25 Years of Radio

(*Continued from page 141*)

weather announcer's) during the 20 minutes to keep changing the pace, bringing this moving audience back to attention."

Another highlight of the radio services performed by Worcester Extension personnel has been the daily "crop-pest control messages" broadcast during the growing season. Extension fruit specialists make an early-morning check of orchards in the area. They telephone spray recommendations to the station, and a telephone recording of the message is used during a WTAG newscast. It reaches fruit growers at a time when advance notice of just a few hours may mean the saving of several thousands of dollars by preventing insect damage.

Despite its urban location, Worcester County ranks high among the agricultural counties of the Nation. Each year some 30,000 city people and farmers swarm to the Worcester County Farmer's Field Day, cosponsored by Extension Service, to watch demonstrations of new farming equipment and methods. WTAG carries daily remote broadcasts from the field day, and helps immensely in promoting the event.

PLANT REGULATORS IN AGRICULTURE. Tukey, H. B. et al. 269 pp. John Wiley & Sons, New York. 1954.

• What are plant growth regulators? How do they operate? Where do they belong and how used in agriculture? This book gives the basic principles regarding these new and exciting chemicals. It is written by a group of 17 experts for the agricultural leader who wants to have an up-to-date working background for teaching, advice, and practice. The 16 chapters deal with such phases as plant regulators in propagation, fruit set, blossom thinning, preharvest drop, plant breeding, fruit ripening, sprout inhibition, weed control, and equipment for application.—*R. J. Haskell, Extension Plant Pathologist and Horticulturist.*

SOILS AND FERTILIZERS (Fourth Edition). 1953, by Firman F. Bear, Professor of Agricultural Chemistry, Rutgers University; Research Specialist in Soils, New Jersey Agricultural Experiment Station, John Wiley & Sons, Inc.

Soils and Fertilizers has been on the desks of many of those interested in learning about soils since 1924. Students should find the revised copy a readable text book especially when supported by field and laboratory studies. Those concerned with soils problems of farmers will find it a useful reference.

The book highlights two ideas which distinguish it from many, that is, the significance of the removal and loss of top soil to productivity capacity and the yield to scientific soil treatment.

Assistance Wanted

Cecil D. Sanderson, Roberts County Extension Agent, S. Dak., recently sent a letter to 1,500 farmers, giving them a very brief explanation of the farm and home assistance program. He asked them to return the enclosed card if they were interested in attending an explanatory meeting soon after. Out of 450 farmers, 30 percent returned their cards, significant evidence that farmers are interested in this type of Extension work.

UNITED STATES
GOVERNMENT PRINTING OFFICE
DIVISION OF PUBLIC DOCUMENTS
WASHINGTON 25, D. C.
OFFICIAL BUSINESS

Whether Farmers SELL or STORE . . .

Clean Grain Pays

Taking samples.

Testing for rodent contamination.

Testing for insect infestation.

. . . . the yearly loss from insects and rodents is $250 million

. . . . the Food and Drug Administration is testing wheat in interstate transit and condemning it for food use if it:

(a) Contains more than two rodent pellets per pint, or comparable amounts of other contamination.

(b) Contains 2 percent or more, by weight, of kernels visibly damaged by insects.

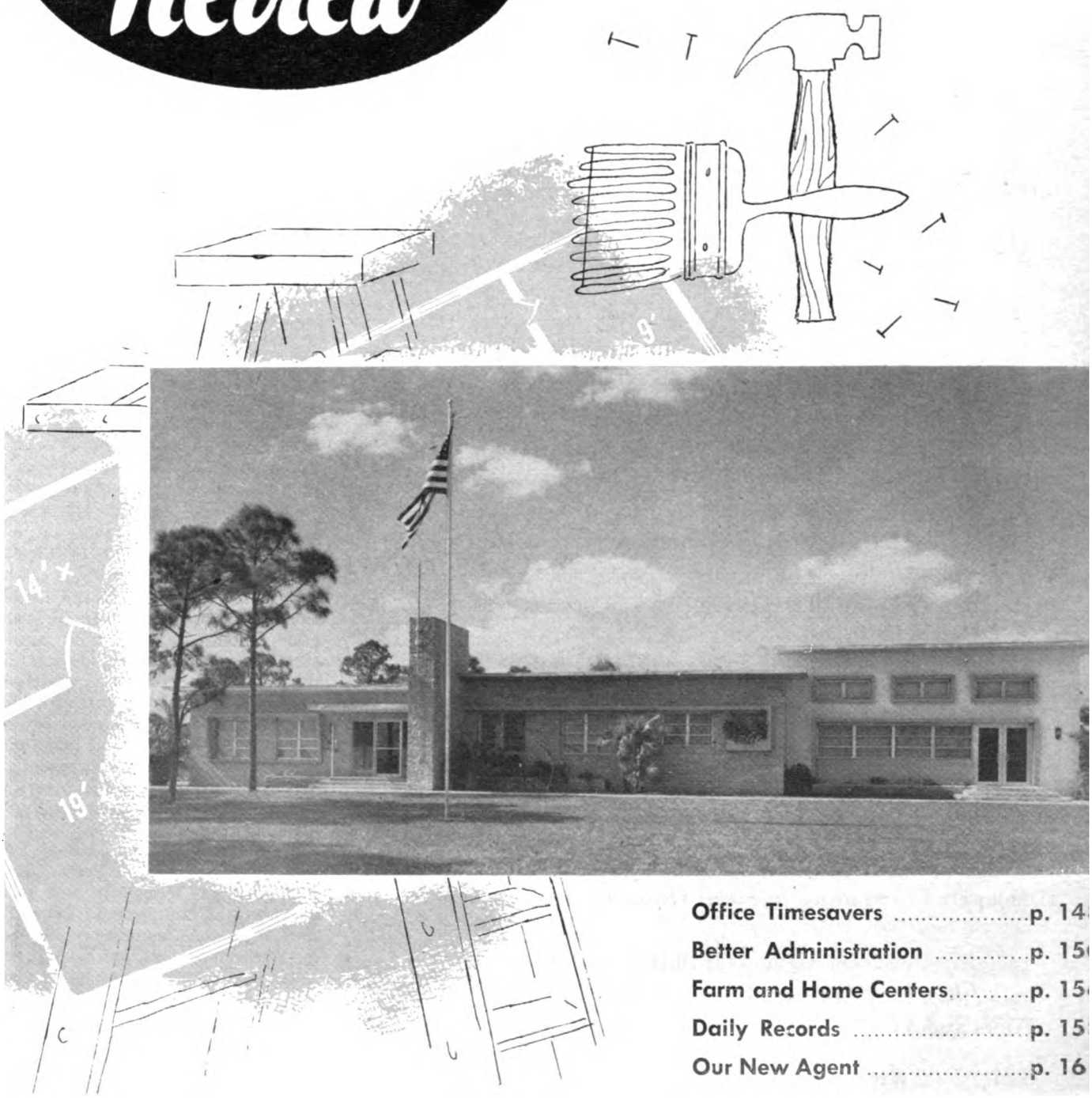
. . . . the Commodity Credit Corporation requires that wheat meet Food and Drug Administration sanitary requirements to be eligible for price-support loans.

Farmers, elevator operators, handlers and processors are ready for the leadership YOU can provide:

CLEAN GRAIN IS OUR CHALLENGE

AUGUST 1955

EXTENSION SERVICE Review



UNITED STATES DEPARTMENT OF AGRICULTURE ● FEDERAL EXTENSION SERVICE

EXTENSION SERVICE Review

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

VOL. 26 AUGUST 1955 No. 8

Prepared in Division of Information Programs
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In this Issue—

Ear to the Ground

Vacation-time is really the time for broadening one's horizon and renewing interest and enthusiasm in the daily job, or reflecting on its merits and our capacities for the job.

A letter from S. L. Neal, Lamar County Agricultural Agent, Texas reminds us that "we are not salespeople we are teachers. It's our job to help improve farm earnings, improve standards of living and social life develop people, give opportunity to rural boys and girls, provide vocational training, teach cooperation, improve health and rural life, and maintain soil fertility." That's a big order. If you can return from summer school or a holiday feeling equal to inspiring others to greater endeavor, to thinking through their problems and helping them reach satisfactory solutions then the period of refreshment or renewal was well worth the time.

A year ago there was much interest in an issue of the Review devoted to office efficiency. A questionnaire which almost 200 county Extension workers answered early this year also showed that the subject of office management rated pretty high. For this number we tried to bring together additional information about your offices that might help you. You undoubtedly have some good tricks of your own. Please jot them down while you're thinking about it and let the Editor know what they are.

How do you like the News and Views page? See page 163.

Next month's issue of the Review will have 18 or more articles on evaluation, practical articles on county studies, how they were made and how the findings were used. J. L. Matthews writes on "What is Evaluation?" Ida Hagman of Kentucky describes an appraisal of the farm and home unit approach. Two county workers in Maryland said they learned anew that "People Like to Plan Their Program." Leslie Frazier, agent in Rice County, Kans., tells how they learned that "Our Families Wanted Facts." Robert Clark of Wisconsin and Luke Schruben of the Federal Extension staff write convincingly on the need for research in program evaluation.

Till next month, happy days. CWB

COVER PICTURE — Agricultural Center, Palm Beach County, Florida.

California and Florida Counties BUILD THEIR OWN CENTERS

A central location convenient for farmers, plenty of parking space, and extra room for increasing services are firsts in planning a Farm Center.

In Fresno County, California

Located near the county fair buildings, with ample parking space around, our new County Extension Center helps the staff feel much closer to farm families than they did in the post office basement.

The brick building, constructed at a cost of $160,000, has 8,000 feet of floor space, more than adequate for the 16 farm and home advisors and their secretaries.

Visitors get an immediate and friendly greeting from across a long counter, behind which the clerks and secretaries are busy. The central office is located almost in the center of the building.

The most flexible and probably the most useful area in the building is the demonstration room which will seat 140 persons comfortably. On one wall are chalkboards and exhibit space; on another, a platform with 3 kitchen arrangements. On the third side are mirrors and sewing equipment ready for demonstration. A large screen drops from the ceiling when needed for projecting slides or motion pictures.—*Howard Dail, California Extension Service.*

Different kitchen arrangements have been built on a stage in the demonstration room of the Fresno County Extension Building. In the kitchen is Home Advisor Delores Bonander

In Palm Beach County, Florida

The County purchased a convenient, 10-acre tract of land for our home and hired George Votaw, an engineer and architect, to design our building. It is 70 by 110 feet. The Agricultural Stabilization and Conservation Committee occupies two rooms. Our home demonstration agent and her assistant each have an office and they have a well-equipped demonstration kitchen. We have a conference room which also serves as a sewing room.

I have a large comfortable office and space for 3 assistants. Our bulletins and periodicals are neatly displayed in the attractive reception room. There is a storage room where our mimeograph work is centered, a small laboratory, and an auditorium that will seat 230 persons. The building is air-conditioned, has an office intercommunication system, and there's plenty of room for parking.

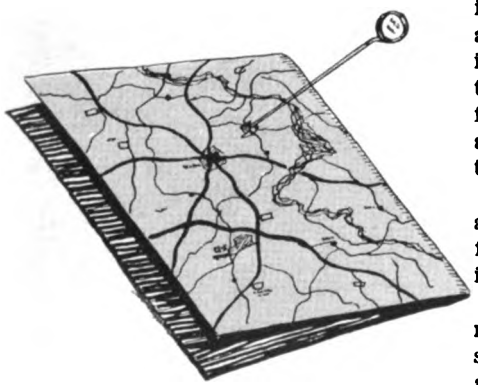
We are gradually getting our landscaping done. Not only we, the staff, but all those who use the Agricultural Center are very pleased and proud of it.—*M. U. Mounts, County Agricultural Agent, Palm Beach County, Fla.*

Farm Advisor John Quail examines nectarines in the specimen area of the Fresno County Extension Building.

Office Timesavers

Map Pins

Small pins are placed on maps to spot the distribution of farms concerned with a particular phase of Extension activity in Kent County, Del. The maps are glued or stapled to 8½ by 11-inch sections of wallboard. They fit into a box designed for stationery so that we can carry the map around easily in the car



without damaging the pins. We make these maps for each enterprise that we have definite projects on, for example: dairy herd improvement association members, greener pastures cooperators, potato growers, 100-bushel corn group, and soybean yield program. We also use them to locate Delaware Poultry Improvement Association members and the Agricultural Stabilization and Conservation committeemen.

Calendar of Work

A calendar of work shows the distribution of most of the Extension activities of Kent County, Del. as they are expected to take place when we plan our program. The major enterprises are listed vertically on the left-hand side of the sheet, and on the right across the page are 12 columns for the months. A copy of this calendar under the glass on my desk provides a reminder of when programs should be started or planned.

Tape Recordings

The office force broadcasts on 4 radio stations an average of 40 broadcasts a month, and, of course, are obliged to do these by tape recordings. Agents use a standard opening and usually give most of the factual information at the beginning of the tape. Meeting places or any changes for the particular station are added at the end in order to avoid splicing tapes.

A card containing pertinent data and providing a permanent record for files fits on the lid of the box and is held by picture corners.

Tape recorders have a dual track machine for the broadcast. It is possible to have two broadcasts go out accidentally on the air unless one is sure that the tape has been "cleaned" on one side before recording. Used tapes are taken as they come from the radio stations, cleaned on one side, and a new card is put on the box. When the agent makes his recording, he simply records on the other side of the tape and inserts the proper data on the card. These are just a few of the tricks that we have found to save time in preparing broadcasts in Kent Co., Del.

Secretaries' Handbook

The secretaries' handbook outlines specific procedures for handling office details. It was developed when agents found that they would be without an experienced secretary after April 1. We generally have two secretaries in the office, but this was the first time that both were leaving about the same time.—*George K. Vapaa, County Agricultural Agent, Kent County, Del.*

Double Duty for Tape Recorder

"Our two tape recorders have increased office efficiency in the Calhoun County, Mich., Extension Office by about 40 percent," says Burrell Henry, county agent.

This Michigan county is responsible for 2 daily radio programs, 5 days each week. That's what got them started with tape recorders.

But when they discovered that you can buy a foot pedal for most tape recorders, they put the machines to work for office dictating, too.

The newest wrinkle is the inverter for Mr. Henry's car. Now he can make recordings anywhere, even while driving down the road. Henry claims that this adds at least 10 percent to their efficiency.

In addition to dictating letters and taping radio shows, the car recorder is used for summarizing farm visits and all kinds of special reporting.

Burrell Henry, Agent in Calhoun County, Mich., carries his recorder in his car and sometimes uses it while he drives.

"I usually use it while driving along," says Henry. "If there is something which requires complete attention, I just pull off to the side of the road."

He suggests that you check the demand of your tape recorder and the output of the inverter before buying. His inverter, which cost about $30, operates on a 11-volt circuit.—*George H. Axinn, Michigan State University of Agriculture.*

For The County Agent on the Run

Information Posted in Stores

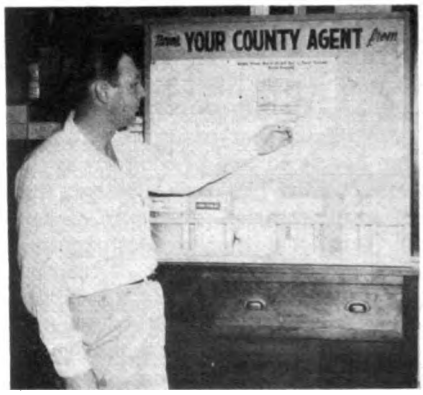
Virginia agents have multiplied their distribution of publications many times by having them displayed in local stores where they are much more likely to be seen than in the Extension offices.

In Brunswick County, Va., County Agent Frank Marshall has a fine plan for getting information to farmers and reaching more people than could be reached by personal calls.

Through the cooperation of local stores and feed and farm equipment dealers he has a bulletin board for timely announcements and a rack for bulletins placed in business establishments. The name of the dealer sponsoring the boards is placed between the two boards. County Agent Marshall sends the information to the store owner who puts it on the boards for him. He finds that good relationships with business places in the county are valuable assets in getting this cooperation.

In Nottoway County, in 10 country stores and 8 other business places, racks of free farm bulletins hang in strategic places, along with boxes filled with little cardboard containers in which soil samples may be placed for testing. There were also leaflets on the Social Security regulations for farmers.

The idea began brewing there, according to an article in the Richmond Times-Dispatch, when Assistant County Agent Ernest Wrenn read in the November 1954 Extension Service Review about County Agent George R. Dunn of Edwards County, Kans. He had placed publications in a bank, hatchery, and similar places with very satisfactory results.



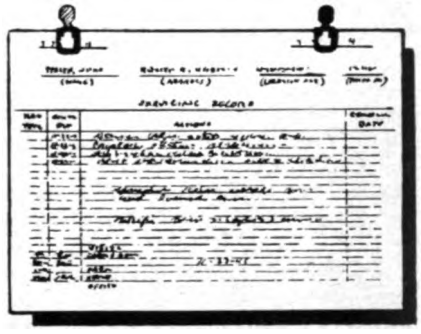
Extension Agent, Brunswick County, Va. Frank Marshall points to an important piece of information posted at his request in a local store. Current publications are placed just below the bulletin board.

B. L. Gilley, Assistant County Agent, Knox County, Tenn., keeps his portable bulletin case filled with seasonal publications.

Ready Reference Card

In Barton County, Kans., a ready reference, 5 by 8-inch card is used for each Balanced Farming and Family Living family. At the top of the card is a brief description of family and farm. Here are listed the names of the man and his wife, ages of boys and girls, address, location of farm and telephone number, number of acres owned and rented, type of lease, and type of farming.

On the front of this double fold card is a servicing record form. This is set up in columns suitable for entering the following information: date of plan year, actions which show initiation date and completion date, if they do or do not have Soil Conservation Service plan, written plan or records. Also on this card, space is provided for a record of all contacts, such as joint visits by farm and home agent, farm agent, or home agent, office contacts, and meetings attended.



At the very top of the card on the left, it says "Office activity" 1-2-3-4, and at the right top, "Field Activity" 1-2-3-4. The 1-2-3-4 refers to weeks of the month. At office staff meetings, as balanced farming and family living work with family is planned, a metal tab is placed on the week in which the work is scheduled.

On the inside of the double fold is a form for keeping a record of accomplishments by years. Enough space is provided for a 5-year record. At the end of each year, the planned actions (mentioned on front of card) that are completed are recorded under accomplishments. Progress of the family can be determined by a quick glance at this record.

This followup card is used along with a more complete file folder for each family.—*Marian V. Hester, Associate Home Demonstration Agent, Barton County, Kans.*

to Better Administration

JOHN T. STONE, Professor of Agricultural Administration
Michigan State University of Agriculture, East Lansing

ADMINISTRATION—what is it? Try asking 50 people what administration is, as we did recently. The answers given us ranged from shuffling papers to a description of the executive branch of government. However, most of the county agents that were asked described administration in terms of somebody else's job; as the work of the Director, a State Leader, or District Supervisor. They didn't as a general rule consider administration an important part of their work even though a few agents half-jokingly said they were getting so loaded down with administrative details they couldn't do real county agent work anymore. In general, there was disagreement about the word administration. So for the purpose of this discussion, let's define what we mean by Extension administration.

It is the function of giving direction or leadership to and bringing about the coordinated action of members of a group to achieve most effectively the goals of the group or organization. Using this definition, the administrator's role is not unlike that of a coach or the director of a stage play. It is unlike that of the dictatorial "boss" sometimes thought of as an administrator.

Now, if this definition is, in principle, accepted, it in effect makes all Extension workers at least part-time administrators because any job analysis will show they perform this function. Each gives direction to a phase of the Extension program, stimulates people to action, and organizes people to help achieve the goals of the Extension Service. For this reason, we believe serious consideration should be given to the topic of Extension administration in the preservice as well as inservice training program for not only the supervisory personnel, but county agents as well. Therefore, this collection of principles was compiled, mixed with personal comments and dogmatic statements, and all boiled down together with the sole hope of stimulating discussion on the subject of administration, particularly with county extension agents.

Responsibility and Authority

The uncertainty about who is to do what is a common weakness of many organizations. Delegation of responsibility is essential in a large organization like the Cooperative Extension Service. It is the means by which the total work load is divided among members of the organization. The successful delegation of the responsibility depends to a large extent on:

1. Each worker clearly understanding what he is expected to do.
2. Each worker knowing the relationship of his specific assignment to that of others with whom he is associated.
3. Each worker being expected to carry out the responsibility delegated to him.

(If an assignment is not expected to be carried out it probably won't be. Too many people in administrative positions can't let go of a single detail. As a result, they end up becoming a bottle neck, impeding the efficient operation of the organization.)

The delegation of responsibility can take place effectively only where there is mutual trust, confidence, and understanding by all concerned within an organization.

Authority, like responsibility, must be delegated for maximum efficiency and must also be commensurate with the responsibility assigned.

In any formal organization there should be only one line of authority from the top administrator through lower administrative levels. As a general rule, a worker cannot serve more than one superior effectively. The county extension worker is often caught between the demands of district supervisors, State leaders, specialists, the local boards of supervisors, county farm organizations, and special advisory boards. This is a primary source of frustration and interconflict experienced by many Extension agents. Thus, every possible effort should be made to simplify and clarify the organizational structure within the service itself.

A clear-cut distinction between "line" and "staff" responsibilities of all workers within the organization is often helpful in this connection.

1. *Line* authority represents the authority of man. *Staff* authority represents the authority of ideas. Persons should know and operate within their type of authority. Both are equally important.
2. Specialist activities are normally a staff function in Extension. Their function is to advise, not direct.
3. It is the line function to hire, direct, promote, and discipline. This authority should normally be reserved for designated representatives of the Extension Director.

Communications

The failure of many organizations can be traced to a breakdown in communications between different levels of administration, either up or down the lines of authority. Both informal and systematic methods of transmitting ideas, problems, and information from the field to the State office are important. Likewise, through conference, news letters, memos, and supervisory visits the field staff should be kept well informed on matters affecting them. Conflicts and misunder-

(*Continued on Page 162*)

Kent County Women Adopt an Okinawan School

Rosemary Blackburn
Michigan State College

Home management house for the home economics students at the University of the Ryukyus.

THE HOMEMAKER groups of Kent County, Mich., are right proud of a gift they recently received from Okinawa. The gift is a colorful stenciled wall-hanging, or a "Benegata" as the senders would call it.

This gift of true Okinawan art represents a big "thank you" from the home economics department of the University of the Ryukyus in Okinawa. The efforts of the Kent County women and Eleanor Densmore, their home demonstration agent, enabled them to give $550 this year for scholarships for Okinawan students to use in their own country and here in the United States.

Of the $550, the home demonstration council of Kent County donated $200, which was raised by bake sales and similar projects. The remainder was given by Miss Densmore from her personal pay for talks before groups of all kinds about the University of the Ryukyus. Most of this money helped home economics students in their Okinawan school. Some was given to aid Okinawan girls with their home economics studies at Michigan State University of Agriculture.

The beginning of this story goes back to 1951 when Michigan State "adopted" the University of the Ryukyus. A group of Michigan State staff members was sent to Okinawa to help establish the school. Chosen to represent home economics, Miss Densmore did much to set up a flourishing home economics curriculum.

This was no easy job, says Miss Densmore. For example, getting clothing classes underway had a problem, not the lack of sewing machines, but the lack of materials and thread.

It was then that Miss Densmore decided to write to her Kent County women asking for materials they no longer could use. The boxes rolled in with a momentum that made postmen wonder what was going on. This help immediately supplied by the Michigan women snowballed and today they can look back on 4 years of sending scholarships to the girls in home economics. The amounts started at $200 and finally reached the total of $550 in 1955.

The scholarships are usually given to junior and senior students. Many girls can afford the first 1 or 2 years of school, but then drop out. It is hoped this financial aid will remedy this. Right now the money is used for direct scholarships, but eventually they hope to set up a scholarship loan fund.

Home economics students are eager to learn more about American foods and customs. The University of the Ryukyus school of home economics now boasts 100 students, about one-twelfth the total enrollment.

Americans in Okinawa join in Japanese custom of removing shoes at the door.

Our Goal Is HEALTH

at our State 4-H Health Achievement Camp

GWEN BACHELLER
Assistant State 4-H Leader, Minnesota

"CAMPING is the wedding of education and recreation." We in Minnesota must have had that quotation in mind when plans were made for a State 4-H Health Achievement Camp.

The 4-H health activity has long been popular in Minnesota. From Minnesota's first State 4-H Leader, T. A. (Dad) Erickson, we learned that the first plan started in 1920 when the Red Cross and Minnesota Health Association conducted a health examination at the State fair. The 4-H members attending the State fair were offered the examination on a voluntary basis. A few members took the examination, but this privilege didn't appeal to many and the service was dropped after a couple of years because of lack of interest. For about 5 years, no definite plan was followed.

In 1931 the State 4-H staff in cooperation with the Minnesota Health Association and the Minnesota Medical Association gave a complete physical examination to two delegates from each county (one boy and one girl), selected in a regular county health contest. Immediately this plan became popular. The 4-H'ers were eager to show up well as representatives of the county 4-H group and to win trips to the State fair. The 4-H health king and queen received much publicity.

This health contest judged on the basis of the physical examination was a part of our 4-H program until just the last few years.

However, many 4-H workers thought that a contest based on health achievement would be more desirable. In 1946 a few counties worked out a 4-H health contest using health improvement made during the year as part of the basis for judging. In 1947 the State office adopted this idea and revised the 4-H health activity record accordingly. Far too much emphasis even yet was put on the 4-H king and queen, and after considerable thought the idea of a State 4-H Health Achievement Camp was born.

This new activity was tried successfully in the fall of 1953 and again in 1954. The overall objective of the 4-H Health Camp is: To get a better understanding of the health problems involving the individual and the community; to become aware of the 4-H members' responsibility in bringing back better health practices to their homes and communities; and to learn more of the ways of healthful living.

Grace Brill, Minn. nutritionist, gives a flannel talk on a balanced meal to one of the six groups that met at the State 4-H Health Camp.

Each county is allowed to send one boy or girl, as judged on the basis of their 4-H health activity record. This record is now based to some extent on the physical condition of the member, but mainly on health achievements the member has made personally and in his club or community. The age range of the delegates at camp has been from 14 to 21, with the average age about 17.

A few counties with outstanding health programs are allowed to send two delegates. The delegates send their 4-H health activity records to the State office and a State committee judges them. The top candidates are interviewed at camp to select the State 4-H Health Achievement boy and girl.

The educational program is planned and carried out with the cooperation of staff members from the Minnesota State Board of Health, the Minnesota Tuberculosis and Health Association, the Agricultural Extension Service and 4-H'ers who are elected by campers to serve as continuation committee members.

Some of the 1954 classes of 1 hour each and the instructors were:

The Food We Eat—Eileen Reardon, State Board of Health, and Grace D. Brill, Extension nutritionist.

Our Teeth and Our Health—Dr. John Peterson, State Board of Health.

Safe Living—Glenn Prickett, Extension safety specialist.

Clean Surroundings—Myron Peterson, State Board of Health.

Our Appearance Counts—Marguerite Breen, Minnesota Tuberculosis and

Health Association, and Gwen Bacheller, State 4-H office.

Assembly programs featured discussions, talks and movies on various physical and mental health topics. A workshop on mental health was called, "Making the Most of Yourself." The members also gave an evening program on health skits that were both entertaining and educational. A banquet, a party, and kitchen police duty were also part of the experience of the members.

The campsite is in beautiful Itasca State Park, at the University of Minnesota Forestry and Biological Station. It is an education in itself for 4-H members to tour the park and see the source of the Mississippi River, pine trees that are up to 245 years old, Indian mounds, and many other sights of historical interest.

A survey taken on the last day showed about 93 percent of the 4-H campers felt that the objectives of the camp had been fulfilled. They were bubbling with enthusiasm to go back and carry out health education ideas in their clubs and in the county. A followup survey hasn't been made to date but, judging from monthly reports, many of our 4-H members are carrying out the Health "H" of our 4-H pledge—"My Health to Better Living for my Home, My Club, My Community, and my Country."

4-H campers at Itasca State Park, Minn. include a historical tour during Health Achievement Camp.

Soil Tests Help Improve Production

MARVIN BATES, County Agent, Culpeper County, Va.

After several years' experience in farming, J. A. Weaver, Jr. of Culpeper, Va., realized that the production of his dairy herd was too low, so he called on G. R. Epperson, county agent, for assistance. When Epperson and the Extension Agronomist visited the farm they found Weaver open to suggestions.

While on the farm, they looked over Mr. Weaver's pastures consisting mostly of white clover and bluegrass, which were not furnishing sufficient grazing throughout the pasture season. They assisted the dairyman in taking soil samples and mailed them to the soils laboratory in Blacksburg to be tested, assisted in interpreting the results, and made recommendations.

The Weaver herd was on the Dairy Herd Improvement Program and with the help of D.H.I.A. supervisor, the county agent and Mr. Weaver were able to work out a feed program for the cows and a pasture and feed crop production program for the farm. The soil test showed a need for lime and a balanced fertilizer program. Mr. Weaver conferred with the County Stabilization Service (A.C.P.) office to find out what allowance he could get for conservation practices. The Agricultural Conservation payments covered a portion of the cost of the liming, some of the fertilizer and some on the cost of seeding.

The low-producing cows, as shown by the D.H.I.A. tests, were taken from the herd and only heifers from the better cows were saved for replacements. A feed program was agreed upon that included more home-grown hay, grasses and legumes for silage, and less concentrates.

One-half of the pastures (53 acres) was sown to orchard grass and ladino clover the first year, and a new seeding of alfalfa for hay on 53 acres of cropland. The second year a portion of the other half of the old pasture was seeded to improved grasses and clover. His pastures are divided into 12 separate plots and he practices rotational grazing as a management practice.

In 1952 the drought cut his production of milk down, but even then his cows were producing about 9,000 pounds. He again called on the county agent, Marvin Bates, who had replaced Epperson as county agent, for assistance on irrigation. This being a little more than the agent could advise, due to technical requirements, the Soil Conservation and State Extension Agricultural Engineers were again called in. They determined the waterholding capacity of the soil, and also the available water supply. The stream running through the farm was ample, and the soil was found to be in good condition for irrigating.

J. A. Weaver assembles his irrigation system to irrigate a newly seeded field of pasture.

The irrigation system resulted in 50 to 75 percent more grazing and furnished excess grass silage to fill all his silos. In 1953, an extremely dry year, he did not have to purchase any hay, which cost him $25 per day during the drought before he put in irrigation. His cows are high grade Holstein and averaged 11,300 pounds of milk and 430 pounds of B.F. per cow in 1953. The irrigation equipment will have been paid for in two years' operation from the milk produced over and above that production before the installation was made.

RETAILER TRAINING *in Delaware*

Lewis W. Norwood, retail marketing specialist from Boston, talks over an improved merchandising technique with three retailers attending a training clinic in Wilmington.

ROBERT BULL, Extension Agent in Retail Marketing, Delaware

FOOD RETAILERS occupy a key position in the market channel for farm products and provide a real opportunity in the nationwide effort to reduce marketing costs. Realizing that successful marketing depends on the retail sale, the Delaware Extension Service broadened its program last year to include work with retail grocers.

Greater efficiency in retail food marketing is the basic objective of this new work. Extension now teaches improved techniques in food handling and merchandising as methods of reducing costs and increasing consumer demand.

Step one in organizing the program was to discuss possible activities with outstanding men in all phases of the food business. In starting the new work, we in Extension felt it important to get ideas and suggestions firsthand from members of the trade. It is important for them, too, to be familiar with the marketing program and its objectives and with the Agriculture Extension Service itself.

Mr. Norwood demonstrates improved produce merchandising at a training clinic for retailers.

The Director of Extension then appointed a 12-member committee to represent Delaware food retailers, wholesalers, and related businesses. In a planning meeting of the committee, members discussed how they could help to guide and evaluate our work. They proposed many activities.

Major Activities

Demonstrations and training clinics approved by the committee are held for groups of retailers in convenient locations throughout the State. The first demonstration was on meat merchandising which was given in Wilmington, Dover, and Georgetown, with a total of 114 persons attending. Principles of wise buying and proper handling were emphasized in this initial meat-retailing program. Subsequent ones will cover meat cutting and selling techniques.

We recently completed a series of four training clinics on improved produce merchandising methods. The effectiveness of this series was most clearly demonstrated when we called on a supermarket near Dover the morning after one of the programs. We found C. P. Reynolds, produce manager, and Charles Messina, owner, working together to revamp their entire produce department. "We are trying to make use of every one of the ideas you gave us last night," they explained. Followup assistance, which is a regular activity for the agent in marketing, has revealed many similar applications of the information provided in these clinics.

Long-range plans include programs on many other commodities and store management problems. Specific plans are developed with the help of evaluation and request slips filled out by retailers attending programs.

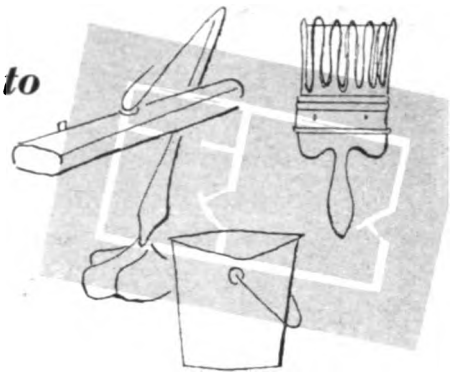
Individual store assistance in applying recommended techniques is available. Many retailers take advantage of this service, and special store demonstrations sometimes are given. Work with individual grocery stores is believed most effective, but there are obvious physical limitations to the amount which can be done.

The agent in retail marketing will soon have called on every food retailer in the State to explain the Extension program individually and assist with specialized problems. Store level contacts with retailers at large also offer excellent opportun-

(*Continued on page 166*)

We used more imagination than money to

DRESS UP THE OFFICE



J. C. BOGGESS, County Agent,
Barbour County, West Va.

THIS IS a story that is easier to tell with pictures than with words. It concerns a room 28 by 50 feet in size in the Court House in Philippi, Barbour County, W. Va., as it was and as it is, a room occupied by three Extension workers, a secretary, filing cabinets, open shelves, storage cabinets, bulletins, 4-H camp equipment, craft and office supplies, and "miscellaneous items too numerous to mention," as the radio bargain sale announcer might say.

There was barely enough space for the Extension workers to maneuver among the orange crates used for files, the desks, and the equipment. Visitors entered at their own risk. So, five people put their heads together and made a plan. They were J. C. Boggess, county agent; Mrs. Rella Butcher, home demonstration agent; Mrs. Violet Reed Brandon, 4-H Club agent; Herman Bowers, then district agent and now assistant director; and Gladys Wasmuth, home management specialist.

The results of the planning cost $581.86 in actual cash, but the dividends that have accrued from better working conditions, greater efficiency, and ability to receive visitors with dignity and without confusion already have exceeded the initial cost many times.

Three small offices were made at the end of the room opposite the entrance by using 8-foot high partitions. This permits some natural light to enter the main room since the three windows are located in this end. Two storage rooms were built on either side of the entrance to provide space for supplies and equipment, as well as a small workroom for the production of mimeographed materials. A bulletin rack provides space for the display of bulletins with additional bulletins stored behind.

Two movable screens can be used to separate the entrance way from the secretary's desk to provide a space about 28 by 30 feet for a conference room. This space contains a conference table, chairs, a table for current magazines, and a bulletin board. The visitor now has a place to sit and look at the latest farm and home magazines while waiting to see one of the county workers. The installation of fluorescent lights completed the transformation.

From the pictures you can see that renovation of this office presented a real challenge and required imagination on the part of the planning group. Take a critical look at your own office. Maybe it needs the "new look."

BEFORE—The view upon entering the Barbour County W. Va. Extension Service office before it was replanned. County Agent Boggess occupied the center of the room while his two co-workers sat near the windows.

AFTER—The center of the room is now used for conferences, separated from the three offices by a partition. Note the movable partition on the right. Left to right: Herman Bowers, Mrs. Rella Butcher, J. C. Boggess, and Mrs. Violet Reed Brandon.

Farm and Home Centers

Are a Boon to Extension Work, but Good Planning and Plenty of Push Are Needed To Get One.

By MICHAEL RULISON, N. Y. Extension Service

Would your county benefit from a Farm and Home Center? Is parking space scant near your Extension offices? Are the various agricultural agencies scattered through several downtown buildings? A farm and home center can bring many of them together under one roof where farmers and homemakers can contact several agencies with one stop. A center is the farmer's town headquarters. But no center ever built itself. Each was the result of earnest effort by a well-led group.

After World War II, New York farmers were more aware of what the Extension Service could do for them and there was a greater demand for meetings and other aid. Extension's facilities were crowded and the staff looked for larger offices. Also, government agencies had greatly increased in number during the years since Extension started. A farmer often had business with several agencies. Centers provided more space for Extension and also permitted centralization of the offices of several government agencies.

Since 1945, when interest in centralized offices picked up, one-third of the 56 agricultural counties in New York State have moved their Extension offices into farm and home centers. No longer are they housed in post office basements or court house attics. New centers are accessible, have plenty of parking space, provide offices for Extension and USDA Services as well as other agencies, and have rooms for meetings, conferences, food preparation, workshops, and demonstrations.

Such centers are the product of the people of a county. When enough farmers and homemakers realize the advantages of having a place of their own where they can hold meetings and do business with their several agricultural agencies, then getting an agricultural and homemaking center becomes possible. But, as Ernie Cole, Tompkins County agricultural agent points out, "You've surely got to have the people behind it before you set out to have an agricultural center. The local people have to back their committees."

In New York State many of the headquarters are owned by the County Farm and Home Bureau and 4-H Club Associations. New York's Extension enabling legislation established the associations as a subordinate governmental agency with the right of owning and leasing property. The association is the local institution which is responsible for developing and supervising Extension work in a particular county in partnership with the State land-grant college, Cornell University.

These associations have carried the ball in creating agricultural and homemaking centers. The associa-

TOMPKINS COUNTY, N. Y.

Extension benefits from a center by having more rooms for demonstrations and meetings. Farmers and homemakers like to talk to you in a private office, rather than a common room, when they come to counsel with agents about farm or home affairs.

Farm people benefit from a center directly through the facilities it offers. They benefit indirectly by becoming closer, as a group, to the Extension Service and because rural leadership develops in the process of planning and producing a center.

ERIE COUNTY, N. Y.

tion's members have organized committees, planned for their needs, raised necessary funds, and operated the centers once they were established.

With a score of farm and home centers already in operation New York Extension workers at the college and in the counties have experienced some of the pitfalls associated with the creation of a center. Here are some of their suggestions for avoiding trouble:

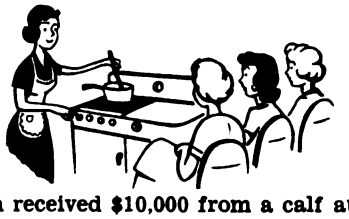
Center building and location: Placement of a center should be planned in relation to a county as a whole, but also located for easy access from within the town or city in which your center is placed. Parking space is a must; plan big because visits from farmers and homemakers will increase when they can get to you conveniently. Also, meetings will be bigger and there will be more of them at a center.

Whether you buy and remodel, or build new, be sure to get enough office space. Three of New York's centers are new buildings, the other 16 are remodeled structures. Agencies you may want to invite to lease space include the Soil Conservation Service, Agricultural Stabilization and Conservation Service, Farmers Home Administration, and dairy-herd-improvement laboratories. Think ahead to your needs for meeting places, demonstration rooms, and conference rooms.

Financing: Money can be your biggest headache unless the farmers and homemakers of a county regard the center as their center and their project. Once they become owners of the idea of having a center they will find ways to finance it.

In New York State a carefully conducted campaign soliciting contributions from individual farmers, homemakers, and businessmen has been the major source of funds. If you can get 20 members in your "$1000 Club" or 50 farmers who will give you $500 each you've made a good beginning on your building fund.

Number two on the list of moneymakers has been an auction sale or field day. Here's what you need: contributions of farm products, baked goods, and merchandise; the aid of a few good auctioneers; a livewire committee; careful publicizing and timing; worthwhile demonstrations and exhibits; and an entertaining program. Attract townspeople as well as rural folk. Erie County's Associa-



tion received $10,000 from a calf auction sponsored by the county Holstein breeders group.

Third source of funds is large gifts or grants. One association received a part of an estate, complete with house. In other counties business groups made major contributions.

And finally, cake sales, pancake suppers, and skits will raise money. Remember that 4-H'ers can earn money, too.

Although associations in some counties raised money through private endeavor, other associations received their facilities through public means. Buildings owned or bought by the county governments have been leased to associations or even given to them so that the association received title to the property.

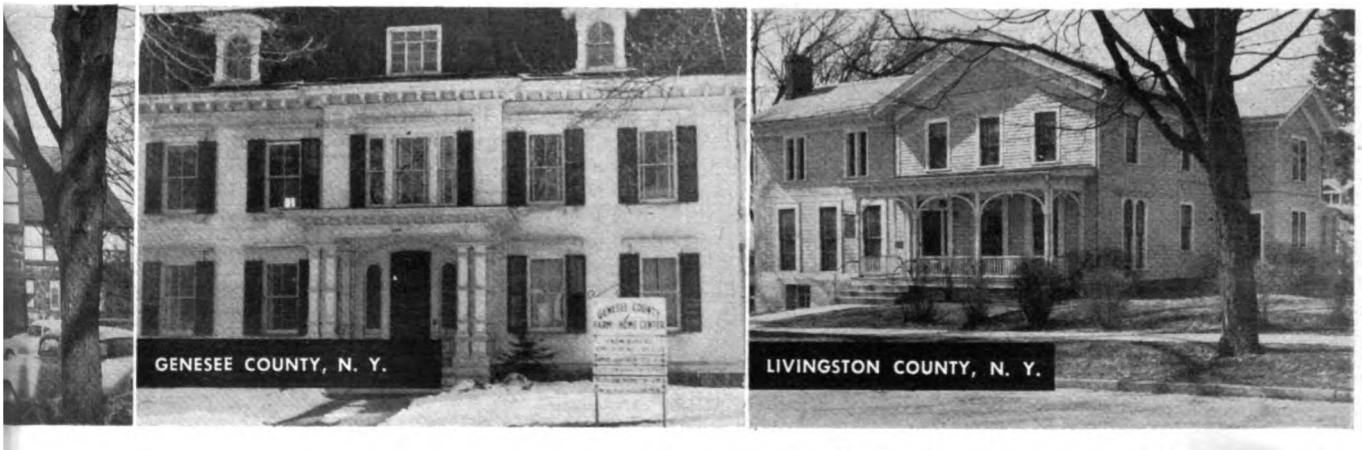
Agricultural and homemaking centers in New York State have ranged in cost from $15,000 to $250,000 with most of them costing between $30,000 and $200,000.

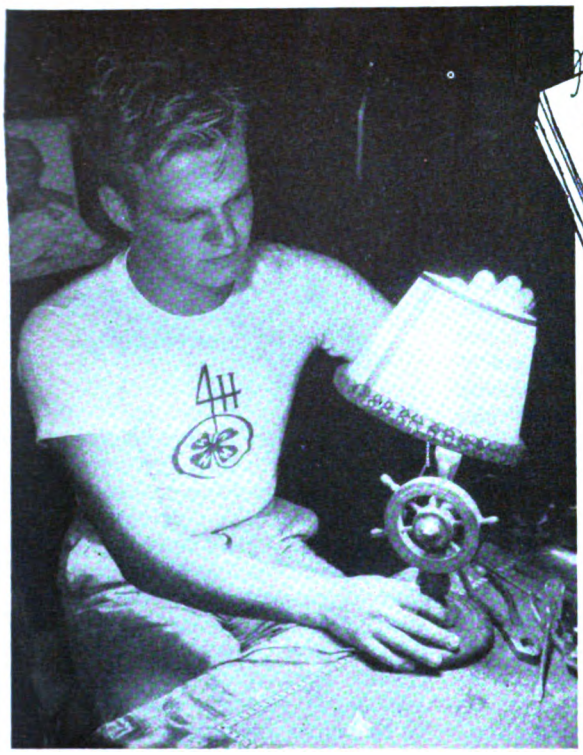
An Extension Service Center Committee at the college, with representatives from the State leaders' offices, advises counties on development of headquarters. They believe no county association should go in debt for more than 25 percent of the total cost of their center. Cyril Crowe, Associate State Leader of County Agricultural Agents, warns that construction and remodeling expenses often turn out to be higher than expected.

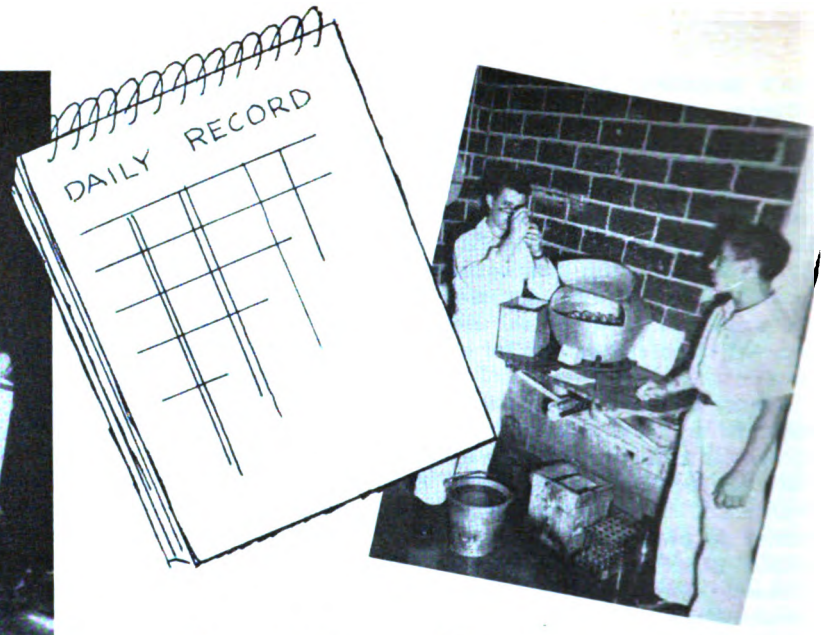
Legal Difficulties: It's cheaper to go to a lawyer in the beginning than in the end. When you acquire land (even if it is given to you) you must check to assure a clear title. When construction or remodeling occurs a little liability insurance will take care of a large damage suit if somebody is injured on your property. Your legal counsel should help you with such matters and also show you how to make contracts and handle funds safely.

And here are the two most important pitfalls: insufficient planning and inadequate interest.

(*Continued on page 166*)







Francis Lay of Dunn Falls 4-H Club, Fairfax County, Va., works on an electric project, a popular one for many urban boys. (Right) 4-H Club boys learn to test milk.

Daily Records

Help Adjust Services in Rural-Urban Area

JOSEPH E. BEARD, County Agricultural Agent, Fairfax County, Va.

WHILE our record keeping takes considerable time, it is really quite simple, and has repaid us many times with the factual information that we needed in adjusting our program. Not only that but the records helped to prove that we needed extra staff. Another position has been set up to make possible a larger and more effective youth program. The Fairfax County Board of Supervisors has appropriated the salary for a young people's leader and are looking for someone to fill that post.

Because Fairfax County lies just across the Potomac River from Washington, D. C. and Maryland, we have had a fast changing countryside. Approximately 100 square miles are devoted to urban development and approximately 300 to farming and country living. Over 40 percent is still in woods and forests.

Family living is the largest single enterprise in Fairfax County. There are approximately 37,500 families, or over 21,500 persons per Extension worker. Much of the population is transient. They come from all sections of the United States, bringing with them many customs and ideals from varied backgrounds. Our goal is to improve living standards and to develop our programs based on the needs of the people.

Among our 150,000 persons living in the County, only 8,000 derive their main income from farming. To satisfy the needs of such a diversified group, we must constantly evaluate our activities.

Each of us 3 agents keeps a daily diary. These diaries are kept in a 500-page record or journal put out by one of the standard stationery companies. Each page of the journal has 35 lines, allowing us to keep one week's record on each two pages.

In addition, our two secretaries keep two standard stenographers' notebooks beside the telephone. In one we list each caller; in the other, each telephone call with the person's name and nature of request.

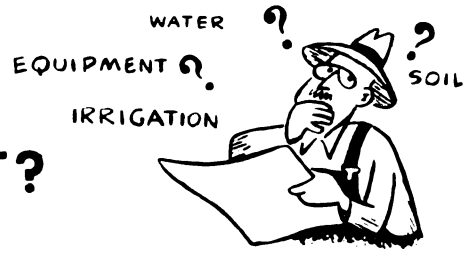
In a third book we record each sample of soil received for testing. When the test is completed, results and recommendations are listed opposite the entry of each sample, giving us a permanent record of this project over the years.

Last year folks asked for information on everything from beekeeping to rodent control. Surprising to most was the predominance of requests from urban residents for help on lawns, gardening, cultivation of flowers, ornamental plants, and shrubs.

The partial list that follows shows the number of requests by subject matter for the last 2 years:

	1953	*1954*
Grain crops	951	945
Poultry and eggs	1090	1687
Beef cattle	490	496
Dairy animals and products	1360	1805
Sheep and goats	270	160
Swine	490	296
Soil and water conservation	1548	1670
Safety	60	180
Family life	913	513
Food and nutrition	1308	1554
Flowers, ornamental plants and shrubs	1658	3150

(*Continued on page 161*)



DIVERTED TO WHAT?

WHAT DID farmers do with diverted acres in 1954? On what did they base their decisions? How much help did the Agricultural Extension Service give? How do farmers feel about the "new" crops they grew?

For answers to these problems, visit Tulare County, Calif., a county that took a sharp cut in cotton acreage for 1954 as a result of acreage restrictions and faces another drop this year. Its total cotton acreage for 1953 amounted to 245,739 acres; in May 1954, the cotton acreage stood at 175,811, with some minor planting yet to be done. This represented almost 29 percent under the 1953 figure.

This meant that farmers had shifted 69,928 acres to other crops within a year . . . no small task. And in the fall of 1953 growers had heard that the cut might be 50 percent or a shift of more than 100,000 acres. It's understandable that many farmers in the county spent sleepless nights and many scratch pads trying to figure out what they'd do.

These worried farmers were among those who had put Tulare County third in the United States in total agricultural income for 1953. The county is part of the giant San Joaquin Valley area, where cotton growing and nearly all crop production depend on irrigation. Irrigation, land, and equipment costs run high compared to non-irrigated areas of the country. Few farmers can afford to let their tillable land lie idle.

So in making up their minds what to grow in 1954, farmers had many problems. To help them meet these, the county farm advisors (county agents) of the Agricultural Extension Service shifted their efforts into extra high gear. The farm advisors dealing with crops and livestock production organized themselves into task forces so that they could better deal with the various possibilities facing a farmer in the way of alternative crops and with livestock. They utilized all the information and help available from the University of California and the U. S. Department of Agriculture; they prepared in a ready form all the cost studies and surveys they had completed in the county so that farmers would know probable production costs of crops they were considering. They issued county publications, organized tours, held meetings, made hundreds of farm calls, and utilized every other information means they had to present facts about alternatives. In all of this their aim was to present as much pertinent factual material as they had or could obtain in order that the individual farmer might make up his mind intelligently about his farming in 1954 and 1955.

A personalized farm management analysis approach helped farmers to see their problems and to work out the best overall solution possible.

In selecting alternative enterprises, the county Extension staff suggested to farmers that they consider these factors:

Adaptability to soil, water, and overall farm operation.
Adequacy of equipment and facilities.
"Know-how" and adaptability of operator.
Price outlook and marketing of product.
Availability of materials and supplies.
Weeds, diseases, and pests.
Credit.
Relationship to expected or probable future acreage allotments.

A check with several farmers indi-

(*Continued on page 166*)

Byron Jennings gets some advice on his sweet corn from Farm Advisor Wilson Pendery.

Rancher Pete Larnetta, right, discusses his crop of nectarines with Advisor John Foott.

Farmers Learn More in Small Groups

JOHN S. ARNOLD,
Assistant Extension Editor, South Dakota

WHEN SMALL GROUPS of farmers work together informally in neighborhood meetings they can grasp more factual and subject-matter information in a few hours than they can at a large metting.

Sitting around a table in informal discussion, neighbors feel at ease talking and asking questions. They bring out individual problems that they probably would not talk about at large group meetings. They speak more freely about their farm practices and what they'd like to do.

County Agent Ben Schaub, Brown County, S. Dak., and the directors of the Brown County Crop Improvement Association kept in mind the advantages of participating in small groups when they planned the series of meetings for this year.

These included the 13 crop and soils meetings held this past February and March which had an average attendance of 20 farmers. Among subjects covered were soil organisms and their practical aspects, crop varieties, fertilizers, and insect control. Representatives of the Soil Conservation Service and other agencies helped with some phases of the subject matter.

Prior to the meetings, County Agent Schaub prepared mimeographed material in outline form and furnished various Extension circulars and leaflets.

Local committeemen help to plan the meetings. The crop improvement directors decide on areas where meetings are to be held and assist in selecting the subject-matter topics to be presented. They also set up a tentative schedule. The local committeemen in each area agree on a date, arrange for the meeting place, and invite about 20 farmers to participate. Since each individual area is responsible for arrangements, the county agent is relieved of much of this advance work. By helping to plan the discussions, the farmers know that the program is their own, which intensifies local interest and participation.

Supervisors Meet

A similar series for weed supervisors was held in March to reacquaint neighborhood weed leaders with the weed-control job coming up. About 90 neighborhood supervisors attended 6 of these meetings in 1954.

Meetings start at 11 a.m.—early enough for a good introduction to the subject. At noon a Dutch lunch is served, the crop improvement association furnishing the food and the local people, the coffee. Informal discussion continues throughout the lunch hour and until closing time, about 3:30 p.m.

County Agent Schaub believes that there is at least one disadvantage in this type of meeting, and that is in the number of people who can take part. Time limitations prevent setting up more meetings. The advantages probably overshadow any disadvantages when you consider that the people who attend often pass on their information to their neighbors.

Lunch, furnished by the Crop Improvement Association, does not interfere with discussion. These informal meetings also increase the feeling of good fellowship in the neighborhoods.

Listen . . .

Our New Agent Is Talking

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

Glenn C. Dildine

NEW FACES in the county office. New agents to meet our growing public support, and the demand for broader, deeper Extension services. New personalities to find places in our daily lives, remolding our person-to-person feelings, redesigning the pattern of our office give-and-take. Expanding, changing, lively places, these Extension offices of ours.

Can we remember when we first walked into our new life, our first day on the job? If we could have spoken out clearly then, with the experience and insight we have now, what would each of us have asked of our more experienced agents, the folks who more than any one else could help or break us in our new work? Let's drift back over the months and years between, seeing ourselves as we were then. What would we have said to the experienced folks whose help and confidence and friendship we so needed?

"I need so much background about this job. You older agents have won your spurs here. You have helped build this county program, and it's now part of you. You know what's expected of the agricultural agent, of the home demonstration girl, of the club program. You've gotten to know the State office folks, what they expect and how they can help. You've listened to the old timers retell county history. You know your way around its paved roads and back lanes. You recognize its subtle pattern of differing families and community groups. You know whom you'd pick as 'the people to go to to get things done, the people others look to and follow.' Share all this with me, but please remember how long it has taken you to build your understanding. Please remember that the things which seem so obvious to you now may take me some time to grasp. So give it to me in measured doses when I need it, not all at once.

"I need some freedom to test my own wings, with help to see when older, stronger wings are needed. I want you to believe in me enough to give me real responsibility and freedom to act where you think I can handle it. I'll expect to keep you posted on my decisions and actions. Then I know you must feel that some decisions and activities are outside my department, while others need to be tackled together. So I need to know what you want me to leave to you, and which to share with you before I try them out. This way, I know I can help make a better county program here.

"I need your friendly warmth and support. I'm sure I'll make some mistakes and leave some important jobs undone. When I do slip up, I want to know it, but it will be such a help if I can talks things over with a person who still likes me and has confidence in me. Then, when I need it most, I can draw your friendliness and support into myself, becoming more confident to face the challenge and uncertainties of this new job. Any mistakes are now just another way to learn how to be a better agent."

Somehow the months and years since we were new in Extension slip back into memory. Now we're each back in our chair behind the desk, and the new first-day agents are just walking through the office door. Give us the wisdom to change places again, in our mind's eye to *be* these new agents again. May the things we say and do, and the feelings behind them, show that we remember we once stood in that same doorway. This, as nothing else, can show that we are trying to fill their unspoken needs and meet their inner hopes, that we intend to build in our county office a true partnership where everyone's contribution is needed and welcome.

Daily Records

(Continued from page 158)

Based on our classification of calls, we planned our work for 1955 to fit the changing needs of the County. This program is divided into four major categories: Production and marketing, family living, youth, and community and public problems.

Production costs in the county are 131 percent of average in Virginia, and farm labor problems remain critical. Because many farms are run by inexperienced owners, there is poor utilization of about one-third of the farm land. Therefore, we are working hard to increase production efficiency in farming.

Except for excellent milk and egg markets, other local markets have not been developed and should be more fully exploited.

The young people need programs that will develop desirable ideals and standards on farming, community life, and citizenship. We need to train sufficient local leaders to carry on such programs.

We must participate in discussions with civic groups, educational agencies, commodity committees, and planning officials, and help to develop better understanding and relationships between rural and urban groups.

Administration

(*Continued from page 150*)

standings develop when channels of communications become closed for any reason. The freedom and regular opportunity of a worker to discuss problems with his supervisors is essential in good administration. Coordination depends largely on understanding gained through consultation and the possession of adequate information by all members of the organization.

Planning

Planning must be a continuous process at all levels. It is not enough for people to understand the purposes and objectives of the organization, but they must accept them as their own. Those who have a part in developing a program generally feel a greater responsibility for its success than those who do not. This principle applies to administrative as well as program decisions.

In almost any organized effort, a system of job priorities is essential to purposeful action. This is especially true in Extension because of its broad field of work. Work priorities naturally develop out of sound program planning. If planning does not result in the establishment of priorities to guide future action, it has not been done effectively.

Planning is primarily the process of weighing alternative courses of action and deciding which course of many to follow. In Extension work, it is not possible to give equal emphasis during any given period of time to all of the many worthwhile projects staff members could spend their time on. Too often the lack of conscious emphasis on a few projects with a corresponding de-emphasis on others results in a less effective Extension program.

The best program planning often takes place in the process of developing a budget. The budget should reflect program emphasis. It is a most important tool when used to implement sound planning.

Working Together

The most effective Extension programs are a team effort. The success of a team is dependent on many things. But especially significant among them is an intangible factor commonly described as "spirit" or "morale." It can be a powerful force welding people together into an efficient organization or an equally strong force pulling them apart. Individual as well as group productivity is influenced materially by this elusive something which is often ignored or considered as solely a product of the salary scale. Adequate salaries, fairly arrived at, are important, but there are other things of even greater importance. The following are some keys to working with others that have proved to influence individual morale and team spirit.

1. A consideration of the personal pride and feelings of others stimulates loyalty and group spirit.
2. A belief in the fairness of administrative decisions by all members of an organization contributes greatly to morale.
3. Policies and actions affecting personnel should be discussed with those involved in advance of decisions.
4. A common fear of normal people is criticism by others. This does not imply that constructive criticism should not be given.
5. Normal employees worry about what others think of them and what they do. They need frequent reassurance and encouragement. They need to be told how they are getting along.
6. Most people lack confidence in their own ability and are afraid to use their initiative. Initiative develops with self-confidence and can be encouraged by recognition of achievements.
7. The right initiation to the job is especially important. During the first few days on the job, lasting impressions are often formed that may prejudice an employee for years. Building team spirit starts with recruitment, actually preceding employment.

Basic Needs of People

For maximum efficiency, Extension employees must like their work. Thus attention should be given to satisfying some of the basic needs of people to be happy on a job. A few of them are:

1. Affection, interest — A person must feel someone cares for him and is interested in what he is doing.
2. Recognition—A person must develop his self-esteem through recognition by others.
3. Peer acceptance—A person must feel he belongs to the group and is accepted by his fellow workers.
4. Achievement — A person must feel what he is doing is worthwhile; that he is effective and his efforts are recognized.
5. Security—A person must feel reasonably safe financially and safe from irresponsible administrative action if he is to venture forward to maximum development.

For happiness on the job, working conditions should provide a satisfying social experience as well as a way of making a living or serving a worthy cause.

Evaluation

A critical analysis and evaluation of past accomplishments and failures can form a firm foundation on which to build successful programs in the future.

TELL YOUR PUBLIC

Illinois' Extension Editorial Office conducted a survey to help each county farm and home adviser develop a 6-point County Information Program. These six points include (1) good personal relationships with newspaper, radio, and television editors; (2) establishment of a regular weekly news service for these outlets in the county, with a personal column as part of that news service; (3) regular use of radio if there is a local radio station; (4) effective use of television when television facilities are available; 5 improvement of county publications and other direct mail efforts; and (6) wise use of all types of visual aids, including exhibits, photography and presentation visuals.

Out of 95 farm advisers and 68 home advisers who reported in this survey, 66 farm advisers and 59 home advisers supply their local editors with regular news service. They were asked other similar questions as well as questions concerning their preference for workshop subjects and their comments on the State Editorial Services.

A report on the survey has been released under the title, "Report on County Information Programs."

NEWS and VIEWS

COUNTY RESPONSIBILITY

The county Extension law recently passed by the Missouri State Legislature provides for county agricultural Extension councils, to be selected at community elections. They will work with county courts and the University of Missouri in preparation of annual budgets for handling Extension programs in the counties. They also will make recommendations and suggestions concerning the Extension program in their own counties, and are to be consulted before an agent is assigned or removed from the county.

FARM-TOWN VISITS

Warren Myers of Macon County, Ill., tells about the exchange visits that have been carried on for about 3 years between the city and country people. Here is part of his letter:

"A committee is appointed to select 20 to 25 farmers and another committee is appointed to select the same number of businessmen to exchange visits. That is, the farmer spends half a day with the businessman in the city and the businessman spends the same length of time on the farm. As a rule they have lunch together. Later each group meets and individuals report their experiences."

Orin Hertz reports a similar project in Vermilion County. Last February some 300 farmers and wives visited Danville business and industrial firms. And in June more than 60 Danville business and industrial people toured four Vermilion County farms.

WANTED: BEETLES

A French beetle which came to the United States by way of Australia is helping to put thousands of acres of western rangeland back into grass. It is accomplishing this by devouring the poisonous Klamath weed that had infested vast stretches of range and rendered them useless for grazing.

The work of this beetle is cited as an example of many unique methods being used by modern science to attack agricultural pests.

In 1945, U. S. Department of Agriculture and University of California entomologists released 5,000 of the European bettles in Humboldt County, Calif., an area heavily infested with Klamath weed. By now the insects and their descendants have cleared at least 500,000 acres of the weed in California, and beetles have been introduced by USDA and State entomologists into Oregon, Washington, Idaho, and Montana.

4-H FELLOWSHIPS

Fellowships for a year's further study here in Washington were given in cooperation with the National Committee on Boys and Girls Club Work and a donor to: Doris McDaniel, Paoli, Okla.; Jane L. Merry, Rochester, N. Y.; Willa E. Morava, Bridgeport, Nebr.; Dale Apel, Longton, Kans.; George J. Broadwell, Brattleboro, Vt.; and Howard M. Willson, Glendive, Mont.

D. W. WATKINS RETIRES

D. W. Watkins, director, South Carolina Extension Service, retired June 30, having served as an Extension worker since 1914. During his career, Director Watkins received many honors and served on many committees of importance to farm people.

"RETIRES" TO WORK IN ISRAEL

Charles A. Thompson, leader of extension agents, College of Agriculture, Rutgers University, retired on July 1 to take a job in which he will have an opportunity to use experience gained during his 34 years with the Extension Service in New Jersey. (*Continued on next page.*)

(Continued from page 163)

Charles A. Thompson

Thompson will spend the next 2 years in Israel, advising its government on establishment of an Extension Service to help Israeli Farmers improve their methods. He will be a member of a team of farm specialists and a home economist assembled by the University of the State of New York Research Foundation.

The Israeli government arranged for the team's visit through the Foreign Operations Administration.

THE PEOPLE ACT

In "The People Act," Elmore McKee gives us in book form 11 examples, carefully selected and documented for earlier radio use, showing people working together to meet community problems. One community built a hospital, while others improved schools, developed new farming patterns, mobilized to fight crime and other every day problems.

It is a study of democracy in action, of the grassroots behavior of people and the principles of community leadership which Extension people should find stimulating, easy to read, and helpful.—*Ralph Fulghum, Federal Extension Service.*

HELPS FOR CITIZEN GROUPS

Three new printed guides for citizen groups and other voluntary organizations have just come off the press of the nonprofit Adult Education Association of the U. S. A. First of a new Leadership Pamphlet Series, they are:

How to Lead Discussions: A "how to" manual for successful discussion groups—organizing meetings, sharing responsibilities, airing program ideas, use of drama, handling question-answer periods, and other discussion problems.

Planning Better Programs: Ways to eliminate obstacles, plan program content, discover group interests, set up goals, handle speakers or panels, and get maximum participation.

Taking Action in the Community: A practical guide to initiating community action, enlisting neighbors and community organizations, overcoming apathy, translating ideas into action, and meeting attacks from outside sources.

The 48-page pamphlets are adapted from materials originally published in Adult Leadership, monthly publication of the AEA at 743 N. Wabash Ave., Chicago 11, Ill. Write to that address for further information.

THE STORY OF FAO

The book, "The Story of FAO" by Gove Hambidge, tells about the organization of the Food and Agricultural Organization, factors which determined its need, and the benefits which have resulted from its operation. Mr. Hambidge reviews briefly the struggle which many nations have made to provide an adequate amount of food for their people. He tells what other agencies and groups, both public and private, are doing and have done to solve this problem.

In the early chapters, the author outlines a vivid picture of the wide variance in the standards of living and productive ability of different nations and the factors which have contributed to this variance. In the later chapters, he tells of the technical cooperation and assistance which are so outstanding in the FAO program.—*E. H. Leker, Federal Extension Service.*

HIGHWAY SAFETY

"Safe or Sorry? On the Highway . . . which shall it be?" This is the title of a pamphlet prepared for the National Home Demonstration Council by Mrs. Clara Bailey Ackerman in cooperation with the Federal Extension Service. Tips and ideas are suggested for home demonstration clubs who want to do something about highway safety. Copies may be obtained from the Automotive Safety Foundation, 200 Ring Building, Washington 6, D. C.

WHEN YOU WRITE

"When you write a newspaper column", says Marjorie Arbour in a new publication by that name, "you don't have to be a Walter Lippman, a Leonard Lyons or a Dorothy Dix, but you must have something to say, some successful farm folks to talk about and sound information to impart, if you expect your public to stay with you."

Simply and entertainingly written and cleverly illustrated, this pamphlet is chock full of sound advice for the columnist, experienced or new at the job. It is catalogued Extension Publication 1178, issued by Louisiana State University and Agricultural and Mechanical College, Baton Rouge, La.

MARKETING

The New Hampshire Cooperative Extension Service held 34 meetings this past year for retailers in fruits, vegetables and poultry. About 1,300 persons attended. As a result of requests, the Service also held open meetings on marketing meat. The New Hampshire Independent Food and Grocers Association helped to find meeting places and to provide publicity.

In the five cities where fruit and vegetable meetings were held, programs were planned for two to four nights, with five instructors assigned. They discussed the following topics: Buying and preparation for display; Satisfying the consumer; Why and how to prepackage; Day and night care; and Handling to reduce loss.

Demonstrations As Usual

MONSTRATIONS are as old — or ıder—than Extension itself. In ırm and home unit approach to sion work with farm families ake on even greater significance. ıgh this method, each individual ice is judged in light of its con- ıion to the total farm and home ovement plan developed by the y.

hog farmer, for instance, is in- ted in obtaining fast, efficient s. This calls for a good breeding, ng, and a sanitation program. improvement, then, is a neces- part of this program. Equally ortant is good, clean pasture. ıe hog producer needs low-cost , so he fertilizes according to soil to get high corn yields. He ın't want to lose any of the fer- er through erosion, hence he elops a good erosion control pro- n. He needs a dependable water ply close to his hog pastures. trally located ponds serving sev- l pastures are the answer. lthough none of these practices s adopted as a part of a hog pro- tion demonstration, there is con- cing evidence that all contribute to the combination of practices that resulted in efficient production. The total farm and home improvement program serves as a demonstration of the much greater progress made by cooperating families.

For example, from 1948 to 1954, 261 additional Lafayette County, Mo., farm families started balanced farming plans. These families built 36 percent of all the terraces constructed in the county during this period. They constructed 47 percent of all the terrace outlets, used 3 times as much fertilizer as the average farmer in the county, and plowed under 2½ times as many legumes for green manure.

Some 68 percent of the balanced farming families raised their pigs on clean ground compared to the county average of 11 percent. And they improved their pastures at a rate six times as fast as the county average.

On the home side, 12 families built new homes, 40 remodeled their homes, 42 added bathrooms, 35 remodeled their kitchens, and 24 installed central heating. But in spite of such rapid progress, cooperating families are aware of the continual need for further analysis of their farm-home business, production adjustments, new goals, and improvement plans.

As cooperating families tell visitors about increased crop and livestock production, improved soil fertility, and home improvements, many questions are raised about improved practices adopted. Others ask how the farm and home improvement program was planned and put into action. Many ask the Extension Service for similar assistance. Thus, the farm and home unit approach to extension work serves a two-fold purpose in demonstrations—that of demonstrating the value of individual practices, and demonstrating the value of combining these practices into a systematic farm and home improvement program.

County Extension Office, Kentland, Ind.

FOR SLOW READERS

How fast are you able to read? Many businesses and universities are offering a rapid reading course, but you can also teach yourself how to read more rapidly. The Foundation for Better Reading of Chicago has a 120-page lesson book, a guide to high speed reading and a device for measuring your progress.

WANTED: A LITTLE PRIVACY

Without spending too much money we needed to make our big office more attractive and more personal. We needed private offices. In lieu of these we had low movable partitions made to separate the Agricultural and Home agents' office space. When they were removed we had floor space for a meeting of 20 persons. The partitions doubled for bulletin boards and the bookcases furnished us another partition.

Office callers can wait if necessary around the table in the middle of the room where reading matter is always kept. The secretary's desk is convenient to the agents and to callers, also close to a large work table placed against the wall. Bulletins and files are in front of the secretary's desk, and the storage room is adjacent.

The improvements were made at very low cost, yet the room is 100 percent better . . . *Russell L. Zell, County Agricultural Agent, Kentland, Indiana.*

Retailer Training

(Continued from page 154)

ties for evaluating the effectiveness of retail marketing work.

Publications are considered valuable aids in carrying out the program. Conventional Extension booklets are too long and detailed to be practical for the average busy food merchant, and alternative materials are being prepared experimentally. "Keys to greater sales for food retailers," a brief leaflet describing the program, is enlivened with cartoon-style sketches. Subject matter publications, such as "A Good Produce Display," are being printed on a single sheet of stiff paper for quick reading and for posting in a conspicuous place for reference. A newsletter on timely merchandising ideas, food market information, and improved retailing techniques is issued weekly.

We believe that the success of our retailer training program depends largely on the assistance and cooperation of other Extension workers and wholesale trade organizations. County agents and specialists aid the program greatly by stimulating interest, assisting with demonstration programs, and answering questions relating to production. Food wholesalers aid in implementing the program by having salesmen encourage grocer participation, by helping to arrange special programs, and by disseminating information. Food trade associations, processors, and packers cooperate closely, contributing teaching materials and providing demonstrators when needed.

Closely related to the retail marketing work is a project in consumer information which provides tips on "best buys," how to choose these economical foods wisely, and how to use them to better advantage. The consumer information project also has an advisory committee to assist in planning and evaluation. Consumer education and retailer training complement each other and help provide a well-rounded Extension program in the marketing of agricultural products.

Retailer training work in Delaware is still in its infancy. During the first few months of the program, much interest has been expressed by all segments of the food trade.

Farm and Home Centers

(Continued from page 157)

Interest is the result of knowledge. The people you serve must understand the gains both they and you will derive from a farm and home center. Only when they feel a need for such a place will they work and earn or give money. This point cannot be overemphasized.

Planning—thorough and with foresight—is vital. Tompkins County changed their plans for a center location three times over a 6-year period. Only when plans are both clear and specific can they be easily conveyed to your county's farmers and homemakers. If you plan to invite other agencies to lease office space in the building a lot of cooperation between agency staffs and agency directors will be needed.

Good Farm Leadership Is a Must. Your greatest assets are strong leaders to assume responsibility and push onward when the going gets rough. And committees are a must too. At one time Erie County had six project committees, plus a steering committee and a general chairman. More than 500 men and women were working on these committees.

A center for your county is no summer's project. Two or 3 years are likely to pass as a minimum, and sometimes as many as 7 or 10 years are gone before you're settled again. Let's not fool anyone, even though local farmers and homemakers raise the money and staff the committees, work on a center will still eat into the time of Extension personnel.

But when you see a dream come true, when you see farm people coming to realize what place each agency has in the building and in their lives, when you see the people and the agencies working together with common cause—then you know that your agricultural and homemaking center is more than new office space.

Diverted Acres

(Continued from page 159)

cated that they and many of their neighbors had used and appreciated the information and help they had received.

Stan and Gordon Greening of the Woodville community reported that 40 acres of their land formerly in cotton was diverted to hybrid corn. This grain was used for finishing feeder cattle. By having both corn and cotton a fuller utilization of labor and machinery was realized because the cultural operations of the crops occur at different times of the year. This long-range crop rotation will assist in keeping weed and plant disease problems controlled, and the manure from the livestock will return valuable nutrients to the soil. They consulted with the county Extension staff on numerous occasions in making their plans.

Byron Jennings of Visalia shifted his 60 acres to sweet corn, but did so after much thought and following several talks with the county Extension staff members. He also gave consideration to castor beans, hybrid corn, permanent pasture, and alfalfa. In selecting sweet corn, he was told that his costs per acre probably would be between $90 and $100 for growing and $200 for harvesting based on studies conducted by the farm advisors.

Mr. Jennings made certain he could obtain the necessary labor for growing two crops of sweet corn, one to be harvested in July and the other in the fall. He also needed much harvest help, which he contracted for before starting the crop. After his crop was picked, it rolled in refrigerated railroad cars to eastern markets. From his talks with county Extension agents, Jennings knew that his risks would be greater with such a crop but that the possibilities for profits were also present.

Pete Larneta of the Ivanhoe community had the problem of what to do with 30 acres of land formerly growing cotton. He decided that some of this should go into nectarines, after discussing the possibilities with Extension workers. They told him the market had been good for the fruit and suggested a rootstock and a variety that has proved satisfactory in university and local tests. They

also suggested that he grow tomatoes during the first two years between the new trees in order to produce an income during those years. "I've always wanted to grow some fruit, and am glad to get started," Pete Larneta reported.

In discussing the various ways that diverted acres were being used, the county Extension staff members made these comments which indicated the type of information they present to farmers.

The farm advisor dealing with livestock said, "Beef cattle present a way of marketing many diverted-acre crops. Several large feedlots already are in operation here, and several smaller ones are planned. The green chopping of alfalfa has encouraged such a trend; it is now possible to provide forage for 5 head of beef cattle per acre from green-chop alfalfa for as much as 8 months of the year. Many questions remain in regard to utilizing fully the increased acreage of hybrid corn, but we have farm studies underway and the University is doing work on this."

From those farm advisors doing field crops work come these comments. "The 25,000 additional acres of alfalfa enable many farmers to have a rotation their soil needed. Corn looks good as a long-time crop for this county. Some of the 5,000 new acres being planted in rice are on alkali soil, where the heavy use of water will help remove the alkali. Those farmers turning to barley have been pleased that the price has not gone down as low as some expected. Much additional acreage of caster beans would have gone in this year but for lowering of support price. Sugar beet acreage has remained about the same because processors could not take on additional contracts. Local tests on costs of growing such crops as safflowers, soybeans, and milo helped growers determine whether they should grow these crops."

One of the farm advisors made this comment, "Dairying probably would have shown an increase in the number of cattle on farms, but two price cuts came along and discouraged this. Numbers now are about the same as a year ago. Culling, a longtime practice, has been stressed even more than normally. We have tried to show prospective dairymen the possibilities and pitfalls with dairying and have stressed the value of experience and the need for sufficient equipment. Green chopped alfalfa has proved to be an important new practice affecting dairying, and already some 6,000 acres of the legume are being harvested by this method."

Although some 25 vegetables can be grown commercially in the county, Extension farm advisors have suggested that the markets cannot stand a sudden large increase in any of these. Prospective growers have been reminded to make certain of their market before planting.

A Show for the Extension Family

Extension activities in Flint, Mich., became so extensive that the Extension Advisory Council for the city and county voted to have an indoor county fair to get acquainted with each other's work. It was called an Extension Review.

The original idea for the unique event snowballed into such proportions that the exhibit and program were housed in Flint's Industrial Mutual Association building, which accommodates several thousand people and hundreds of exhibits.

The exhibits attempted to show not the magnitude of any one phase of Extension, but rather the many phases of the Extension program, including agriculture, family, home and community development, and 4-H Club work. Many exhibits included demonstrations, movies, displays of produce, lighting and motion techniques, and live animals shown by the 4-H boys and girls.

The only formal program during the 2-day show was held on the final evening of the event. Michigan Extension Director D. B. Varner, introduced 19 foreign Extension directors, who were attending a workshop in the State, and Federal Extension Administrator C. M. Ferguson. An address on the subject, The Art of Human Relations, given by Dr. William Smith, professor of family relationships at Pennsylvania State University, concluded the program.

The primary purpose of the event, sponsored and financed by the Extension Advisory Council, was to learn more about separate phases of Extension work. The crowds visiting the displays were attracted by county-wide newspaper and radio announcements, and made well aware of the seven-person staff behind the county extension program.

Flint is Michigan's third largest city and this seven-person Extension staff includes a city and a county home demonstration agent, a consumer information agent, a 4-H Club agent, an agricultural agent and his assistant, and an associate agent who works with suburban groups. Chairman of the event was Mrs. Harold Luther, secretary of the council and representing suburban Flint. With the help of the Extension staff, some 50 committee members and every extension member in the city and county, she produced the indoor "county fair" which so amply showed the results of the true cooperative spirit of the Extension Service.

Counties Cooperate To Borrow Exhibits

The exhibit "What's a Cow Worth" is being shown at five county fairs in Wisconsin during August and September. The fairs are 3 or 4 days apart so that there is time to get the exhibit from one county to another. By dividing the freight expenses among Outagamie, Fond du Lac, Brown, Door, and Kewaunee Counties the transportation charge for each is kept to a minimum.

The exhibit is one of 70 that can be borrowed from the U. S. Department of Agriculture. See back page for details.

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HERE ARE TWO EXHIBITS you may borrow for display at COUNTY FAIRS and other large meetings.

68 other exhibits are available for loan

Ask your State Extension editor for more information or write to Exhibit Service, Office of Information, U. S. Department of Agriculture, Washington 25, D. C.

**See story on page 167 on how five Wisconsin counties cooperated to borrow an exhibit for their county fairs.

SEPTEMBER 1955

EXTENSION SERVICE Review

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Federal Extension Service

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In this Issue—

Ear to the Ground

Getting your job in shape to ... for a vacation takes some extra ... night oil as you know. When I ... tioned writing Ear to the Grou... son suggested I call it Nose ... Grindstone. But even when the ... perature is 99° extension work ... grind. At least not this job. Ea... sue is an exciting adventure.

Planning this number on e... tion, I've worked with a com... headed by Dr. Fred. Frutchey ... member brought a wealth of ... and information about State ... more than we could possibly ... into 24 pages. Those to wh... turned for articles on their e... tion studies responded with ex... cellent papers that they will ov... into the October issue, even in... vember. Although the latter w... mainly our Program Develop... number, there will certainly ... place for some emphasis on e... tion, which is such an essential ... of all programing.

When you were reading the Ju... sue, I hope you didn't miss the d... page spread entitled "How to sell ... famous product—the Egg." On ... page were two stories, one from ... and one from Ohio. For not ... you who wrote the account from ... as, we owe you and the autho... apology. It was J. A. Potts, assis... extension editor, who spent a g... deal of time collecting the facts ... photographs for his story.

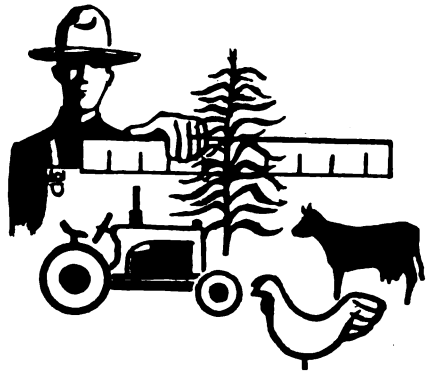
In front of me, behind my d... hangs a 7-foot map of the U... States. Little clusters of multicol... pins dot the map from the east ... to the west coast. Some States ... one pin, several 7, one has 8. T... Washington State.

Each pin represents a story ... January through July numbers ... Extension Service Review. Four S... have no pins at all. Wouldn't ... wonderful if every State were ... sented by at least one story bef... close of 1955! CWB.

COVER PICTURE — The T... Gooch family of Lincoln County K... discuss their farm and home de... ment plans with Zora Ball, ... agent, and Kelcy Driskill, agricul... agent (on the right). See story ... appraising this method of exte... teaching, page 172.

What Is Evaluation?

J. L. MATTHEWS, Federal Extension Service



EVALUATION is what you are doing when you answer the question, "How am I doing?" We ask ourselves this question daily or even many times in a day. We ask, "How well am I doing my job?" so often that it becomes a habit that is almost subconscious. Every little job we do—like giving a talk, writing a newspaper story, or making a farm or home visit—prompts us to ask this kind of question: "Did I do that well?" "What was good about it?", or "What could have been done better?"

Then we evaluate our work by what others say or do. If a person attending your meeting tells you that he or she enjoyed the meeting, you evaluate the meeting as being in some degree good. If several or a large number of persons tell you that the meeting was good, you feel that you have a better measure of your success.

Such expressions have some value as indicators of success. This is true because what we do must have sufficient appeal to the people to obtain their participation or we would not be successful by any measure. Without this kind of reaction, there would be little opportunity to influence people.

It is not wise to depend entirely on these expressions. Sometimes they are made by persons who may have little or no knowledge of the purpose of the extension activity in which they participated. Evaluation of results must always be in terms of the purpose or objectives that the activity was designed to accomplish. Expressions of people and other evidence must be appraised in the light of what the program was expected to accomplish. When the evidence is related to the purposes in such a way that it is proof of results, then we say that the measure is valid.

The first thing we do in evaluation is to make sure that we are clear as to our objectives. Once this is done, we are ready to decide what is valid evidence of accomplishment. Evidence is valid only if it measures the degree to which we have accomplished what we set out to do. Therefore, we must be clear about the objectives of our teaching efforts.

How can we make sure we are clear as to the objectives? Objectives tell what kinds of changes people are expected to make if our teaching is successful. They must tell who is to be affected, how those persons are to change, and what they will react with, that is, who is to act, what they will do, and what particular subject matter or problem area is involved.

Clear objectives are essential in doing a good extension teaching job; and they are equally important in evaluation. The objective identifies the people from whom to get evidence, it specifies the kind of evidence needed, and the particular subject matter or problem area.

Another major problem in extension evaluation is to decide upon and collect evidence of success or failure. Clear objectives are the basis for deciding what kinds of evidence we need because they tell us how people will behave if the objectives are reached. Behavior is used here in the sense of knowing certain things, being able to do certain things and having certain kinds of feelings about things. Thus the proof of results must be the extent to which certain people have acquired new knowledge, changed abilities or developed new abilities, and changed old attitudes or acquired new ones. These three main kinds of educational outcomes encompass a wide variety of possible changes.

The particular objectives may call for some of all three, or some of just one kind. So you may decide to collect information about only a few of the possible kinds of changes.

Once you have decided upon the evidence that is needed, the next question is "From whom shall I obtain the evidence of results?" Usually it is impractical to obtain information from everyone we try to reach, and therefore we must select a representative group from whom evidence can be collected. The answer may seem rather obvious, but you must make sure that you obtain evidence from or about the identical people that are specified in your objectives. If the desired changes were made by these particular people, then you were successful in reaching your objectives.

Progress and new developments in agriculture and home economics subject matter for the most part result from the systematic application of the scientific method in solving problems in these areas. The most rapid progress in obtaining adoption of new practices on the farm and in the home results from systematic program planning and extension teaching. But, however large or small in scope our evaluation effort, it should be as scientific and systematic as we know how to make it.

An Accurate Appraisal

IDA C. HAGMAN
Home Economics Specialist, Kentucky

CHANGING times and conditions requires changed methods of Extension teaching. Farm and home development, begun with four pilot counties in Kentucky in 1948, seemed a fine new approach for helping families adjust to changed situations. Basically, it has many merits. The family learns to work together as a whole and considers the farm and home as a unit.

By 1951 not all staff members understood the program and its ramifications in spite of the fact that it had been successfully carried with a limited number of families in 11 of the 120 Kentucky counties. Time seemed ripe for an impartial evaluation to ascertain the effectiveness of the new method.

In order for the study to be an accurate appraisal of accomplishments due to farm and home development, help in planning and supervising it was gotten from J. L. Matthews of the Federal Extension Service and Ralph Ramsey, Rural Sociologist with the Kentucky Extension Service. Six home demonstration agents and seven county agents interviewed 61 sample families scientifically selected from the 130 families in the program. Ivan C. Graddy, E. F. Daniel and the author, who were responsible for farm and home development, took an active part in directing the study. The interviewers enjoyed the contacts with families in neighboring counties and felt that it broadened their appreciation of what farm and home development does for families.

The evaluation study has been the means of acquainting agents, county advisory committees, and others with the operation and results of farm and home development. Copies were sent to all Extension workers in the State. It was studied and discussed in training meetings of extension agents, and in district conferences. Since the purpose of this study was to discover the strong and weak points of farm and home development, it was used by the administration to determine future plans. Numerous requests for the study have come from all parts of the United States, from people who are concerned with the new look in agriculture.

In 1954, Dean Frank Welch appointed a committee to evaluate farm and home development with a view to broadening and expanding the program. The former study was used as reference material in considering the merits of the program. This committee listed the merits as follows:

Farm and home development is an effective method of teaching farm families farm and home planning.

Helps farm families to recognize their problems and motivates decision making.

Increases understanding and cooperation among members of the family which improves family relationships and attitudes.

Provides an opportunity for increased income.

Encourages the making of plans for the use of this increased income to improve standards of living.

Accelerates the adoption of improved practices through the execution of the families' plans.

Provides expanded social contacts with people of similar interests and gives an opportunity to exchange experiences in the newer concepts of farming and homemaking.

Increases participation of some of the families in community activities.

Mr. Tatum demonstrates his milk cooling system to G. H. Karner, county agricultural agent.

Mrs. Gilbert Tatum, Marion County, Ky., enjoys her newly equipped kitchen, planned with the advice of the home agent.

Establishes farm and home demonstrations to teach others certain improved practices.

Provides incentive and knowledge for active leadership.

Gives farm families greater understanding and appreciation of the scope of the Extension Service.

Makes for increased efficiency of extension workers because of the intensive, analytical training necessary for the program.

A permanent Technical Committee on Farm and Home Development was appointed in 1955 by Dr. Ernest J. Nesius, associate director, to make a continuous appraisal of the farm and home development approach, materials and methods.

No other Extension program has been evaluated as has farm and home development and no doubt the findings of the evaluation have made a wholesome contribution to the improvement of the activity, and have informed those who had not actively participated in it. Results of the survey have been an aid in interesting other counties to include farm and home development in their programs. At present there are 70 counties with 1,565 families carrying a continuing farm and home planning and improvement program.

After we interviewed 346 families, we revamped

THE COUNTY PROGRAM

MARGUERITE FIFIELD, Windham County
Home Demonstration Agent, and
GEORGE E. WHITMAN, State County Agent Leader, Connecticut

LOCAL LEADERS and county and State extension workers all pitched in to call upon 346 families in our study of the extension program in Windham County, Conn. That was five years ago. There had been many changes in our county since our last study in 1944; population had shifted considerably and the economic status of our county residents had changed a lot in those six years.

We were eager to know if the practices in farming and homemaking that we had been advocating had been adopted, and we wanted facts on our families who were participating in Extension work. Were they exclusively farmers; were they rural residents who did not farm; or were they largely urban people?

We learned a great deal about our program and about our county and made many changes in our program as a result of the study. The figures on readership of a weekly newspaper column were good enough that a major daily newspaper covering eastern Connecticut agreed to run a similar column.

We found out that the women in some areas were not too familiar with the term Extension, which pointed toward the need for a change in our methods of reaching people. Increased use was made of radio. A subsequent check has revealed that this change has brought many more people into Extension activities.

The study substantiated the claim that a high percentage of people have labor-saving devices in their homes. This has changed the home demonstration program to include discussions on the purchase, use and care of this equipment.

Another direct result of this study has been an attempt to establish a long range program plan in the county. We believed that we had failed to give local people enough background and guidance for helping to plan a satisfactory program.

The best solution seemed to be the establishment of a program planning committee with whom the agents could work. This committee was responsible for developing material for the various commodity committees to work with, for giving continuity to the programs, for serving as a training medium for committee members, and for developing the facts and figures which would serve as a base for program planning.

Using the information in the study as a starting point, the committee studied economic, sociological, and other conditions in the county. The dollar volume of agricultural business in relation to other types of business, such as the manufacture of textiles, was investigated. They studied the problems involved in the increasing number of older persons, in the shift of population to urban centers, and similar subjects.

The committee has made two important, far-reaching recommendations: The first is that the Extension Service give more attention to teaching the art of decision making by helping people look at alternatives and teaching them how to select the ones best adapted to the situation. The second is that the agricultural agents consider developing local leaders in the same way the home demonstration and 4-H Club agents have done so successfully. It would enable the Extension Service to reach many more people and would give excellent training in leadership to those who are naturally qualified.

How Do You Measure Progress

Department of Health, Education, and Welfare
ANDIE L. KNUTSON,

EVALUATION is the process of determining the worth or value of something relative to a given purpose. It is a process of making decisions, drawing together data, judging pertinent facts, weighing the pros and cons of various suggestions, and selecting your courses of action. All of us are making judgments or evaluating almost every moment of our lives. Thus, evaluation is by no means only the problem of the specialist.

The primary purposes of program evaluation are to provide objective estimates of achievement and to provide guidance for the conduct of program activities. Achieving these purposes requires two types of evaluation, namely: (1) the evaluation of program achievement and (2) the evaluation of program progress.

Sound evaluation of program achievement is essential to learning whether or not programs are achieving the purposes for which they are intended.

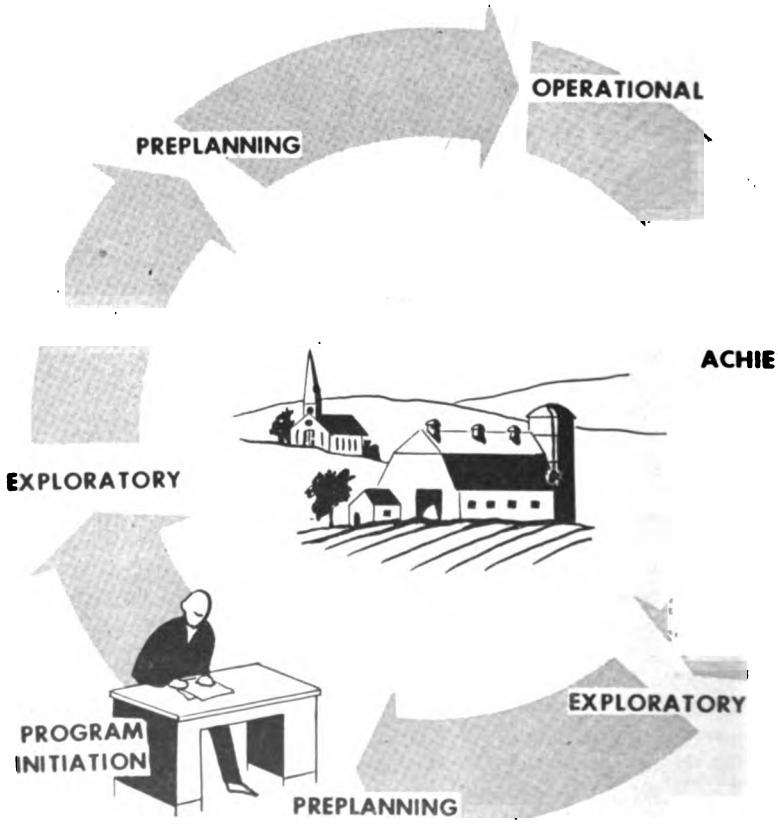
Evaluating program achievement requires determining the current status of the program and then, after the program has been in operation for some time, determining what changes have occurred. Success in this type of evaluation depends on the precision with which the objectives are defined and the adequacy of the baseline measurements. Controls may be necessary because factors quite independent of the program may influence achievement. For these reasons, the assistance of a specialist is usually required.

The purpose of evaluating program progress is to provide objective guidance for making the decisions necessary in program planning and operation. While the specialist can contribute to progress evaluation, prime responsibility rests with members of the program team.

By means of progress evaluation, it is possible to identify some of the barriers to program success that lie ahead and to find ways of overcoming these barriers. The evaluator in this situation is less concerned with obtaining detailed data of great precision than with obtaining the types of data useful for making program decisions. The value of the findings will depend in good part on whether they make good sense—their face validity. This type of evaluation yields useful results at the time when they are most needed and thus helps to increase the likelihood of program success. Simple research methods often yield the greatest return.

Almost any program goes through a certain number of phases which, for want of better terms, might be called *exploratory, preplanning* or *developmental, operational,* and *achievement.* As one program is completed, exploration takes place relative to future program possibilities. Thus, one phase grows upon the other

(*Continued on page 186*)



PROGRAM CYCLE FOR PLANNING, PROGRESS, EVALUATION

Above—Before the kitchen was replanned it looked like this.
Below—This pullman style kitchen is a space saver.

KATHERINE T. OMOHUNDRO, Fluvanna County Home Demonstration Agent, Va.

ONCE they had learned of the joys of convenient and attractive kitchens, Fluvanna County, Va. women turned their critical eyes upon their community. They were eager to help other women have the same satisfactions and willing to help improve their community buildings, too, if others agreed. It all started with a home demonstration club project in step-saving kitchens.

After its completion, the county planning committee made a survey by simple questionnaire to determine the number of changes the 300 club women had made in their kitchens and to measure the interest in further home improvement projects. It was also desirable to find out if the women were willing to cooperate in bringing this subject to the attention of other homemakers.

Many homes in Fluvanna County needed remodeled kitchens, others needed the equipment rearranged, and some homes needed new equipment to make the kitchens modern and convenient. Before these changes could be brought about, the homemakers first had to have the desire and the know-how.

Definite objectives were set up by the county planning committee as a guide for all the members and especially the 12 to 15 local leaders. To create more interest and give the women additional information on modern kitchens, county-wide meetings were held, tours conducted, educational exhibits shown, and articles written for the papers.

Interest ran high. Attendance at the meetings was far above average, 3 new home demonstration clubs were organized, and membership in other clubs increased.

Not only were kitchens made into more attractive and efficient workshops but other parts of many homes received critical appraisal, often followed by a new look through structural or redecorating changes. Interest in home life was stepped up, there was pride of accomplishment, an appreciation on the part of the family, and frequent evidence of more concern for the community. Attitudes changed as new homemaking practices were tried and liked. Each member agreed to pass along the information and know-how to friends and neighbors.

The same persons who had taken the lead in the home improvement program became the leaders in getting new churches built and old ones refurbished. Two new community houses were constructed, a parsonage was built, and even new quarters for the extension staff became a reality.

Formerly housed in an old school building, the extension staff now shares excellent quarters especially purchased by the county for them and the health and welfare departments and other county officers.

We are sure that our questionnaires which are circulated to all members at the end of the year's program are the secret to planning the program for the following year. They give us the information that "tells us where to go from here." This has resulted in home improvement getting the major emphasis for several years.

Our Time-Use Study

WAS AN EYE OPENER

HARRIET PROCTER, Addison County 4-H Club Agent, Vt.

WE KNEW the work load was top-heavy, that there must be some way to do our jobs more efficiently. As a body the Vermont 4-H staff members agreed to face the problem and try to find the solution.

The Federal Extension Service, to whom we went for help, assigned Mrs. Laurel Sabrosky to assist us in analyzing our work load. She developed a plan that called for each agent to keep a detailed record of how he spent his time for two weeks during the year. The two weeks were not consecutive and were assigned without prior notice to the agent.

Thirteen county workers took part in this study, contributing detailed reports on 26 weeks, or just half a year. Mrs. Sabrosky compiled the facts, analyzed them and met us in a State conference to discuss them.

Time spent that seemed disproportionately high was in the following activities:

Conducting events ..	26 percent
Preparation for events	16 percent
Travel	14 percent

Time spent that seemed too low, considering the importance of the activity, was as follows:

Organizing	2.5 percent
Informing	2.5
Teaching	5.0
Planning	7.0
Evaluation	0.0

The time spent organizing divided up as follows:

Getting leaders....	50.0 percent
Getting members ..	13.0
Starting clubs .. .	6.0
Election of officers.	13.0
Working with leader groups	7.0
Community committees	6.0 percent
Motivating people..	5.0

This is only a portion of the summary drawn from the agents' reports. Space here is too limited to go into further detail, but one more fact should be mentioned. The report showed an average work week of 61 hours. The next step after the discussion was the appointment of a committee of five club agents and two State leaders to study the report further and to recommend attitudes and methods that would enable a club agent to make more effective use of his time.

With the advice and encouragement of J. E. Carrigan, our State director of the Extension Service, this committee explored the entire 4-H program, looking at it with a critical, start-over-again attitude. After many meetings the committee made a report to the entire 4-H staff which was considered, adjusted, and accepted. Some of the conclusions we reached are summarized in the following paragraphs.

Conclusions

4-H activities on the local level are the most important part of our work. All members are being reached locally while progressively fewer take part at county, State and National levels.

Folks in the community know their situations better than an outsider. Town or community committees should logically make the decisions, select the leaders, support and assist the leaders, and encourage club members and their families. Club agents should assist the local committees and work with the leaders.

Much, much more needs to be done to give Mr. and Mrs. Adult in all of our communities a real understanding of 4-H activities and their objectives.

We need to take a broader and more thoughtful approach in our work with leaders. One move has been to encourage within each club an organization leader and a separate leader for each project. Another effort has been in the direction of a few separate meetings for beginning leaders. Understanding young people and developing club programs are areas needing more study.

Enrolling more different boys and girls at the age of 10 years was given first priority since 80 percent of our enrollment already falls in the 10-15 year age range. Other segments of the 10-21 year age range have their places in the priority list.

Some of the changes in our practices that have resulted from this time-use study are mentioned in the following paragraphs to give you an indication of the study's influence.

Previously, boys and girls at the time of enrollment received a membership card and button. Now they receive in addition a welcoming letter, and their parents receive an appropriate introductory letter, too.

Club leaders formerly received a pin only on completion of their first year. Now a special pin is also given as they join the program so that they can be identified immediately by others.

All club member reports for the year go directly to the local club leaders who summarize these reports and return them to the club members. The reports of the club leaders are studied by the agents, and are used for the county annual report.

Club leaders have been furnished with a leaders' handbook giving general background information and definite detailed information on the many different experiences the local club may give the club member.

More emphasis is being given to the all-around development of club members than to their project achievements alone.

The thoughtful, analytical approach used in the Time Use Study by the Vermont 4-H Club staff is being carried on through a Program Evaluation Committee which makes recommendations to be considered, adjusted, or accepted each year. At our fall staff conference, Mrs. Sabrosky will be assisting us with a three-day workshop on evaluation.

Has it been worthwhile? In 1951, we had 749 local leaders. By 1954 our leaders numbered 1,180. In 1951 we had 22 community committee members. By 1954 we had 501 adults serving the families and the club leaders of their towns. For these and for other reasons we feel that we are on the right track. What seems really important to us is that club agents, State leaders, specialists, parents, committee members, and local leaders pool their best thinking toward developing a program that helps boys and girls to become capable, well-adjusted individuals, responsible community members, and leaders.

We take a good look at the

WOMEN WE SERVE

MARGARET E. HARRIS,
Home Economics Specialist, Michigan

WHO ARE the women who belong to home demonstration clubs? Michigan agents wanted to know the answer to this question so they could better plan their programs.

A random sample was made of approximately 100 in each of the 83 counties in Michigan. A total of 6,385 questionnaires were summarized after the results were tabulated by counties, then by the four districts.

The information was divided into two parts. The first includes the age of members, source and amount of income, years of education, number of years a member, number and ages of children, and similar facts. The second part concerns the opinion of the members on the value of different programs and methods used in the home demonstration projects.

The uniformity of replies from widely separated counties and districts, both in factual material and in opinion, is quite significant. It supports the belief that homemakers' problems and interests are similar regardless of the geographical locality

The 77 percent turnover in membership during the last 10 years was a surprise to many, and will be a strong influential factor in future program planning and development. State membership has been relatively stable in the past five years, increasing from 36,000 to 41,000. Twenty-two percent have been members less than two years, while 28 percent have belonged 2 to 4 years. Another 27 percent were 5 to 9 year members.

The study showed that 44 percent of the members are under 40 years of age, which means that the programs should provide for the needs of young homemakers with children. Thirty-five percent of the members have children 14 years of age and younger, and another 9 percent have children in their teens.

The net income reported by the women indicated that the members come from widely divergent economic groups. Twenty-one percent have less than $2,500 annual income; 53 percent have $2,500 to $4,999; 21 percent are in the $5,000 to $7,499 group; and 1 percent of the members have $10,000 or over.

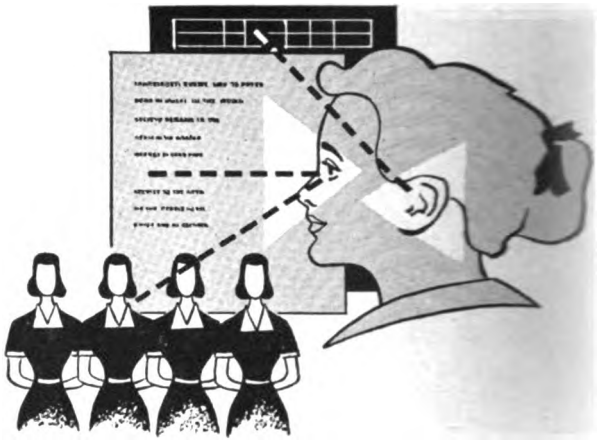
We have concluded that our programs must continue to assist the women to sew, upholster and refinish furniture, to make the best use of food, both for good nutrition and economy, to better manage their time and energy, and to learn more skills in family living.

A high degree of interest was expressed in such subjects as public questions, community projects, and international topics. The women also want more programs on school needs, taxation, farm programs, and other public questions. There was equal interest in safety, health and related topics.

The information which this study yielded will be useful in planning our programs for several years. Women are eager to improve their homes and family relationships, they are willing to seek the individual help of home demonstration agents, and they like to belong to a group. The conclusions to be drawn from the study are a challenge to the entire home demonstration staff. We must supply the facts and effective methods of imparting them.

Tools for Testing

JEWELL FESSENDEN,
Federal Extension Service



WHEN WE evaluate extension programs, we are seeking evidence on what we hope we have accomplished or will accomplish. How is the evidence obtained? Not by intuition, not by accident! Evaluation is a built-in part of good extension planning and teaching. Evidence of accomplishments is not obtained a la carte. It is, rather, like a well-planned diet, carefully thought out in advance and designed to fit various needs and purposes.

Evaluation devices are many. Generally we do two types of evaluation in Extension—formal or intensive, and informal.

Formal Evaluation

The *more formal* or intensive type of evaluation requires specific skills and facilities, and requires longer periods of time. This type is usually referred to as a research study. The average extension worker does not attempt this type of research often, and only if skilled assistance is available. However, some of this type of research is needed.

Informal Evaluation

Informal evaluation should be a part of everyday Extension teaching. Many methods and devices are used for informal evaluation. Whatever the method or device used, you must first consider the following two points:

(1) What is to be measured, or changes expected in knowledge, attitude, understanding, use of practices, skills, interests, or needs?

(2) Who was expected to make the changes? Families—farm or nonfarm, men, women, boys, girls, club members, nonmembers, leaders?

When one has decided on changes to be made and who is expected to change, then the plan or device for collecting the evidence must be selected. Each device must be adapted to what was desired and what was taught, and methods to be used in collecting the information. Any device must assure valid information and should be representative of people reached or intended to be reached. Let's take a look at a few informal methods and devices.

Look to See

Extension workers have many opportunities for personal observation through seeing and hearing. Though you are limited in the number of people or items that can be observed, observation can be very useful. "Look to see" is a good slogan to keep in mind when observing. If a home visit is made, what are you going to look for? A home agent, in studying a farm kitchen with a list of items to be checked, made this comment, "I had been in this kitchen many times before but I never saw the needs until I used a list to check by." She hadn't "looked to see." Writing it down is one sure way to remember. A written observation should show *what* you saw, *where* you saw, *how* many times you saw, *who* was involved, and *what* problems or objectives were in your mind.

Listen to Hear

"Listening to hear" is also a good motto. Keep your "listening aid on and tuned in." Look and listen for evidences of what you are trying to teach, or results of methods you've used. Be careful that what you hear is interpreted and measured in terms of who said it. Sometimes an agent may say, "The farmers in my county do not believe in this program." This conclusion could have been drawn from hearing only half a dozen farmers who were most talkative and who were not in favor of the program.

A show of hands in meetings is valuable if correctly used and recorded. During a 12-month period, a subject matter specialist, through a show of hands and careful counting and recording, had answers from more than 1,500 people on 5 items of household equipment used by these people. Cards had been prepared in advance listing questions to be answered. The questions were asked casually during the meetings and were a part of the teaching process. The results were interpreted only as representative of those present.

Check Sheets

Check sheets are used to determine interests, attitudes, and accomplishments. As already mentioned, they strengthen observations and provide a form for systematic recording.

Questionnaires

Extension workers use this device often. Questionnaires are used for formal or informal evaluation. Every questionnaire should be checked carefully to be sure that the right information will be obtained. Dr. Gladys Gallup offered the following suggestions on drafting questionnaires:

1. Is the question related directly to the purpose of the study.

2. Can there be any question about the definition of any word in the question.

(*Continued on page 188*)

Home Builders Clinics were sponsored this year by the Knox County Council of Community Clubs together with the Home Demonstration Club Council. Representatives of both groups here plan the clinics with the extension architect, Max Folkner, and the Knox County home agent, Margaret Morten, (second from left).

EXTENSION CHANNELS THROUGH COMMUNITY CLUBS

ROSSLYN B. WILSON
Assistant Extension Editor, Tennessee

COMMUNITY organizations in Knox County, Tenn., help suburban as well as rural families build better neighborhoods.

Knox is a "suburban" county. Knoxville, the county seat, is one of the State's major cities. Families throughout the county depend on income from employment in the city, or at nearby Oak Ridge and Alcoa plants. Only a few Knox communities can list farming as the major income source.

Organized community clubs offer an excellent channel for Extension help to suburban as well as rural families, according to Knox County Agricultural Extension agents.

There are 30 organized communities in Knox County, many organized for several years. Since 1948, they have been united into a County Council of Community Clubs. County Extension agents work closely with both Council and individual clubs. Their encouragement of these organizations and services to them through the years have been a major factor in their existence and success.

Through their community clubs, Knox families identify their needs and problems, plan action, inspire and implement individual and family progress, and carry out community improvement projects of amazing scope.

The clubs are not Extension organizations. They are organized and operated by the community residents, and membership includes both adults and young people. By encouraging their organization, helping them succeed in their operation, and putting at their disposal Extension information in planning and carrying out their projects, the Extension Service can reach more effectively a much greater number of people, says B. L. Gilley, assistant county agent. Gilley's major assignment is work with these clubs.

Many community projects are aimed at sounder use of family resources for better income. In farming communities, this involves promotion of better farming practices and new enterprises, and dissemination of information on research findings and marketing news. One such community this year has held eight special farmer meetings to talk over pastures, soil testing, soil conservation, farm programs, and other problems.

In both suburban and rural neighborhoods, the clubs sponsor garden contests and tours, and emphasize food production, preservation, and storage. Other activities focus on "do it yourself" and better home living. Meat cutting demonstrations, tailoring schools by home demonstration club leaders, better home lighting programs, kitchen planning workshops, home recreation, family devotions, and home grounds beautification are only a few of these projects.

Community action for improved community life and services involves projects such as road improvement; telephone service; community parks and playgrounds; organized recreation; sponsoring 4-H Clubs and other youth organizations; health activities; water districts for adequate and safe water supplies; community fairs; choral groups; church and school improvements; and civil defense.

The community clubs serve as the integrating force for the activities of the variety of "special purpose" organizations existing in most neighborhoods. For example, the Parent-Teachers Association is often an integral part of the community club, which broadens interest in school improvement projects.

The County Council, made up of representatives of all organized communities, sponsors activities in the interest of the entire county and its individual community clubs. It is the organized voice of rural and suburban Knox County, and the focal point for cooperative action with other organized groups.

Council activities include annual

(*Continued on page 182*)

Program—Plan of Work—Progr

PROGRAM

A statement of the problems to be undertaken, and the general objectives to be achieved.

1. *Problems* - Statements of situations which require change, have significance to people and can be resolved through planned educational effort.

2. *General objectives* - Statements of what is to be accomplished in regard to the problems in terms of the people concerned, the kind of changes to be developed with the people and the content or subject matter area(s) in which the change is to operate.

PLAN OF WORK

A definite outline of specific changes to be developed in people and the procedure for accomplishment.

1. *Problems* - Problems identified in the program.

2. *General objectives* - Based on the problems in the program.

3. *Who is to be reached* - Identification of the groups or particular people concerned with each of the various problems.

4. *Specific objectives or changes to be achieved.* Delineation of all the specific educational changes necessary to the accomplishment of the general objectives for each of the problems in the program.

5. *Information or subject matter needed* - Selection of the vital and important subject matter that is essential for each problem in order to help the people accomplish their objectives.

6. *Teaching methods, techniques and materials to be used.* Choice of methods, techniques and materials appropriate for the people concerned and the objectives to be accomplished for each problem in the program.

7. *Calendar of work* - Determination of when each activity or job is to be done.

8. *Evidence of accomplishment.* Identification of what is expected of the people concerned as a result of the program.

EXTENSION PROGRAMS PROGRESS THROUGH SEVERAL PHASES. THESE PHASES DO NOT NECESSARILY FALL INTO A SET CHRONOLOGICAL ORDER. THESE PHASES DO OCCUR IN ONE WAY OR ANOTHER, IN SUCCESSFUL PROGRAMS AS THEY ARE CARRIED THROUGH. EXTENSION WORKERS WHO WANT TO IMPROVE THEIR EFFECTIVENESS MAY FIND THE ABOVE DIAGRAM SHOWING THE RELATIONSHIP OF PROGRAM, PLAN OF WORK, AND PROGRAM EVALUATION USEFUL IN THINKING THROUGH THEIR OWN METHODS AND PROCESSES OF PROGRAM DEVELOPMENT.

GOOD EXTENSION PROGRAMS ARE BASED ON PERIODIC EVALUATION. PROGRAM EVALUATION CAN ONLY BE DONE IN TERMS OF WELL THOUGHT-OUT PLANS OF WORK WHICH ARE BASED ON RECOGNIZED PROBLEMS AND OBJECTIVES IN A PROGRAM. EVALUATION, PLAN OF WORK, AND PROGRAM ARE INTER-RELATED AND NEED TO BE GIVEN AN INTEGRATED AND COORDINATED APPROACH.

Evaluation

J. Neil Raudabaugh, Federal Extension Service

PROGRAM EVALUATION

Scientific process of determining if objectives are reached.

1. *Problems* - Decide which problem(s) are to be evaluated.
2. *General objectives to be achieved* - Select which objective(s) are to be evaluated.
3. *Who has been reached* - Identify the groups or particular people reached and could be expected to make changes.
4. *Specific objectives or changes to be achieved* - Select and define the specific objectives or changes to be studied.
5. *Information or subject matter taught* - Identify the specific information or subject matter taught.
6. *Teaching methods, techniques and devices used* - Describe the particular methods, techniques and materials actually used.
7. *Calendar of work* - Review when each activity or job was done.
8. *Evidence of accomplishment* - Identify what could be expected of the people as a result of the program.
9. *Measuring device* - Develop a device in keeping with the objectives selected for study and the evidence needed to measure accomplishment.
10. *Face or descriptive data* - Decide on data needed to determine the characteristics of the people who make changes as contrasted to those who do not.
11. *Sampling of the population* - Define the population and the portion of the total population from which valid results can be obtained without testing the total number.
12. *Collection of data* - Plan exactly how, by whom, and when the data will be obtained.
13. *Editing, tabulation and interpretation of data* - Check record form for omissions and inconsistencies, develop techniques and materials for tabulations and decide on analysis in light of use to be made of the data.
14. *Presentation of data or findings* - Develop a plan for presenting data or findings to the people concerned.

This cycle continues -- change in problems and situations -- Back to Program Planning.

We learned anew that People like to PLAN THEIR PROGRAMS

EVELYN SCOTT and M. GIST WELLING,
Assistant County Agents, Cecil County, Md.

OUR SURVEY of Cecil County, Md. residents, made in February 1954, has supplied us with a wealth of information which we have tapped over and over in our conferences and especially in our program planning meetings.

We knew before that people prefer to plan their own programs, but the survey definitely established it as a fact. Seventy-five percent of the women who participated in our programs indicated they would like to help plan them; even half of those who are not club members said they like to have a voice in planning; and 86 percent of all the farmers interviewed expressed an interest in planning the county program.

As a result of that interest, subject matter committees, such as dairy, poultry, and brucellosis control, are being formed to help in program planning. Because the farmers also stated a desire to have result demonstrations on their farms, it has been easier to arrange for demonstrations on red clover varieties, alfalfa weevil control, corn fertilization, and controls for giant foxtail, weeds, the cornborer, and Japanese beetles.

The Cecil County staff also realizes anew how important it is to utilize fully all the various information media to reach the people in the county. In planning our work now we can measure this part of the job more accurately and allow time for it.

Interest in 4-H Club work was uncovered through the survey and stimulated by Assistant County Agent Allen Bryant. He has located prospective leaders for both youth and adult Extension teaching activities.

A fourth of the women club members are employed outside the home, a factor that has already influenced the content of home demonstration programs. More emphasis is being placed on time and energy management. The time of day for holding meetings is also being reconsidered.

Only one-fourth of the women are under 40 years of age; 43 percent are between 40 and 60; and 33 percent are 60 or over. Assuming that the younger women need our help, we are making a greater effort now to reach them through special interest and workshop meetings. Trained leaders are conducting the work, especially in the field of clothing. We believe that the young homemakers as a group are best met in other than regular club meetings.

The women also said that 36 percent of the ideas they had put to use were learned from method demonstrations given by the agent and 33 percent of the ideas came from project leader demonstrations. This is a strong indication that the trained leader is an effective teacher.

The Cecil County survey was done cooperatively with the USDA Division of Extension Research and Training, the Rural Sociology Department of the University of Maryland, and the Maryland Extension Service. It has proved to be an excellent training experience in the organization, the conduct, and the evaluation of the study.

Preliminary findings were presented at a program planning workshop for all home demonstration agents. Later a complete summary describing the purpose, organization, conduct, and results of the survey was presented in a skit at the annual extension conference. This presentation appeared to bring the value of the survey findings to the attention of the group in an interesting and effective manner which resulted in a greater appreciation and use of the data.

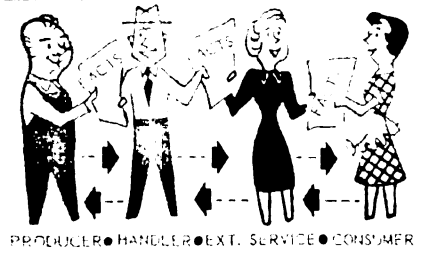
Extension Channels

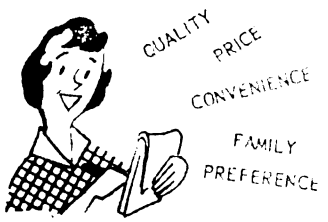
(*Continued from page 179*)

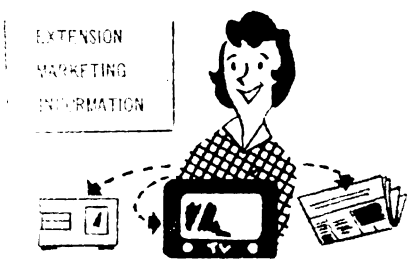
community leader training clinics, special educational farmer meetings and tours; home builders clinics; rabies clinics; chest X-ray service; a Christmas window display contest for Knoxville merchants; an annual community picnic; joint sponsorship of an annual Christmas parade, and of the county community improvement contest; and many others.

The Council is an effective channel through which the services of various organizations and agencies can be directed to the organized communities. For example, the Council and the county library jointly plan rural library services. County library stations have increased tremendously as a result. Widespread use and understanding of other services, including Extension, is obtained by fitting them into the pattern of community organization.

Half of Louisville Listened







GALE UELAND,
Federal Extension Service

DO YOU write newspaper columns, give radio talks or participate on television shows? If you do, some of the findings of the evaluation study of the Extension Service's Consumer Food Marketing Information Program at Louisville, Ky. may be of value to you. The study was designed, primarily, to determine the effectiveness of that program and to get facts that would strengthen the work, but many of the findings have application for all extension workers.

Consumer food-marketing information has appeal to urban people, they will read, view, and listen on a regular basis. The study showed that two-thirds of the population of Louisville had been reached at one time or another through newspapers, television, or radio. Nearly half of the population, or about 250,000, were reached regularly. The majority of the people reached used the information provided.

More than one mass media outlet needs to be used to reach large numbers of people. The study showed that over two-thirds of the people reached were contacted by only one of the three major media used (newspapers, television, radio).

You need to know the listening, viewing, and reading habits of the people you want to reach. One guide in determining the amount of time you can justify on any one method is knowledge of the potential audience which can be reached. Ninety-six percent of the households in Louisville had a radio set. The findings showed, however, that the time at which the consumer information worker gave a weekly radio program a very small percentage of homemakers ever listened to their radio.

To reach the maximum number of homemakers in Louisville the radio program should be scheduled between 7 and 9 a.m. weekdays. Seventy-one percent of the households in Louisville had television sets. More families with children had sets than those without. Thirty-four percent of those with television sets or access to a set watched television programs at noon-time. The Extension television program was as 12:30 on Wednesday and Thursday afternoons. This time was about as satifactory as any afternoon viewing time. Television viewing in Louisville was heavier in the afternoon than in the morning. Ninety-two percent of the people interviewed regularly read the afternoon paper. This was the paper that carried the weekly food-marketing column.

Good trade contacts are essential if Extension workers are to be in a position to provide a true picture of the food situation. The study showed that there was excellent trade support for the Extension Service program in Louisville. The consumer marketing information worker was able to get much valuable and accurate information from the trade. The consumers believed that the information they received from the newspaper, television, and radio material presented by the consumer information agent was what they found later to be the situation in the stores.

Consumer marketing information does create better understanding between consumers, handlers, and producers. The study indicated that producers and handlers were kept informed of consumers' needs and problems. Consumers encouraged the use of handlers and producers as guests on radio programs and television shows.

Consumer information programs cannot be based on information on price and nutritional value alone. Those interviewed frequently placed price and nutritional value lower in importance in determining their choices than quality, convenience, and family preference.

Recipes, while having a lot of appeal for people, are not the most helpful information for readers, listeners, and viewers. The study indicated that information on food buys, selection of food, prices, and their trends were used more often by those receiving it than were recipes. Sometimes a suggested use or recipe helps to create interest.

Well-qualified personnel are essential to the success of any program. Many Louisville consumers said that the consumer food-marketing information worker was the reason they continued watching the radio and television programs. Her personality and ability were factors in holding the audience.

Many of these findings only verify previous findings or convictions. They do, however, again remind us of the importance of knowing who our audience is and gearing our information to suit their interests and needs.

This study did not show the extent to which the program had influenced the buying habits of food shoppers. However, further studies of consumer food-marketing programs are now underway, and it is hoped that these studies will include some attention to the extent to which these programs affect the buying habits of the food shoppers.

The Home...Focus of our Research

ROBERT C. CLARK, Assistant Extension Director and State 4-H Club Leader, Wisconsin

WITH THE INCREASE in population and developments that make for longer life, there are more youth and aging people with whom to work. Migration from farms to urban and suburban areas presents certain problems. Great numbers of city workers are now living on the rural routes, too, and in some cases supplementing their incomes or getting other satisfactions out of part-time farming. How can the Cooperative Extension Service more ably assist these enlarging groups with their problems?

In guiding the course of the Cooperative Extension Service, important decisions are continually being made that affect the size of the staff, content of the program, and procedures to be followed in assisting people in helping themselves. Research can provide essential facts upon which such decisions can be made. Such facts also help us correct wrong decisions and adjust more quickly to changes in the needs of the people we serve.

Programs are being adjusted to place greater emphasis on the farm family approach to decision making. Marketing and consumer education are recognized as important, along with efficient production. How to best serve the low income farmer and his family is receiving public concern. Both farm and urban people are becoming more and more interested in issues of public policy that affect wages, prices, security, and the conservation of human and physical resources.

Efficient production continues to be a goal of Extension work. Why should as much as 10 to 15 years be required to translate the findings of research into actual increased yields? Result demonstrations often take years to convince the neighbors that an improved practice is both practical and profitable. Too long a time elapses between the discovery of a new product or practice and its use on our farms or in our homes.

Additional facts and principles arrived at by the application of the scientific method are urgently needed to define the interests and needs of the people with whom we work, the type of person and training best suited to Extension work, effective organization of staff and financial resources, methods of communicating information, and results of Extension efforts.

Land-grant college experiment stations and other research agencies working in close cooperation with the State and Federal Extension Services can provide much of this needed information *if* the importance of such research is recognized and supported by the agencies whose very future is dependent upon it.

Research Helps Administrators

Well qualified Extension workers are the most important single factor in a successful program. Basic research in the types of training and related experiences which Extension workers should receive, in both their undergraduate and graduate programs, has contributed greatly to more effective preparation for the job.

Personal qualifications and backgrounds of experience that enhance success in Extension also are better understood as a result of research in this field. Job analyses will clarify what is expected today of the county agent, home agent, 4-H Club agent and specialist by lay people, county boards, Extension supervisors, and administrators and will provide further objective facts upon which to base our selection and training of personnel.

How much expansion of personnel and in what program areas can be justified in the counties and on a state-wide basis? Fortunately, Extension is a voluntary program. Through the use of surveys, careful evaluation, and close contact with leaders of farm groups, Extension can see and seize opportunities for service.

Adapting the Extension program to particular segments of our population such as the young people has been greatly facilitated by studies of interests and needs of youth, how they can be motivated, and what types of group experiences appeal to

County agent discusses farm problems with couple around dining room table.

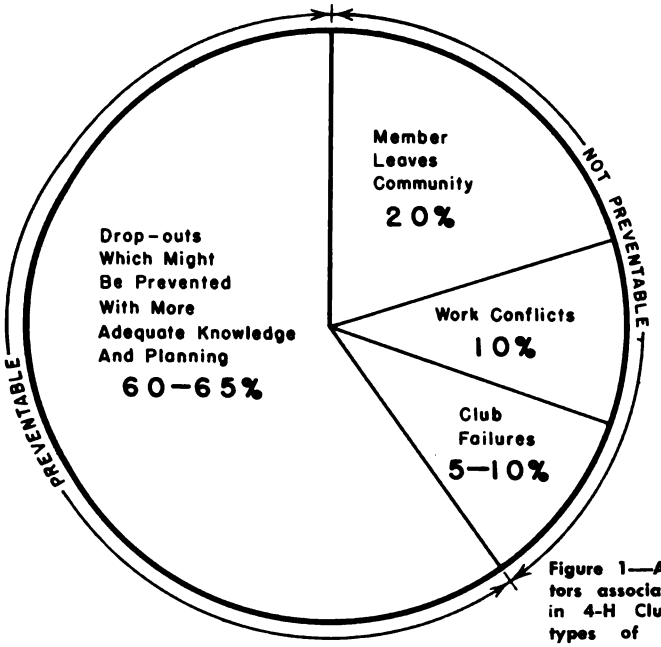


Figure 1—A recent study of factors associated with reenrollment in 4-H Clubs showed that the types of conditions could be grouped as shown here.

them. Research related to why some boys and girls continue in a 4-H Club for several years, while others either do not join or drop out in a year or two, is beginning to show us how to improve the club organization and the program.

Certain Studies

In a recent study, "Factors Associated with Reenrollment in 4-H Clubs," that is being published as a Wisconsin Experiment Station bulletin, James H. Coop and the author found that the types of conditions could be grouped as you see in Figure 1.

Similar studies have been conducted of member characteristics and interests in homemaker councils, commodity groups, and urban and suburban residents who seek to make use of the information provided through the Extension program.

A better knowledge of the teaching methods and communications media which are securing reasonable results increase the effectiveness of Extension's resources. Studies in program planning and development by the Extension Research and Training Division of the Federal Extension Service, have provided valuable insights into methods of involving people and stimulating their interest and participation. Adjustments in program content and effective teaching methods, based on long and short time objectives and available staff resources, have been determined through evaluation of various projects. Research in the psychology of learning, human relations, group dynamics, and use of visual aids, press, radio and television can continue to improve our teaching skills.

In a recent study of Adaptation of Improved Farm Practices as Related to Family Factors, Research Bulletin 183, Eugene Wilkening of the Wisconsin Agricultural Experiment Station staff, found that certain sources of knowledge influenced farmers to use grass silage. See Figure 2.

Immediate practical information can come out of studies in the field of agricultural information. Faced with the choice of publishing a brief, compact leaflet or a comprehensive reference booklet on a given subject, the Wisconsin Extension editorial office made a survey of farmer opinions. Testing two different kinds of dairy feeding booklets in an above-average dairy area, William Carpenter found sizable blocks of farmers casting a vote for each kind (Wisconsin Agricultural Journalism Bulletin 72). Education, age, size of farm, tenure status and length of time in farming did not prove to be major factors in

(*Continued on page 188*)

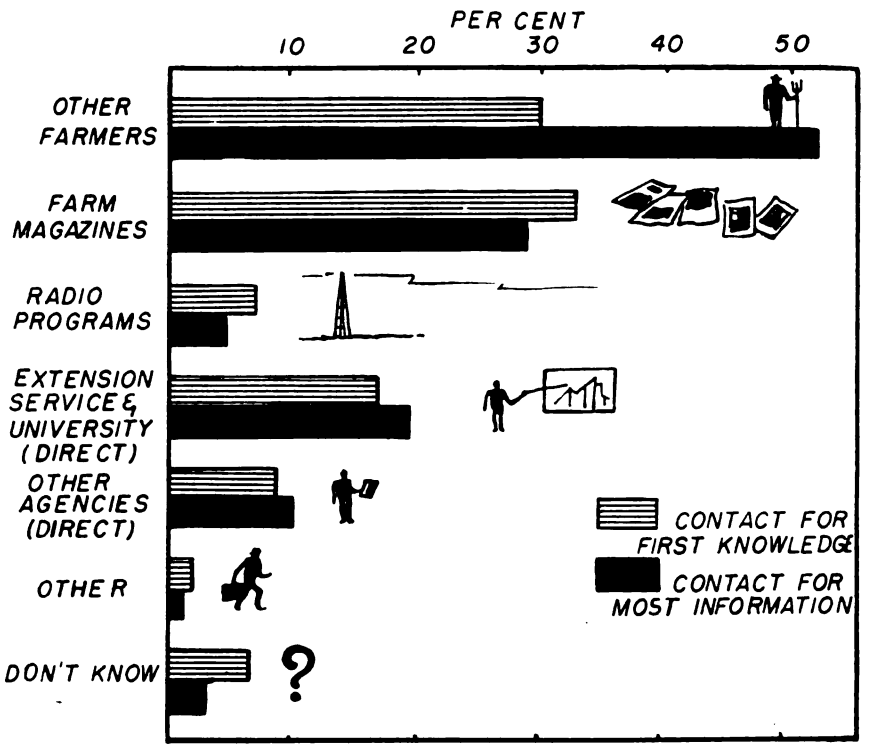


Figure 2—Percentage of sample farmers reporting different types of contacts as the source of most information about grass silage.

Measure Progress

(*Continued from page 174*)

in the manner of a spiral. Overlappings occur in this general pattern since many programs are likely to be concurrently in operation and at different stages of development. It is helpful, however, to think of progress evaluation as applicable at any phase within the framework of this program cycle.

In applying progress evaluation, it is essential to distinguish between the long-range objectives, the intermediate steps which need to be taken to achieve them, and the housekeeping activities which are not concerned with the achievement of objectives. Records of the number of hours worked, the number of materials prepared, and the amount of money expended may be useful as measures of effort. However, such housekeeping records should not be interpreted as evidence of progress.

Questionnaires, interviews, projective tests, group discussions, analysis of statistical data—all of these techniques can be used to gather the necessary data for determining whether intermediate program steps are being achieved. Whichever method is used, it is important to try to obtain the other person's identification of needs, wants, or effects from his point of view as he describes them. Care needs to be taken that the very nature of questions or approaches does not limit his thinking to the professional person's ideas about possibilities.

Questions To Ask

Summarized below are a few of the questions to consider in applying progress evaluation within the various program phases. Adequate answers to such questions may be obtained from small sample studies, provided that the individuals are selected in such a way that they are representative of the people for whom the program is intended as well as those by whom the program is planned.

The exploratory phase of the program is concerned with identifying the problem, determining the primary needs or wants, and defining the situation about which something must be done. Decisions made during this phase of the program are often a key to the success of the program. Questions of progress evaluation include: "Have the interests, needs, or wants been adequately identified? Have all essential facts available been considered? How does the farmer see the problem? What does he know and think about it? What solutions does he consider possible and acceptable?"

As the needs of the program are identified and the situation defined, program planning is focused toward determining the specific objectives, the philosophy, and policies which will be followed, the kind of persons needed to work on the problem, the types of resources available, and the methods, techniques, and procedures to be used. During this preplanning phase, the questions of progress evaluation are: "Have the program objectives, philosophy, and policies been fully agreed upon, formulated, and written down? Have adequate criteria been developed for selecting people to carry out the program? Have all available resources been identified? Are the methods or approaches selected the ones most likely to prove successful in achieving the program objectives?"

The preplanning phase is in many ways inseparable from the operational phase. One flows gradually into the other, for the operation of an educational program involves continual development, testing, and revision of methods and procedures. During the operational phase of the program, primary questions of progress evaluation include: "Do the people understand the program purpose? Is the purpose one they want to achieve? Are the practices recommended in accord with their habits and customs? Are efforts at communication successful?"

To the extent that the questions of progress evaluation are adequately answered in the course of the program planning and development, the likelihood of program success is increased. Interpretation of data obtained in final evaluation of program achievement will also be facilitated. But only through adequate evaluation of achievement is it possible to determine long-range program effects.

TRY THIS TEST

Are you willing to take a public relations test? A committee of Colorado Extension workers, mostly county workers, developed a public relations check sheet recently. Try these questions out on yourself:

1. Do I represent Colorado A. and M. College to the best of my ability?
2. Do I give rural people the privilege of meeting specialists and other college representatives visiting the county?
3. Do I answer all letters promptly?
4. Do I review news releases to insure accuracy and the elimination of statements which may unnecessarily create antagonisms?
5. Do all callers at my office feel that they are welcome? Does the office reflect a friendly efficient atmosphere?
6. Have I helped the office secretary to meet the public in such a manner that will be reflected on our service?
7. Do I always inform the secretary where I can be found and when I expect to return?
8. When it is necessary to close the office, is information provided as to time of reopening?
9. Do I recognize and show appreciation for a job well done—by associates, all cooperators, specialists, etc.?
10. Do I respect information given me in confidence?

Formosa Has 4-H Clubs

From far away Formosa comes word from A. J. Brundage, Rural Youth Improvement Specialist for F. A. O., China Mission, and formerly State 4-H Club leader in Connecticut, asking for samples of 4-H material recently issued by the Massachusetts Extension Service. He asked specifically for the leaders' guide, Health in the 4-H Program, and A Junior Leadership Certificate.

Mr. Brundage is organizing rural youth programs throughout Formosa under the auspices of the Joint Commission on Rural Reconstruction. He has his headquarters at Taipei. He has been on the island of Formosa for about 3 years with the exception of a few months last year when he and Mrs. Brundage visited the States.

Our Families Wanted Facts

LESLIE FRAZIER,
Rice County Agricultural Agent,
Kansas

THE EXTENSION Council in Rice County, Kansas, is an alert, intelligent group of people who take their responsibilities seriously. When they decided they wanted more facts about their own county before they recommended the program for the next year, they also agreed to help get that information.

We have four on our county Extension staff besides myself. Mabel R. Smith and Alice Miller are home demonstration agents. Dale Watson is the 4-H Club agent and Al Manis is my assistant. We work closely with the Extension Council, but they took the lead in this study.

More than 150 farmers and homemakers gave their time on 8 committees of 22 members each and helped to interview farm families selected by random sample for the purpose. Almost 250 families, single or multiple units, were selected from 1,106 farm families for the survey.

Eleven percent of the farm families were interviewed on all phases of home economics, farmstead planning, and crops and soils problems; 18 percent were cattlemen, 17 percent, sheepmen; 16 percent, swine growers; 16 percent, dairymen; and 17 percent, poultrymen.

Farm and home problems were divided into the following 8 classes for survey purposes, and a committee assigned to each: Poultry and livestock, health, nutrition and safety, crops and soils, home management, family living, farm business economics, farmstead planning; and planning with youth and 4-H.

Questions for the survey were prepared by the chairmen of these 8 committees, with the help and advice of the Extension staff. Leonard Neff, district supervisor for Extension Service, Kansas State College, explained to all members of the committees how the interviews would be made.

After the questionnaires were answered the replies tabulated, the committee chairmen and the Council studied the information very carefully. They found that the farmers wanted more information on new legislation, particularly on social security provisions and on the new egg law in Kansas.

Based on the needs revealed through this study, the 1956 program will emphasize programs on control of brucellosis, mastitis, rodents, and tuberculosis, taxes and inheritance laws, safety and civil defense, and soil management. It was also decided to hold 4 to 6 community farm tours so leaders in 4-H, home economics and agriculture can work together more effectively on program planning and development.

In the future more emphasis will be laid on farmstead improvement, such as windbreaks, plans for buildings, and landscaping; and more attention will be given to phases of family living, including management of time, money and energy.

A comparison of the 1947 records with the 1955 study pointed up the progress made in certain areas such as swine practices for example. There has been an increase of 16 percent in the use of purebred boars, 18 percent more farmers are exercising sows before farrowing, and there's a 10 percent increase in the number of farmers using protein supplement. More farmers are scalding farrowing pens and using pig brooders. Starting pigs on self-feeders at an early age

(*Continued on page 191*)

Tools for Testing

(*Continued from page 178*)

3. Are the words in each question familiar to the person who is to answer.

4. Are questions simple, short, clear and concise.

5. Have you avoided asking leading questions—questions worded in such a way as to suggest answers.

6. Have you avoided "double-barreled" questions that have more than one idea.

7. Are definite time limits on questions specified, for example, "During the past year."

8. Has a check answer—*yes* and *no* been used whenever possible.

9. Is there an opportunity for the respondent or cooperator to indicate that the question does not apply to him or her.

Every questionnaire, whether long or short, should be tested before actual use. A questionnaire may be a simple card form to find out whether a group has learned what was taught. Example: A group of farmers attend a meeting on marketing. The specialist or agent wants to know what the audience learned. Two USDA marketing specialists suggest the following form for use in checking on what was taught:

Are consumer wants important?
(quality, variety, package, size, etc.)
Yes....No....Not Sure....
Is the competition from other areas important?
Yes....No....Not Sure....
Does the marketing process provide the consumer with more services than 10 years ago?
Yes....No....Not Sure....
Do consumers want these additional services at the price they must pay for them?
Yes....No....Not Sure....
Is there sufficient volume at your market to afford efficient assembly processing and distribution?
Yes....No....Not Sure....

Questionnaires may be mailed, or used in personal interviews. Each has advantages and disadvantages. Personal interviews are considered most valuable. A county agent in one State used a systematic "mailing card" system to collect information on the use of certain farm practices. He used this system over a period of years, and was able to have at his finger tips vital information for program planning. He *used only a few important questions on each card,* and asked for an immediate reply. The cards were self-addressed and stamped.

Records and Report Forms

These are devices or tools used for 4-H members, home demonstration members and families, or for special practices. In result demonstrations complete records are obtained for specific practices and in certain areas. Farm and home development progress is determined from records.

Case Examples

In one community following a 4-H dairy foods program stressing the use of cottage cheese, a dairy manufacturer reported to the home demonstration agent that he had added an extra vat for making cottage cheese, and that he believed the 4-H program was responsible. In the same community, cottage cheese was added to the school lunch menu. The lunch room manager gave the credit to the dairy foods program.

Rating Scale

Degree of interests, abilities, attitudes and performance, are checked by the use of rating scales. An example to be used by an agent in rating 4-H leader's performance:

Type of job performed
How well did the leader—
Train officers for responsibility?
Assist with records?
Enlist parents' cooperation?
Visit members?
Hold meetings?

Summary

Yes, there are many ways of measuring progress or failures and the reasons why: If we know what we want to accomplish, have a built-in plan, select the right tools, use them properly, interpret results fairly, and finally, use the evidences for redirection and improvement of programs, we can then answer more accurately the question, "Are we devoting our time and energy to the most important problem?"

Focus of Research

(*Continued from page 185*)

the preference. The conclusion w clear. There is a definite place f both the brief and the comprehe sive publication although each serv a different purpose.

To find out if direct mail announcements of publications would bring "new customs" for extension wor Richard Venne carried on a survey 20 Wisconsin counties (Wisconsin Agricultural Journalism Bulletin 2 Venne found that a box-holder announcement card on which the addressee pays return postage will consistently bring publication reques from 10 to 20 percent of the box holders on a rural route. About hal of these respondents will be peopl not previously acquainted with extension publications and not currently active in extension work. Bot of these findings can be of immediate use in shaping the plans of an extension information project.

Extension workers can also benefit from studying the findings of other organizations and agencies also concerned with improving the standards of living and well being of rural America.

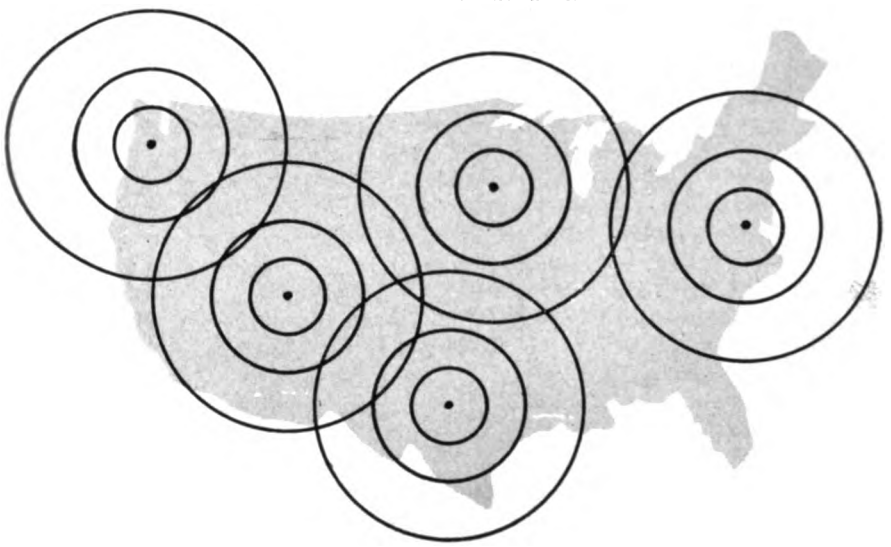
An expanded research program is essential to the further development of the Cooperative Extension Service As the result of studies of administration, supervision, program planning and execution, group dynamics human relations and communications, the research worker can advance our knowledge and the entire Extension Service can help to advance progress.

STEADY DOES IT

How do you go about sustaining interest over 5 years in an improved roughage program? New York Extension faced that problem in its Green Acres educational program which grew out of local demand and was based on factual inventories of local situations. From the program's inception in 1950 to its culmination in 1954, educational and informational efforts were dovetailed. The story of this accomplishment is told in the New York State Extension Service's illustrated case history of this program, Successful Communications Through Coordination.

Compounding State Research

LUKE M. SCHRUBEN, Assistant Administrator,
Federal Extension Service



THE EXTENSION program today is a $100,000,000 operation involving in the neighborhood of 13,000 employees. Ten years ago the total budget for extension work was $36,000,000 and there were slightly less than 10,000 employees. These figures are indicative of the increases in costs of operation as well as in the overall expansion of extension work. They are significant from the standpoint of realistically looking at our job today.

Currently, extension research in most States is assigned to individuals who have other responsibilities. The extension program in many States is sufficiently large to justify a full-time extension research program.

Because of the way funds are appropriated for extension and the fact that program action takes place in counties, the primary responsibility for extension research must head up at each of the Land-Grant colleges. As we move forward with an expanded extension program, I believe it is imperative that each State and the Cooperative Extension Service, as a whole, chart a course that is based on facts; facts that can be obtained only through a careful analysis of the effectiveness of our efforts in handling current problems.

Extension research work has been designed to measure first the effectiveness of on-going programs. Without this information extension administration cannot be expected to make sound decisions regarding the allocation of extension resources. Research work in this field should also measure input-output relations; that is, what do we accomplish in relation to dollars expended.

To develop and test more effective methods and techniques, the help of all members of the staff is needed. County workers, specialists, supervisors and administrators have much to offer research in devising and trying out new methods; in discovering what does not work as well as what does. Extension research can no more be conducted in an ivory tower than can any other extension effort, if it is to be successful. The entire staff should be provided the assistance necessary for critical self-appraisal of its efforts.

There are no doubt many organizational arrangements which would prove satisfactory in the further development of extension research. In many States the job is sufficiently challenging to justify a separate project agreement, plan of work and operating procedure similar to other projects within each State.

A budget should be provided for the project.

It is recognized that although short-run studies must be made to meet emergency situations, the particular operation of the extension project should be designed with the long view in mind.

As previously mentioned most extension educational research because of program responsibility and fiscal arrangements must take place in the field. This does not mean however that the Federal Extension Service has no responsibility. It would seem to me that the Federal office can make its greatest contribution by working with the States on such as the following:

1. Assisting in the design of extension research to insure comparability of results between States.
2. Developing adapted sampling techniques.
3. Interpreting results of the research results.
4. Combining results of extension research conducted in more than one State when possible.
5. Disseminating results of research to insure its greatest use.
6. Conducting training courses for extension personnel assigned to research projects.

It is my firm belief that successful extension methods designed to meet particular situations have wide applications between States. For example, successful procedures for working with low income families that may be developed in Virginia should be equally applicable to extension work with low income families in other States.

The problem of communication between States is a very serious one. Extension research activities designed to measure the effectiveness of extension efforts or to experiment with new extension methods must be available to all.

Because of the wide degree of transferability in the area of extension educational methods, a National Advisory Committee to the Federal Extension Service on extension research methods would make a real contribution to the total effort. The make-up of this committee, the

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State Research

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frequency of their meetings, and the topics that would be appropriately included on their agenda are not suggested at this time.

The State Land-Grant colleges have many other research facilities on their campuses which are interested in extension work and which are interested in working with extension personnel in getting the job done. All interests and resources should be fully utilized and integrated.

While I see no legal restriction which would prohibit a State from allocating funds at its disposal for extension research activities, extension research will grow only to the extent that its contribution to the total effort is greater in the minds of extension administration than would be true if those funds were expended for other purposes.

The possibility of using funds allocated by the Secretary of Agriculture on the basis of special needs has been considered by the Extension Organization and Policy Committee. Their recommendation was that such funds be made available for extension research when the research proposal demonstrates that the work will answer an acute problem peculiar to a State and be conducted in such a way that it can be added to the research of other States, thereby compounding the results. To participate in special needs funds work, it will require that a project proposal be submitted together with budget justification requesting the allocation of special needs funds.

I believe that when the Extension Organization and Policy Committee discussed the use of special needs funds for extension research work they had in mind the establishment of experimental or pilot counties designed to discover new and more effective techniques for working w various groups of the populat They also thought that these sam demonstrations and techniques co be used in establishing effec means for working with hard- reach groups. In certain areas th would include problems such as a justments in the pattern of agric tural production, industrializatio and disadvantaged areas due to i adequate resources, droughts, floo and other conditions.

Staffing of a Research Project It is generally recognized that the sup ply of competent extension resear personnel is limited. If extension re search is to grow, special efforts mu be made to interest extension wor ers, who demonstrate a genuine in terest in evaluation, who have the attributes, temperament and motiv to do research work, and encourag them to take the necessary additiona training.

Wait and See

"WAIT and See" was the attitude of Ross Wilcox's neighbors when Mr. Wilcox agreed to conduct a test demonstration on his farm in Washington County, Tenn. The people of the community were of a conservative nature, slow to accept new methods in farming and homemaking.

The general use of the land at that time on the slopes and drainage way was a rotation of corn, small grain, and lespedeza, with timothy sometimes used. The steeper slopes were largely in unimproved pasture consisting of both wild grasses and bluegrass. Fertilizer was not generally used on pastures. Lime was being used on some farms. Tobacco was grown as a cash crop.

Mr. and Mrs. Wilcox, both high school graduates and farm reared, were a tenant farm family on a unit test demonstration farm before purchasing their own farm through the Tenant Purchase Act of the Farm Security Administration in 1938.

Mr. Wilcox, having observed good pastures and alfalfa through liberal fertilization on the farm on which he had been a tenant and on another test demonstration farm in the community, saw possibilities of developing the farm he purchased along the same line. During the first year on the farm the lespedeza was too short to mow and the cows had to be fed on corn fodder. Mr. Wilcox decided to work toward developing his pastures and hay. His county agents worked with him, and he followed closely the advice given to him by Edward M. Henry.

Participating in the test demonstration program, Mr. Wilcox started fertilizing his soil and seeding pastures and alfalfa. He also reduced his row crops, and found that through this type of farm management his farm would carry more livestock. In 5 years, the $6,500 farm was paid for from farm receipts.

Corn production has decreased from more than 10 acres to none. Small grain has likewise been discontinued. Mr. Wilcox keeps his limited acreage of land in pasture and hay and now has more dairy cows. At the same time, his labor requirements are reduced, and his soil is not subjected to erosion due to cultivation. His hay needs are provided from alfalfa and surplus pasture clippings, instead of from lespedeza as during the early forties.

Tobacco is the only cultivated crop produced on the farm at present. All of his pastures consist of orchard grass, Ladino clover and red clover, except 20 acres of steep hillside which is in bluegrass and white clover.

Mr. Wilcox was one of the first farmers in his community to grow alfalfa and the first farmer in the community to grow Ladino clover. Having observed Mr. Wilcox's success in growing alfalfa and Ladino on his test demonstration farm, most of the other farmers in the community are now growing these legumes. In fact, the land use in the entire community has changed very fast to grassland farming from the pattern set on the Wilcox farm. Mr. Wilcox has hundreds of visitors each year, both in groups and individuals, to see his pastures and his land-use program.

CLASSES in a FURNITURE STORE

ESTHER COOLEY,
Consumer Education Specialist,
Louisiana

ONE GOOD evaluation study can have a profound influence on your work for several years. This I learned when we studied the effectiveness of a home furnishing clinic which the housing and home furnishing specialists and I held in a furniture store.

The inspiration for the study stemmed from a course in evaluation taken at the Regional Extension School, Fayetteville, Ark., under Dr. F. P. Frutchey. Because the method of holding a clinic in a store was unique, we were eager to measure the usefulness of such teaching.

By holding the clinics in furniture stores we were able to select suitable pieces for our demonstrations, arrange entire rooms, try out different color combinations and accessories, show furniture construction more advantageously, and, at the same time, give the furniture dealers some ideas on consumer interests. At the conclusion of the clinics, we distributed a publication that emphasized the points that were made during the meeting.

The study was made some six months after the clinics were held. Sixty women were chosen by random sample from the 864 who had attended the clinics in five parishes. We held conferences with the agents in those parishes, with the owners of the furniture stores where the clinics were held, and individual visits with the 60 women in the sample.

The study showed that without a doubt this method of teaching had been successful. It had furnished buying information to the women which they later used; it gave the merchants some new information on consumer desires and also on principles of home furnishings; and good will and better understanding of each other's problems were created.

The women had put to use more information on room arrangement, color and accessories than information on buying furniture and furnishings. This was to be expected because the former could be utilized with little or no expenditure of money. The concensus was that the printed material given out at the conclusion of the meetings clinched the ideas they had heard and helped them remember the details.

Visual aids are particularly effective when combined with demonstration pieces.

Many suggestions for improving the clinic came from the merchants and the women and these were put to good use in later clinics given in other parishes. This study provided a reservoir of information that has been adapted to other demonstrations on buying and using different pieces of household equipment, but most of all, it has provided us with a dependable yardstick for measuring extension teaching and a confidence in the results.

Our Families Wanted Facts

(*Continued from page 187*)

is becoming a general practice now.

An intensive study of this kind also shows the weak spots in farming practices. Conservation practices in sandy areas of the county often are not up to standard. Less than 25 percent of the farmers have started terracing. Raising the fertility level of soil through the use of legumes is profitable in Rice County, but only 10 percent of the average farm acreage is in a legume. Twenty to 25 percent is recommended.

This lack of legumes is reflected in livestock enterprises, . . . For instance, 42 percent of the dairymen and 27 percent of the beefmen are buying part of their alfalfa hay. Many farmers need to adopt livestock systems that require less native pasture and the use of more brome and temporary pastures.

Many farm women expressed interest in learning to bake better bread. This has led to several bread baking schools and additional demonstrations on bread making.

According to Miss Smith, our home demonstration agent, the classes and meetings on meat cutting, freezing and packaging were evidently not pertinent to the women's needs because the study showed that most farm families have this work done at the freezing and locker plant. What 50 percent of the women do want is more help on storage space in their homes.

This accumulation of valuable facts has been and will be used for some time to help us plan more intelligently future Extension programs. The men and women who helped interview families agreed that the searching questions they asked made the farmers and their wives look at their farm and home problems with a more objective and critical attitude. The interest stirred up was county wide and will probably have a profound influence on the future of farming and rural family living in Rice County.

Insects and Diseases of Vegetables in the Home Garden—A 64-page guide for the gardener and a reference for county agricultural and home agents. Contains 4 pages of color plates. By L. B. Reed. Home and Garden Bulletin No. 46 (supersedes Home and Garden Bulletin No. 23).

Film strips of the U. S. Department of Agriculture—Agriculture Handbook No. 87.

EXTENSION SERVICE Review

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In this Issue—

Ear to the Ground

Having just returned from a vacation tour of national parks in the northwest, I can't refrain from telling you how wonderful they are, each in its own unique or beautiful way. One through is only a teaser for more. The feeling of serenity inspired by the redwoods is a precious memory. The the mountains in Canada's Banff National Park provide one marvelous view after another, with the turquoise blue lakes nesting like jewels in a green and white gold setting. If you think all the glaciers melted away in the ice age, a bumpy, 6 mile ride in a snowmobile over a glacier 1,000 feet thick and 18 miles deep will soon dispel that idea.

Half fearful that Glacier National Park would be an anticlimax to the Banff drive, we had a breath-taking surprise. Seeing the majestic beauty of those mountains close at hand is possible for thousands of people only because the national park system has built fine roads and provided many "View points ahead." Excellent camping facilities, cabins, hotels, eating places, tours and guides, all are there for your convenience.

Yellowstone Park, as I've always heard, is a fascinating place, a different world, where one needs time to explore it leisurely. Another world exists in Bryce Canyon, where beautiful and unbelievable rock formations in pinks, reds and ivories prick the imagination to lively activity. Zion Canyon is nearby, but as different as day and night. Driving through it is an exhilarating, thrilling experience. Then came the king of all, Grand Canyon, so vast and mysterious it's almost frightening. Again one is impressed by the power of water.

To top it all off, when we got home I found that even here the combination of wind and rain had penetrated the rocks of our stone chimney and loosened the plaster on the wall . . . but only temporarily dampened the home fires. CWB.

COVER PICTURE—In a Mississippi clover field, R. P. Hartness, Jr. and former Oktibbeha county agent J. K. Morgan discuss the production practices that resulted in this splendid stand.

Shoulder to Shoulder on Agriculture Conservation Programs

FRED RITCHIE, Acting Administrator, Agricultural Conservation Program Service, USDA

THE AGRICULTURAL Conservation Program is an effective tool in the hands of many extension agents in carrying out their educational programs with farm families.

County Agent Rodney Rickenbach in Millard County, Utah, has an educational program on water conservation, using ditch lining and similar measures. Good water management is vital. By showing farmers that ACP shares up to 50 percent of the costs, Agent Rickenbach stimulated more farmers to use such measures than he would have been able to without cost sharing.

County Agent Frank S. Tulloss presented ACP to farmers in three communities of Stafford County, Va., as one of the tools available to them for their community development club work. He said that in many instances community conservation problems are solved as individuals successfully carry out their own conservation program. ACP offers opportunities for farmers through collective effort to make conservation accomplishments by individual ACP practices.

"The maximum amount a farmer may receive under the 1955 ACP for cost-sharing on a single farm is $1,500," Agent Tulloss told his audience. "This will be a big help to farmers tackling some of our largest conservation problems."

Extension workers hold a unique position in the development and administration of ACP. Congress specified in legislation establishing the committee system for administering ACP that the State director of the Extesnion Service is an ex officio member of the State committee administering ACP, and the county extension agent is a member of the county committee unless elected to serve as secretary to the committee. Thus, by congressional direction, Extension is a member of the ACP family—responsible for farmer understanding, a participator in policy and program formation, and jointly responsible for its long-term objectives.

Ozro Hamlin points to his stock pond which ACP and Soil Conservation Service helped him plan and dig. The pond is used mainly for watering his cattle. Others in the picture are County Agent Thomas H. Black and District Extension Agent Paul O. Brooks of Oklahoma.

As a member of the ACP family, Extension helps plan for its future, correct its weaknesses, recognize its limitations, and use its full capabilities.

County agents, by their position on the ASC committees, actually help develop the National and State AC Programs each year as well as their own county ACP.

By making a plan of work for the coming year that will use effectively the conservation practices approved for cost sharing under ACP, an extension agent or specialist furthers the conservation efforts of the farm families with whom he works.

Conversely, by presenting recommendations to the rest of the ASC committee for particular practices which fit into his own plan of work, a county agent gives impetus to his plan. Likewise, a conservation problem will more likely be solved when attacked by united effort by several agencies with a common goal than by different agencies working independently. Because of their understanding of farmers and their problems, county agents can be helpful in developing local AC programs so as to include only the essential features that are needed to solve their conservation problems.

Extension specialists find ACP sufficiently adaptable to fit into any program.

Extension foresters find ACP provides cost sharing for forestry practices, including tree planting, selective cutting, and establishing fire breaks. The naval stores phase of ACP fits cost sharing to the particular needs of turpentine farmers.

Extension livestock specialists can tell farmers that ACP offers cost sharing for the establishment or improvement of protective vegetative covers which in most situations provide additional and more nutritive forage.

This information should be made available to farmers in the same manner as information about better breeds, winter pastures, and feed costs.

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OUR MILLION DOLLAR CLUB

A. C. KAMM
Farm Adviser
Piatt County, Ill.

THE MILLION DOLLAR CLUB, our major extension project in Piatt County, Ill., has now ended its second year. So far it has proved superior to any previous efforts to improve the status of agriculture, a basic industry in the county. When the project started, crops were producing only between 50 and 60 percent of potential yields. Our goal is to increase this potential to 80 or 90 percent.

This project has already attracted a fair amount of interest and publicity, possibly because it combines three phases of Extension work that may be generally described as technical, economic, and social. In this brief review I shall ignore the first two phases except to say that the technical aspects are very important and that the returns from increased production in the county this second year amounted to some $2,000,000. Thus the name Million Dollar Club has a basis in fact.

We define the social phase of this project as those activities which a community may carry on in order to achieve a definite goal. Reaching this community goal depends first upon the farmer's reaching a specific goal on his own farm, thus the community rewards are in the nature of a second mortgage. But there are many social values that develop in the effort to make community progress accrue to all who participate.

We feel that these social gains are most difficult to plan for, and also most difficult to measure. But they are also probably the primary reason for success or failure of the community goal; and they are inextricably interwoven in the technical and economic aspects of the job.

What have we done on this third, or social, phase?

1. We set up the community organization on a township basis, which seemed most practical for our county.

2. After the project had been approved by the County Extension Committee, it was explained to a cross-sectional group of farmers and businessmen in each township.

3. The local banker was asked to invite a group of leaders to the organization meeting. He and several other persons determined who were to be invited.

4. The meeting was publicized, and it was made clear that anyone who wished to assist was welcome to attend, even though not specifically invited.

5. Leaders for each township were elected at this organization meeting, although subsequent annual meetings resulted in some changes in leadership.

How well have these community or township committees functioned? A few of them have done outstanding work carrying on specific activities in a sustained manner. The rest have not been totally inactive but have made a few attempts to really harness for the "long pull." But we are not discouraged with any township. Each one is planning and taking such action as it feels is merited.

Generally speaking, what do we expect of these township committees? Their principal objective is to promote membership in the Million Dollar Club and to integrate its activities into the activities of their community on a sustaining basis. They also keep the energies of the community directed toward the goal of efficient crop production, and at the same time stress community improvement in general.

In addition, they give some help to farmers in working out individual plans to increase their efficiency.

Our banks have been particularly helpful in this project, as have been grain elevators. Other business firms have lent varying support.

There are no daily newspapers in the county, but daily papers having a circulation in the county have been very helpful. County papers have supported the program a lesser extent, and several nationally circulated magazines have carried excellent articles.

We have learned much the hard way, but believe that patience and persistence will pay increasing dividends in the future, not only in increasing our agricultural production and consequently the level of living of our farm people, but also in cementing a bond between rural people and townspeople that will lead to general community and county progress.

Close cooperation is an important factor in Piatt County's Million Dollar Club. (Left to right) John Hardimon, of the State Bank of Bement; County Agent A. C. Kamm; and Bert Downey, Chairman of the County Soil Conservation Districts.

4-H Achievement Day

• NATIONAL 4-H ACHIEVEMENT DAY, November 12, is the big observance of fall for more than 2,100,000 club members throughout the country. Besides farming, homemaking, and community service achievements this past year, enrollment has increased by about 44,000; the number of community and county clubs has now reached a total of nearly 89,000; and 4-H'ers have worked under the guidance of 336,000 public-spirited volunteer local leaders—the highest number ever.

FARM-CITY NEIGHBORS LOCK ARMS IN OHIO COUNTY

FARM and city people have depended on each other to provide for each other such important products as food and clothing, tractors, washing machines, and television sets. Yet they have differing opinions and misunderstandings about matters which concern both of them intimately. To learn more about such misunderstandings and to find ways to clear them up, Auglaize County, Ohio, turned "guinea pig" June 20 to 26 with a weeklong preliminary pilot trial of Farm-City Week. The National Farm-City Week is set for October 23-29.

A questionnaire, answered by 575 farm and nonfarm people before the Auglaize Farm-City Week, showed there was indeed misunderstanding of each other's business and problems. So at meetings, tours, hay-rides, teas, forums, and other gatherings scheduled for the week, farm and city people "learned how the other half lives."

Auglaize County folks wanted to show that present relations between farm and city people can be improved. They also wanted to experiment with ways of planning and carrying out a series of successful events designed to improve these relationships.

Take the questionnaire. Returns showed that farm and city folks had widely different ideas as to how much investment you need in order to buy and equip a farm or to start in the grocery business.

One question was "How much money do you think a young farmer must have to buy a 100-acre farm and necessary equipment to get started in the general livestock business?" In Auglaize County 32 percent of nonfarm and 23 percent of farm people believed it could be done for less than $30,000. But 15 percent of nonfarm and 10 percent of farm people thought it would be over $50,000.

What's the answer? Records from western Ohio show that it would take from $30,000 to $35,000 to put 100 acres into full operation in Auglaize County. Only 9 percent each of nonfarm and farm people gave this correct estimate.

How about the percent of return the farmer should be able to realize per dollar invested? Eight percent of nonfarm and 13 percent of farm people believed it would be under 5 percent. On the other hand, 68 percent of nonfarm and 64 percent of farm people believed it would be between 5 percent and 55 percent. Actually, the return per dollar invested in farming should be about the same as in other businesses. Four percent return is a common figure used. This does not include a return for labor.

To buy a small retail grocery store with necessary stock and facilities, 61 percent of nonfarm and 45 percent of farm people believed it would take between $10,000 and $50,000. Twelve percent nonfarm and 11 percent farm people answered under

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NUTRITION PROJECT CHAIRMEN SET THEIR SIGHTS

MARY GIBBS and
VICKIE RICKETT
Extension Nutrition
Specialists, Georgia

NOW that I am a nutrition chairman for my home demonstration club, what should I do?

This question has come to practically every home demonstration agent and nutrition specialist who works with foods and nutrition leaders. We always knew that the answer we gave to this question would be reflected in the kind of leadership the chairman gave back to her group.

We knew the strongest point in any answer was that a large part of the leadership of the nutrition program must come from the chairmen themselves. How to get their best contribution became our major problem.

The use of color slides seems to be one of our best methods to help the leaders realize their responsibilities and what they can do about them.

In Georgia every home demonstration club has a nutrition chairman. In many of the counties this year these chairmen and their home demonstration agent met with their specialists to talk over the objectives of the nutrition program. The group would sit in a semicircle around a screen while the agent or nutrition specialist slipped color slides into a projector. Comments on these slides came from the leaders and their agent as well as from the specialists. Six basic slides showing the goals furnished the major part of the discussion. Interspersed among these slides were those made locally of the home demonstration clubs at work on food projects. Other slides showed foods included in the projects, meal patterns, and other activities about nutrition.

As they viewed these slides, they established the goals for the nutrition program this year. The first goal was to attend a nutrition leader program. The fact that they had accepted the role of chairman was an evidence of their interest in this first step.

Goal 2 emphasized the need to study nutrition material and to make it up to date. Each leader had been furnished an envelope containing "Nutrition Up To Date Up To You;" the weekly food plan; an annual food plan; and mimeographed leaflets on methods for presenting demonstrations, conducting tours, and making exhibits.

Goal 3 was to give a demonstration back in their own home club. Here, project leaders and home demonstration agents worked together in planning a suitable demonstration based on the needs of the families back home. This demonstration was flexible enough to be adapted to the various communities. In the majority of the counties, the demonstration finally chosen was the preparation of an oven meal.

Following such a demonstration the chairman and the agent discussed when, where, and how project leaders would present this information to their club.

As the leaders worked together to prepare the oven meal they practiced the key steps of the demonstration.

A means of reaching others outside home demonstration clubs was suggested in goal 4, "Giving a Nutrition Program."

Emphasis was given to the fact that civic clubs, parent-teacher associations, 4-H clubs, farm bureau and other local groups were always on the search for new material and would probably like a nutrition program at one of their meetings.

Goal 5 was to keep a record of nutrition activities. As this slide was shown, the group talked about ways in which they might keep good records on the nutrition activities of their club.

Step 6 was designed to bring out the ingenuity and originality of the project chairman.

It suggests that nutrition be emphasized by means of tours, exhibits, radio and TV programs, news stories, and achievement days.

Certificates of merit are awarded to Georgia nutrition chairmen for outstanding work using these 6 goals as criteria for selection.

As the semi-circle around the projector broke up and as the discussion ended, the nutrition program chairman had charted a course of action and had found some answers to the question—How I can be a good foods leader.

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UNITED NATIONS

DAY

OCTOBER 24

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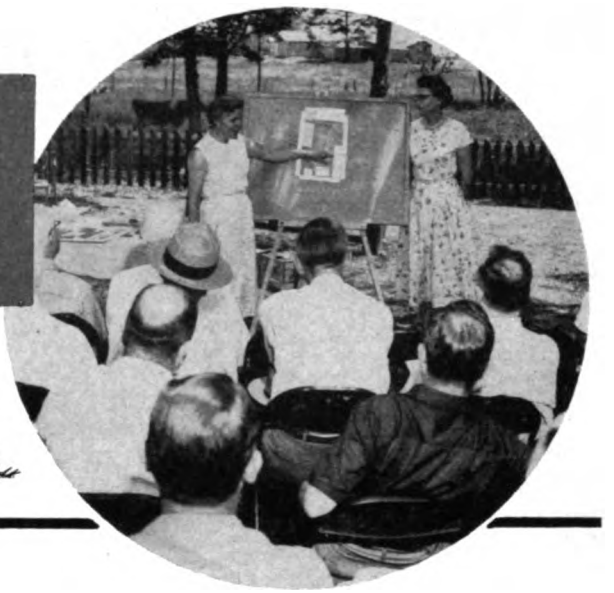
ALABAMA BANKERS STUDY FARMING



ALABAMA farm families will be talking to an understanding banker when they ask for a loan to make farm and home improvements. At least that should be the result of their 1955 series of seven bankers clinics.

This was the fifth year for Alabama's bankers clinics, jointly sponsored by the State Bankers Association, the Experiment Station, the Extension Service, and the Federal Reserve Bank of Atlanta. Each year some special interest of the State's agriculture has been highlighted at these clinics, and Experiment Station results and Extension Service programs bearing on it have been brought out.

This year farm and home development, as the farm unit approach is known in Alabama and a number of other States, was selected for special emphasis. Naturally this threw first responsibility for the program on the Extension Service. The other members of the sponsoring team, however, prepared and made their contributions.

As in most previous years the meetings were held at seven branch Experiment Stations located in as many types of farming areas. These Experiment Stations all have suitable meeting halls that doubled as dining rooms for the luncheons. Station wagons transported chairs to farms where demonstrations were held.

The program in each case began with a talk by the superintendent of the station. He discussed improved practices for the important enterprises of the area.

Next came a carefully prepared presentation of the farm and home unit activities by D. R. Harbor and Stella Mitchell, the two members of the State staff specially assigned to this work. Mr. Harbor's presentation included a brief review of the early extension emphasis on demonstrations and how it has largely shifted to meeting calls for information and to making use of mass media. Then farm and home development was presented as a partial return to the individualized teaching through demonstration, but on the whole farm basis rather than by enterprises or practices.

While Mr. Harbor spoke, Miss Mitchell outlined the information on a flannelgraph and pointed out the present location of the 38 special county workers already added in Alabama for this work. Harbor told the bankers that a goal of 25 to 30 families had been set for the first year and an increase to 40 to 50 planned for the second in these counties. Agents in other counties are asked to develop plans with 1 to 5 families. Some increase in the number of these families, as well as the number of counties in which special agents are employed, is anticipated for the coming year, he stated.

Next, Harbor reviewed the procedure followed in the farm and home development work with the cooperating family. This begins with an inventory of the family's resources; its management ability and its labor capacity; the land, the buildings that it controls; and its financial status. Next is the analysis of the situation. This includes (a) the identification of the family's problems, which most frequently have their basis for inadequate income; (b) the bringing out of the possible alternatives as to enterprises and improvements in the farm and home business; and (c) determining the family's longtime goals.

The third step is making choices as to what will be done, in what order they will be undertaken, and how they will be carried out. This means making a plan. The plan is put into somewhat detailed written form including maps of the farm. The fourth stage is decision or action, and the fifth is bearing responsibility for what results. The operator has to put in the money and other resources and accept the risks.

Miss Mitchell discussed family participation in farm and home development. She emphasized the value of family councils in reaching decisions; the possible competition for investment between the farm and the home; the importance of farm production for home use; the varying place families give to education of

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Pattern Shells

MARJORIE ANN TENNANT,
Assistant Extension Editor, Kansas

PATTERN shells, as a means of selecting the best pattern size and a basis of pattern alterations were used by more than 3,000 Kansas home sewers last year.

Since the pattern shells were introduced into the Kansas extension clothing program in 1953, they have proved a practical and interesting way for women to check which size, brand, and figure type pattern is the best-fitting for them. Fifteen Kansas counties have used the pattern shells. The first set made is still in use, and all sets are being used.

A set of pattern shells, made of sanforized percale, includes from 50 to 95 basic blouses. The blouses are made from commercial patterns in all sizes in girls, teen, junior, misses, and half sizes figure types. A different color percale is used for each of the figure types. The shells are labeled with size, figure type, and pattern brand.

Home demonstration agents have supervised the making of the shells by clothing project leaders in the county. The leaders have been impressed with the great need for accuracy as they discovered how many of their fitting problems were due to inaccurate cutting and construction.

As more Kansas counties include the use of pattern shells in their extension clothing program, sets of shells are being rented from another county. New sets of pattern shells are not being made until the restandardization of pattern sizing is completed, and patterns are available to the home sewer. The average cost of one shell has been $1.25. In Kansas counties the cost of the complete set averages 15 cents per unit member. Agents have found that an efficient way to transport and store the shells is on a long pole. They are arranged by color indicating figure type and by sizes. A wooden block on each end of the pole keeps the blouses in place on the seat backs of a car.

During the first day of 3 days of leader-training meetings conducted by Christine Wiggins, extension specialist in clothing and textiles, the two clothing project leaders from each home demonstration unit in the county and 4-H clothing project leaders have an opportunity to try on the pattern shells.

When each woman has found the best-fitting size, figure type, and brand, she and her co-leader determine necessary alterations to be made on a commercial pattern to improve the fit.

Pattern shells simplify alterations. Only measurements concerned in the needed alterations have to be applied to the pattern. Women typically do not enjoy working with numbers. The shells eliminate much figuring and confusion about location of body lines.

The pattern shells have helped women visualize the pattern fit, the differences in figure types and differences between pattern brands. Grading and sloping techniques used by different companies in making the pattern account for the differences. The shells have shown home sewers that many of their fitting problems were difficult because they were using incorrect pattern sizes and figure types. Many find that one pattern brand fits better than another.

As a part of the pattern alteration lesson, the leaders are asked to make a simple cotton dress and check the fit with the home demonstration agent. Great improvements in the fit are reported by the agents as the leaders used information received in the lesson in fitting and constructing the garment.

When the lesson is presented at unit meetings, the pattern shells are available, and each member has the

(Continued on page 202)

Life on the Range

CHARLES A. BOND,
Extension Editor, Washington

WASHINGTON STATE'S future cattlemen are learning the scientific facts of life on the range firsthand in a series of annual range-management camps conducted by specialists in the various related fields.

The purpose of the camps is to give 1 week's intensive training in range and pasture management and livestock production. Each boy takes a formal written test at the end of the week, and awards are given on the basis of grades made in the test.

This year 48 boys attended the camp held on Sinlahekin creek near Loomis, in the upper reaches of Okanogan, Washington's largest range county. The Washington boys were members of 4-H Clubs and Future Farmers of America. Seven attended from Canada. All were from 14 to 18 years old.

Campers are selected by local organizations in their home communities who award "campships" to the affair. These organizations include county cattlemen's associations, soil conservation districts, service clubs, and local business firms such as banks and implement companies. Each camper is required to make a public report to his sponsor following the camp.

The camp is sponsored by the Western Section, American Society of Range Management ."Top boy" at the camp gets an expense paid trip to the annual meeting of the society. Plaques are awarded to the top three.

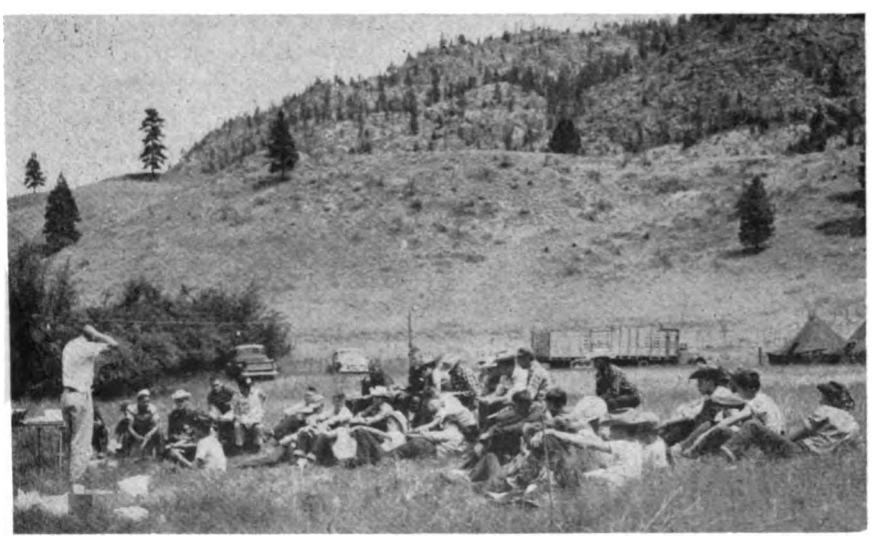
The program calls for intensive field work and study with time for recreation also. Lectures and discussions are held in the morning, field trips every afternoon, and educational, entertaining movies in the evening interspersed with inspirational talks. An hour and a half after each afternoon field trip is reserved for recreation such as baseball, fishing, and swimming.

Here's a brief outline of the week's activities: Monday: Plant identification and culture, including grasses, legumes, and weeds; Tuesday: Range management, stressing wise use of the range; Wednesday: Irrigated pasture management and hay production. Thursday: Range use as related to wildlife management. Friday: Livestock and livestock management. Saturday: Tests and awards.

Instructors are drawn from State Extension specialists and county agents, Soil Conservation Service, State Department of Game, Forest Service, and local ranchers. This year the camp director was Reade Brown from the State Department of Game. Gerald L. Poor, State 4-H Club Agent, was in charge of the boys in camp.

Campers lived in tents at this year's camp, sleeping in sleeping bags on the ground. At other camps bunkhouses have been available. "Running water" came from the creek which also served as a refrigerator.

Attendance at this camp was the largest in the series. Only 20 boys attended the first year's session. The idea for the Washington camp came originally from a similar camp held in Oregon. This was attended by County Agent Phil Bloom, of Washington's Kittitas County, and a couple of 4-H members. They spread the word and the Washington camp series resulted through cooperation of various interested organizations.



Henry Wolfe, Washington extension weed specialist, scratches his head to puzzle out effective ways of explaining weed control methods to boys attending the 4-H annual State Range Management Camp.

Pattern Shells

(Continued from page 200)

opportunity to determine her best pattern buy. Women are enthusiastic about the shells for they help to save time in sewing. With good pattern selection and efficient alterations, sewing is easier and the end results are satisfying.

4-H Club leaders have endorsed the pattern shells. Club girls in rapid-growing stages find it simple to check with pattern shells for the best-fitting pattern at a certain time. Club leaders comment that the shells save them time spent on helping the girls alter patterns and give the 4-H'ers more satisfactory garments.

Some agents have lent the shells to home economics teachers and used them at pattern counters in local stores. The shells are available for trying on in the county office.

Fitting problems have become more apparent to Kansas homemakers as they have studied efficient management of sewing skills and equipment. This method of sewing is being taught by county home demonstration agents in workshop groups. If sewing produces the desired results, an accurate fit from the beginning is essential. Consequently, the importance of pattern sizes, body measurements, and alterations take the spotlight.

Home demonstration agents using the pattern shells report that a fleshy upper arm is a serious fitting problem. One agent made a few sleeveless shells for women with large upper arms. Experience has also shown that pattern shells in sizes larger than 44 are not practical for each figure presents different proportions and needs different alterations.

The small older woman has a problem in selecting appropriate styles in the best fitting figure type. The teen, girl, or junior patterns may be her best fitting figure type although the designs are, for the most part, pictured on youthful figures. The resulting mental barrier is sometimes hard to hurdle. A careful study of line and design in patterns of the best fitting figure type is encouraged by the specialist to enable the women to overcome the mental barrier of teen-age illustrations.

Bankers Study Farming

(Continued from page 199)

their children, their own longtime security, and recreation for all in selecting their longtime goals; and their responsibility for community leadership.

The county farm and home agents working with the family to be visited were introduced at each meeting. They gave a very brief summary of the background of the family and how it came to be selected for the demonstration. Then the clinic group drove to the farm where they heard the farmer and his wife discuss their main problems, alternatives they considered, the longtime plan they developed, and the parts that were carried out this year and next. In doing this, they made use of maps of the farm colored to show present land use and how they expect to have it when the plan is in full operation. The Extension Service had this information in processed form for distribution to those present.

In one session a farm couple joined the clinic group at the station farm and requested a loan to help carry out their plan from their local banker. The two extension agents accompanied them and gave supporting information as to the plan developed and the prospects for additional income.

Long and Short Term Loans

The couple wanted both a short-term and a long-term loan. The main items in the first were seed, fertilizer, lime, tractor fuel, and insurance premiums. They wanted the longer term loan to cover purchase of brood sows, hog houses, fences and posts, kitchen cabinets, and to pay the cost of the utility room. The banker asked a number of questions as to the use of the money, the schedules of repayments they felt they could meet, and the security they could give for the loan.

The family prepared and brought with them a net-worth statement and a list of their life, property, and liability insurance coverage. Their net worth was probably about average for this rather thin-soiled highland rim farming area. There were no mortgages on the property and no installment payments to be met.

Both the operating and improvement loans needed for this farm were comparatively small, and the repayment prospects taking into consideration the off-farm incomes were strong. The banker said he would be glad to make the production loan on an open unsecured note.

The family wanted the privilege of spreading payments on the improvement loan over 5 years. The banker said that he could make this loan also with a real estate mortgage as security. The farmer showed considerable reluctance toward giving this mortgage, since he was rather proud of owning the farm free of debt. The county agent entered the discussion to point out the fact that the farm equipment was also free and a chattel mortgage might serve.

The banker did not like the idea of chattel security for a 5-year loan. He agreed, however, with the county agent that this loan, too, would probably be paid off in a couple of years. If the farm family would agree to give the real estate mortgage later, should things not work out as expected, he would advance the money as they needed it on the chattel security.

Better Credit Risks

In the final session, after the couple left the meeting, the clinic group reviewed the specific plan and loan studied. The local banker told the group he had known this man for years and that he had an excellent record for paying debts. All the bankers agreed that the declining cotton income had to be at least partially replaced with other enterprises. They looked with much favor on this man's supplementary income from barbering and said he ought to continue it as long as possible.

The group also discussed some of the broader implications of the farm unit approach and their significance to leaders. The bankers said this planning assistance certainly improved a farm family as a credit risk and wanted to know how long they could count on a family receiving this special help.

4-H CLUB Members try their hands at governing a county

CAL BURGETT,
County Agent, Ralls County, Mo.

NEW BLOOD pulsed through the historic old courthouse of Ralls County, Mo., last spring as 19 enthusiastic 4-H youngsters took over as many county offices for a day.

Problem after problem of a public nature was met thoughtfully and squarely, then dealt with according to the best judgment of these young officers.

Known as the "Ralls County 4-H Government Day," the event was an attempt to stimulate thinking on the part of older 4-H youngsters concerning some of the public problems being confronted every day within the confines of their own county units. This event of their citizenship program was planned by 4-H Council and county extension leaders to provide an opportunity for young leaders to see and participate in public policy in action as well as to observe and actually take part in the mechanisms of county office administration.

The youngsters, whose names were submitted by local adult 4-H leaders, were a mature, serious-minded group who were able to weigh the facts encountered in each individual situation, discuss and evaluate them, and arrive at a logical and workable conclusion.

In the eyes of the extension personnel of Ralls County and the county officials who cooperated in holding the day, the actual participation of these youngsters in matters of public interest was a healthy, thought-provoking teaching method.

Probably one of the most exciting events of the day occurred for the 4-H County sheriff when Sheriff Carter Swon picked up a man on a charge of careless and reckless driving. The entire group attended the hearing, while 4-H officials presided with the assistance of county officials.

Problems confronted by the 4-H County Court were met with the assistance of Judges Stanley Evans, Sam Berrey, and Irvine Haden. They included advice on securing rights-of-way, a road-straightening problem, granting of needed bridge repairs, admitting a patient to the tuberculosis sanatorium, and agreeing to gravel a road.

County officials cooperating included the presiding judge, judges of two districts, county superintendent of schools, deputy sheriff, assessor, magistrate judge, agricultural stabilization committee office manager, circuit clerk and recorder, deputy circuit clerk and recorder, county clerk, county treasurer, county collector, county health nurse, and the county extension staff.

Members of our county extension office, Paul Schoene, associate agent; Kathryn Libbee, county home agent; and I, who coordinated the event, believe that the day was a great success and that 4-H'ers received valuable training in leadership and county functioning.

Presiding Judge of the County Court, Stanley Evans, told the group that the court was proud to have a part in putting on the day which he believed would help the young people in their understanding of government.

West Virginia Young Folks Chart Their Progress

C. H. HARTLEY
Retired West Virginia State 4-H Club Leader

CHARTING is a unique feature of West Virginia 4-H Club work—one of the most important and most helpful features—as thousands of "alumni" 4-H members will testify.

This 4-H Chart used in a personal development program helps the member see himself as he really is and aids him in planning a program of self-development, especially where weakness is discovered. The chart is for use of older club members, those 15 years or older who have completed, prior to the current year, 2 years or more of club work.

The West Virginia 4-H Chart is a mimeographed booklet of about 40 pages, including the pages of introduction and instruction.

The chart proper consists of seven units or divisions:

1. 4-H Club Information.
2. My Educational and Vocational Interests.
3. Life Enrichment.
4. My Community.
5. Getting Along With Other People.
6. My Work and Skills.
7. My Health.

Under each unit are statements and questions with blank spaces for the member's answers and comments. In order to fill in the blank, the member must make a rather thorough study of his activities and experiences. It is hoped that the member will ask himself how well he has done or is doing the work expected of him.

For instance, in the unit on 4-H Club Information, questions under such headings as membership, meetings, projects, camps, 4-H publications, and my 4-H Club are such as to require the club member to review all his 4-H Club activities.

In the unit, Getting Along With People, the member is asked to examine himself in his relationship with members of his family, schoolmates, teachers, and others.

Other units also require careful and searching self-examination. The aim and hope of this is to help the club member see himself as he really is—thus challenging him to do better.

In the introductory pages of the 4-H Chart is a message to the 4-H Club member who expects to use the chart. It reads in part:

"You, by carefully studying each unit of the 4-H Chart and by writing in as much of the information called for as you can, will create a word-picture of your own development. Then it will be possible for you and others to see what needs to be done to strengthen any weakness that you may have in your development.

"The main purpose of the 4-H Chart is to let you see yourself as you really are and to help you plan a program of self-improvement. Charting is not an easy job, to be done over night. It may require weeks or months of study and self-discipline.

Charting is explained and problems discussed at meetings of older club members before they begin filling out the chart. At each county 4-H camp, members working on their 4-H Chart meet in groups, with an experienced leader in charge, and discuss problems. The leader also has personal interviews with the members, makes suggestion, and gives counsel to them.

After the member has his chart completed, it is checked by the local leader and by one of the county extension workers for such additions, corrections, and suggestions as they care to make. All good local leaders and county extension workers must do some personal counseling. This is especially helpful to older 4-H Club members, and the 4-H Chart is a most effective aid in this field.

The work on this 4-H Chart in West Virginia began back in the early days of boys and girls club work—now 4-H Clubs—when some of the leaders, William "Teepi" Kendrick in particular, were in close touch with the Four-Fold Life Development Program of the Sunday School Association. In West Virginia county camps, which began in 1915, a group

(Continued on page 206)

I. B. Boggs, State Boys' 4-H Club Agent (center), meets with a typical charting class.

Down with a tree • Up with a house

WILLIAM B. ROGERS, Assistant Extension Editor, Arkansas

ROY JENNINGS, who lives 2 miles west of Clinton in Van Buren County, Ark., is looking forward to the time when his timber stand improvement work will mean larger cuts and better products from his 400-acre timber tract.

And, continuing to improve his timber stand, he has utilized his farm forest in two ways to provide for the needs of his family.

He has found that his forest land offers off-season work when he is not busy working with pastures or livestock. Sale of low-quality trees being taken out in stand improvement work is bringing him from $8 to $12 per day labor return.

Jennings, his wife, and 6-month-old son, Ronald, now have a new home built largely from material that came from their own timber farm. Lumber from his woods included practically all material used in building the house except for plywood cabinets in the kitchen and some flooring.

With only a $3,500 actual cash outlay, the Jennings family has a three-bedroom home that County Agent David Bostian estimates as worth about $10,000 as a farm house. In Little Rock, or other heavily populated areas, it would be worth more.

Since Jennings' farm forest contains trees of fence post and pulpwood sizes, he plans on thinning his pines for these products at the rate of about 40 acres per year until he covers his entire forest.

Sale of posts and pulpwood will give his family needed income now, and release crowded pine for faster growth into sawlog stock. In addition to the salable fence posts and pulpwood from these thinnings, he is also cutting and selling fuel wood and plans to cut and treat fence posts for use on his own farm.

Present plans are to eliminate by girdling hardwood trees of low quality. These are usually caused by fire injury, excessive limbs, undesirable species, rot, and crookedness. Purpose of this type of work in young pine stands is to increase growth by giving more water, soil space, and sunlight to the young pines.

He will girdle a part of the acreage each year until he has covered the entire area. Jennings plans on taking full advantage of Agricultural Stabilization and Conservation payments of $3 per acre for timber stand improvement work.

The last cut was made about 6 years ago on a "lump sum" sale basis. This included all pine down to an 8- or 10-inch DBH (diameter breast high).

County Agent David Bostian, who has worked with Jennings on his farm forest planning, pointed out that Jennings now realizes this method of sale does not bring as high a return for the volume of products taken from the woods and that it leaves the forest in poor growing condition for future income.

Of the 22,000 board feet of lumber used in the house, which has a floor space of 1,250 square feet, only 2,000 board feet was bought, with the remaining coming from the 400-acre timber tract. Had he bought all the lumber, it would have cost at least $85 per thousand. Ceiling and flooring material would have been more.

With his father's help, the sawlogs were cut and taken to the mill, then brought back, and stacked to air-dry. It took nearly 2 years for some of the flooring to season. After the lumber dried, it was hauled to the planer mill in Clinton to be dressed.

Cost of materials for the house, including all windows and doors, was $2,800. Cost for plumbing fixtures for the bath and kitchen and for a well and pump brought this figure up to $3,500.

But perhaps even more important is that proper management of this tree farm is bringing in needed income now and still promises to pay dividends in the future in a greater quality and quantity of forest products, Bostian added.

Farm-City Neighbor

(Continued from page 197)

$10,000. The few who gave this answer were nearer the figure than any of the others.

It would take at least $5,000 to $10,000 to start a small neighborhood retail grocery. To start a large supermarket would require from $100,000 on up.

Another question concerned the percent of return the retail grocer should be able to realize per dollar invested. In Auglaize County 31 percent of nonfarm and 19 percent of farm people answered between 16 and 55 percent; 5 percent of nonfarm and 6 percent of farm people gave under 5 percent; and 39 percent of nonfarm and 38 percent of farm folks gave 5 to 15 percent. This final figure is considered correct.

The questionnaire also revealed nine areas in which the largest share of folks felt fully satisfied. Significantly, one such area was the degree to which farm folks seem to be accepted when they come to town.

There were three areas where most folks said they felt dissatisfied. One was young people's recreational facilities; we have already discussed the other two in this article. In addition, 8 areas were found where farm and city people differed in their feeling of satisfaction and 23 areas where most people answered they were dissatisfied.

With this situation in Auglaize County, several events were arranged to help farm and city folks get better acquainted. Taking part were such groups as civic clubs, churches, businessmen, labor union, farm organizations, industry, the State university, youth groups, and others.

The Wapakoneta Rotary and wives gave a buffet luncheon at a home in St. Johns, and the St. Marys Soroptomist Club entertained a group of rural women. The Farm Bureau Youth Council organized a farm-city hay ride, and each member of the Farm Bureau Council invited a city family to an evening meeting. 4-H girls toured a woolen mill, cheese factory, and a bottling company. The St. Marys Rotary Club invited farmers to a luncheon where everyone saw the film "Never Keep a Good Steak Waiting." The Auglaize County Farm Bureau women entertained their city sisters in a farm-city women's get-together. The Wapakoneta CIO held a dinner and meeting for their farm friends. Other activities included a meeting at the site of the new St. Mary's post office with the Assistant Postmaster General as speaker, public tours of a rubber plant and a woolen mill, a square dance, and a pot luck supper. And the St. Mary's Girl Scout Troops had rural girls as their guests at their Girl Scout Camp.

In Auglaize County, both farm and city folks went all out for just plain education and good entertainment where everyone could see how other people live. Each group learned a lot from the other and gained a better understanding of the other's problems. The farm-city week program built good relations for each group. Everyone gained.

But this county pilot project held in June in Ohio and National Farm-City Week scheduled for October are only steps. Understanding and mutual confidence between farm and city cousins are objectives toward which Extension has been working for many years. The farm-city problems won't be solved in 1 year or even in a few. Attaining a better mutual understanding so that each group is acquainted with the other's situation and problems is a continuing process.

Auglaize County people believe and are demonstrating that openminded farm-city group discussion and get-better-acquainted activities can go a long way toward broad-minded understanding between farm and city people.

Agriculture Conservation Program

(Continued from page 195)

Soils and crops specialists can give practicability to demonstrations by telling farmers who need help that ACP cost sharing is available for materials and service—to provide part of the cost of needed lime and other plant nutrients together with seed and fencing necessary for successful establishment of protective vegetative cover.

ACP is intended to be flexible enough to meet most recognized conservation problems. If a county has a particular conservation problem the National Bulletin (ACProgram) authorizes development of a practice for the county ACP which does not appear in either the State or National ACP handbooks. The practice may or may not apply to any other locality in the United States. In addition, it provides for the development and use in a county of conservation practices for the treatment of critical conservation problems of an emergency nature which have arisen after the year's program got underway.

The sole purpose of ACP is to achieve more needed soil and water conservation in the public interest. Efforts are continuously being made to improve it. Cost sharing for practices with enduring benefits is emphasized. Rates of cost sharing are adjustable to the extent necessary to get maximum conservation accomplished. Extension workers, by using ACP wisely, are increasing their effectiveness. And by carrying out their responsibilities for ACP as congressionally directed they are helping make ACP a better service for farmers.

Young Folks Chart Progress

(Continued from page 204)

discussion class for older club members was held for the studying of Fourfold Development, termed Head (mental), Hand (social), Health (physical), and Heart (religious or spiritual).

The Four-fold Life Chart and the tests, checks, and methods used along with it were under continuous revision, and after a few years it was called the 4-H Chart and the process became known as Charting.

Charting should not be confused with educational tests. The purpose is not the same. It is rather an aid to the layman when counseling with older 4-H boys and girls in helping them develop personal plans to make better persons of themselves.

MADGE REESE RETIRES

After Long Successful Career

Madge Reese, Federal Extension Service's home economics field agent for the Western States, retired July 31, 1955.

FEW Extension workers have achieved a public service record equal to Madge Reese's. And few now on the rolls have spanned in their creative efforts a period that started before the Smith-Lever Act and has continued to the present.

When Miss Reese retired July 31, as home economics field agent for the Western States, she had completed 41 fruitful years of extension education, and had become one of the U. S. Department of Agriculture's best known professional women and home economics leaders. Her contributions—both to the Cooperative Extension Service and to its honorary fraternity, Epsilon Sigma Phi, which she helped establish—have been too numerous to list.

Her productive career began nearly half a century ago in her native State of Missouri. After a period of teaching there in rural and city elementary and high schools, she went to Alabama in 1914 and entered Extension work as State Home Demonstration and Girls 4-H Club Agent. Through her, home economics extension work in the "Yellowhammer State" got its start with both white and Negro families. In 1917, she accepted an appointment to the Office of Extension Work in the South, with headquarters in Washington, D. C.

During the 6 years that followed, she was field supervisor in both home demonstration and 4-H Club work in 15 Southern States. In 1923, when the Extension office of the South and the Extension office of the North and West were consolidated into the Federal Extension Service, she took up work in the 11 Western States, Alaska, and Hawaii, but still maintained headquarters in the Nation's capital. Twenty years later she concluded her 4-H Club duties and began giving full time to home demonstration.

Of all that stands out during the many years she poured energy, enthusiasm, and resourceful imagination into Extension's educational program, her "pioneer" days probably contributed the most and provided her with the greatest personal satisfaction. In the early years, for example, she helped plan and conduct the first countywide home demonstration planning conferences in the West; these were also among the first in the United States. Called "farm home economic and cost of living conferences," they were forerunners of many similar conferences now held to consider food and nutrition, clothing, home management, household equipment, and budgeting. She also paved the way in the West for newer extension programs like consumer education, health, and family living.

As a loyal and devoted Extension leader, she was one of a small group who helped organize Epsilon Sigma Phi, the national Extension fraternity, in 1927. From 1935 until her resignation in 1951, she served as Grand Secretary-Treasurer. Her activities in several special projects of the fraternity included: Making the presentation address during dedication of the Wilson and Knapp memorial arches of the U. S. Department of Agriculture buildings; setting up Epsilon Sigma Phi scholarship loans; compiling significant papers on the philosophy of Extension work; and preparing nine Epsilon Sigma Phi yearbooks.

She is author of numerous articles, papers, and reports on Extension topics, particularly home demonstration work. She has traveled extensively in the United States and Europe, assisted in 38 programs to orient trainees who come here from other lands to study Extension methods, and helped establish Extension programs in Hawaii and Alaska. Next year she plans to go to faraway Ceylon to attend the triennial conference of the Associated Country Women of the World, of which she is a lifetime member.

To contemplate such a journey, of course, implies good health, with which she is blessed, and reflects her on-going interest in programs for better home and family living which have long been her goal. In the days and years ahead as she follows a less strenuous pace, she will surely be able to recall with pride and pleasure her unnumbered undertakings and accomplishments in this direction. One thing is certain, her niche in Extension has been securely carved.

NEW USDA PUBLICATIONS

Marketing Eggs, Farmers' Bulletin No. 1378, gives many useful and profitable farm practices that should be followed in the marketing of eggs. Included is a color plate showing United States Standards for Quality of Individual Shell Eggs.

Marketing Farm Poultry, Farmers' Bulletin No. 2030, presents the principal considerations, practices, and facilities involved and utilized in the marketing of poultry as an aid to producers.

NEW USDA PUBLICATIONS

- Have you seen these recent publications?
- Wood Ticks—Leaflet No. 387
- Morman Crickets—Farmers' Bulletin No. 2081
- Washing Machines—Home and Garden Bulletin No. 32
- Wind Erosion and Dust Storms—Leaflet No. 394

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EXTENSION SERVICE Review

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Development of
County Extension Programs

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In this Issue—

Ear to the Ground

The golden threads of pro- planning have become brighter and more numerous in the fabr- extension talk during the last or so, and more exciting, too. S- counties may go in for a clean s- but most will proceed at a sic- steady pace to build their pro- in line with today's needs and ob- tives.

Probably no one, except county tension workers, knows the am- of hard thinking that must pre- a program-planning meeting. No counties will want or have the s- program. Each must be tailored fit the needs and desires of its c- zens, so there's no place for a "c- ned" plan. It's up to the extens- workers to provide the facts, the in- spiration, and the leadership nec- sary to build a sound, construc- program.

This issue of the Review has be- written to give you some helpful ide- on program development. A co- mittee representing all divisions the Federal Extension Service, a- headed by Otto Croy, Assistant A- ministrator, has advised the edito- in preparing this special numbe- Different counties were selected a- examples of the diversified elemen- found in programing, and each is tagged in the construction block a- the page corners.

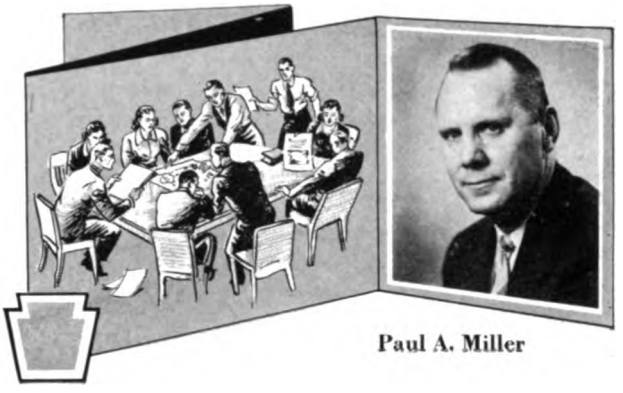
Obviously, much has had to be omitted for lack of space. How to define problem areas, recognize po- tential resources, and explain nationa- trends are primary subjects tha- should be treated at length. The rapid changes taking place in our ways of living are affecting every part of the country.

For a broad outlook, county leaders depend upon their Extension agents. Armed with factual information about the county and reports of recent research which have a bearing on his or her county, an Extension agent will furnish the leadership expected of him. Above all, families need the Extension worker in the search for the potentialities of their county and the methods of developing their longtime goals.

We hope this Review will be useful to you in carrying out this responsibility. CWB

Basic Philosophies and Principles of Extension Work

PAUL A. MILLER
State Extension Director, Michigan



Paul A. Miller

Among all the systems of informal and creative education in American life, few have evolved a working philosophy as well developed as the Cooperative Extension Service of America's land-grant colleges and universities.

Unique to this system are the following characteristics: The cooperative principle involving Federal, State, and local governments; the contention that if Extension education is to be education at all, it must not do things *for* people, but help them to do things for themselves; the principle of having an educational effort planned, executed, and owned by local people—all these have formed a bulwark of philosophy which has been tempered through almost half a century of progress.

The first grand chapter of the county agricultural agent in America was that of an itinerant agricultural philosopher. He had little in the way of roads, specialist help, communications media, or organizations. Instead, this itinerant agricultural philosopher possessed the simple implements of a "Model-T," or a horse, a box of miscellaneous tools, a bag of candy in his pocket for the children, and the cherished goodwill of his people.

In the second chapter Extension began to evolve into its present complexity. Agents organized cooperatives, soil conservation districts, 4-H Clubs, dairy herd-improvement associations, artificial breeding associations, home demonstration clubs, and all kinds of other groups. In fact, it was during the thirties that the county agricultural agent and his home demonstration agent counterpart spent a decade in putting many of the interests in American rural life into business.

Now, at the turn of the half-century the county Extension worker moves into his third chapter—that of administering total educational efforts to bring about impacts of far-reaching consequence. This change in the role of the county extension agent is but one indication of the new problems and opportunities confronting the Cooperative Extension Service.

Although the basic philosophy of the Cooperative Extension Service stands as firm as it ever has, the modern demands of informal, creative education force the extension of this philosophy into avenues of practical reality.

Two predominant trends influence Cooperative Extension philosophy in the modern day. Both present themselves as partial dilemmas and demand a resurgence of vitality and imagination.

The first trend is being produced by the increasing numbers of personnel staffing Extension education at all levels. As this growth in numbers increases, an alertness must prevail to remove the mechanical frictions of large-scale organizations, and to remain flexible and adaptable to the interests of a mobile population.

A major consequence of this direction in Cooperative Extension work is that more decisions dealing with programs, with personnel, and with operation must be made at the operating—which is to say, the local level. County Extension agents must become less the implementers of programs devised at the land-grant college and more ably assume roles of agriculture and community statesmen.

The second predominant trend has to do with the incredible diversification of problems submitted by the people and by the representatives of other agricultural agencies and organizations. Together with an increasing staff, this complexity may either provide opportunity for greater achievement on the one hand, or an aimless and unleashed disintegration of purpose and design in the total effort of the Cooperative Extension Service.

To choose the alternative of opportunity amidst the complex problems of American rural life, philosophic principles of Extension education must evolve into a platform of orderly and purposeful program projection and development. This platform would seem to include at least four basic tenets as they grow from the aims and philosophies of the Cooperative Extension Service.

The first deals with the improvement of managerial efficiency on the part of farm families through educational experiences so that their skill in making decisions may be measurably increased.

The second basic tenet is that as the fruits of research efforts multiply into a vast reservoir of tested facts and procedures it is the increasing responsibility of an extension agent to transmit those findings to farm families.

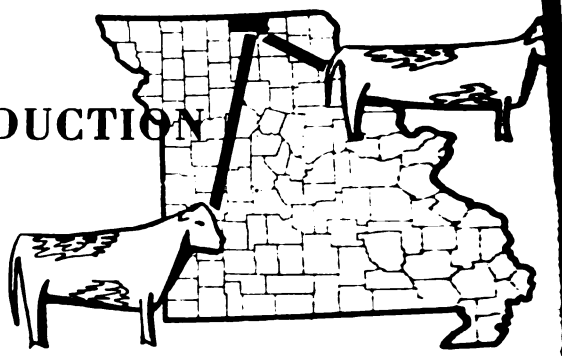
The third tenet is that the appropriate way to develop effective managerial skills and bring them together with research and technology is by the process of education.

The first tenet qualifies the third: Extension deals not just with education but with a quality of education. It is this quality of education which through more than 40 years has made

(*Continued on page 218*)

Where farm families have a common goal.

Putnam County MISSOURI Program Revolves Around BEEF PRODUCTION



MELVIN K. McLEAN
Putnam County Extension Agent, Missouri

OF THE TOTAL agricultural income in Putnam County, Mo., 75 percent came from livestock and livestock products other than dairy and poultry, according to the 1950 census figures. Naturally much of the Extension agricultural program centers around ways and means of improving the production and marketing of calves.

However important livestock may be to the residents of Putnam County, of course it is only a part of the total Extension program. This was recognized most recently when community leaders developed an overall rural program, both short and long range, that may be used as a planning guide by the county organizations.

One of the main supporters of the agriculture program is the Unionville Feeder Calf Sale Board which plans and conducts the annual cooperative feeder calf sale and yearling steer sale. This is done in cooperation with the Missouri Agriculture Extension Service, whose livestock specialists sort the farmers' consignments. In 1954, 6,223 head of calves and yearling steers were sold in 5 days.

To improve breeding, the local farmers hold an annual sale of purebred bulls produced by breeders of the area. Bulls are graded by Extension livestock specialists, thus enabling the purchaser to learn by comparison as he selects his cattle.

The County Farm Bureau livestock committee, in cooperation with the Extension Service, established a 500-Pound Calf Club or contest for beef cattle producers. This contest was started to teach producers how and why they should keep accurate cow herd records. It also affords an opportunity for them to learn how to improve their herds.

Equally important to the farmers in this livestock county is the production of grass, hay, and forage crops. A committee of farmers, elected at the annual soils and crops conference each February, has an important role in suggesting what phases of the soils and crops program need emphasis by the Extension staff each year. At the annual countywide conference planned by the committee the recommendations of the Missouri College of Agriculture are explained. Community meetings and crop and livestock tours are arranged by the county agents.

Also well organized for educational purposes are the women in Putnam County. A county council composed of the presidents of each home economics Extension club is responsible for initiating the work plans. Using the county rural program as a basis for deciding on the greatest needs, and taking into consideration the projects studied in past years, the executive committee of the council recommends tentative plans. These are discussed at each club and finally decided upon at the October county council meeting.

The county 4-H Club program is planned by a county council with the overall county goals and objectives in mind. Members of the council are the community and assistant community club leaders and older club members. Committees plan and carry

(*Continued on page 228*)

Putnam County extension staff members review goals for the coming year. (Left to right) Forest C. Brown, assistant agent; Frances Meyer, home agent; Melvin K. McLean, county agent; and Dixie Trent, secretary.

Where the program adjusts to a new approach.

Farm and Home Development Strengthens Extension Program In Hardin County, IOWA

K. ROBERT KERN
Assistant Extension Editor, Iowa

(Left to right) Home Economist Jane Davis, County Agent Dick Pulse, Assistant Agent Herb Allen, and Youth Assistant Wilbur Molison.

FARM and home development has been an aggressive part of the Hardin County, Iowa, educational work in agriculture and home economics for 3 years. It is one of three priority areas written into the program that will guide the four-person staff through the current year. But it is not a program that operates on its own. Farm and home development leads in some areas of the county program and draws supplemental support from others.

Hardin County's central program planning committee believed that farm and home development could give young farm families the kind of help they need that would be potentially a strong force to enlarge the scope of the entire Extension program. Already these planners are seeing their vision take shape.

The central program planning committee includes nine men and women with a rotation system of 3-year-membership terms. Each year there are 3 first-timers, 3 with 1 year of service, and 3 2-year veterans at the start of the process. They bring more than 60 local folks into program planning.

The first meeting for the current program came in November of last year. County Extensioners Dick Pulse, extension director; Jane Davis, home economist; Herb Allen, assistant director; and Wilbur Molison, youth assistant, reported on their activities. Main attention was given to the farm and home development report.

At the committee's next meeting in early February, extension philosophy was discussed. Extension work is an educational program which local people plan, first searching out the problems to determine which can be dealt with through extension education. The best program in the world cannot bring results unless carried out effectively.

The Hardin County approach to program planning is a four-stage process, as follows:

(1) Identifying the problems and situations.
(2) Setting longtime goals—what people want, not what Extension workers think should be attained.
(3) Setting definite, attainable short-time goals.
(4) Planning specific activities, making best use of extension staff, providing for local leader participation and leading to actual changes in practices and ideas.

With this background, the committee set priorities. These local persons—each selected for his ability to observe problems and understand the situations of his neighbors—believe three areas rate top priority in Hardin County for 1955-56. Those are farm and home management, soil productivity, and 4-H Club work.

The committee set up 9 subcommittees to study needs and suggest programs in major areas. Membership in these 9 groups totaled some 60 persons. With extension staff help, the central committee developed a charge and an outline for each subcommittee. This set the boundaries for discussion and helped the subcommittee choose a course that would bring fruitful results.

The subcommittees and the central committee met together in late February to talk over the priority areas and the planning process. Then each one elected a chairman and tackled its assigned job. Central committee members and extensioners sat in to help spur thinking. Some committees finished their work that evening. Others met again. The extension staff collected the completed subcommittee reports in March and reviewed them, added suggestions here and there before putting the reports in the hands of the central committee. This group was responsible for coordinating the projects into a polished whole. The 28-page document that is the Hardin County Extension Program for 1955-56 shows repeatedly the blending of projects into the goals of the overall program. A weed-control program, for example, relates closely to the priority area of increasing soil productivity.

Feeding and care of livestock is one

(*Continued on page 228*)

Women Want Advice on BUYING CLOTHES

MRS. EMILY WRIGHT DOMINIC
Assistant State Leader of Home Demonstration Agents, New York

Shirley Johnstone, home demonstration agent of Essex County, N. J., sets a good example by reading the labels on a ready-made garment to check for fiber content and cleaning directions.

COUNTY home demonstration programs originate in many ways. The most successful programs are those which are based on the actual needs of the individuals involved. The problem of determining needs is perhaps the greatest stumbling block to successful program development.

To find out what sort of clothing program the women actually wanted, a study was made in 1950 in Fulton County, N. Y. before the clothing program was planned. A comprehensive questionnaire was mailed to a 20 percent random sample of all home demonstration members in the county. Questions included: Which clothes the women usually made, which they bought for themselves and their families, and what kind of help they wanted with their clothing program.

Eighty-five percent of the questionnaires were returned. Results showed that 35 percent of the women frequently made the clothing for themselves and their families. These women were classed as "makers." Another 35 percent bought all their clothing and stated that they had little or no sewing ability. They were termed "buyers." Homemakers who usually bought their own and family's clothing but who did a small amount of sewing accounted for the remaining 30 percent. This last group was classified as "buyer-makers."

Eighty-five percent of the women questioned said they would like to know how to sew better. But the majority of "buyers" and "buyer-makers" said they worked outside their homes and had little time to sew.

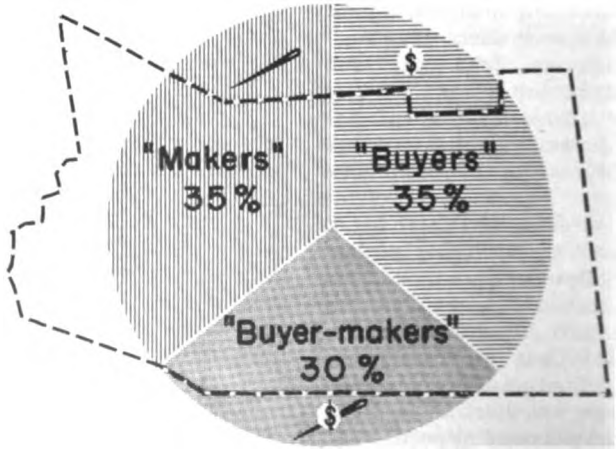
It was clear that traditional clothing construction projects probably would not meet the needs of about two-thirds of the homemakers enrolled in home demonstration work in Fulton County. Consequently the county clothing program was planned to give greater consideration to problems of special concern to "buyers" and to problems faced by both "buyers" and "makers."

The first project to be developed in accordance with Fulton County's needs was entitled "Fit and Finish Give the Well-Dressed Look." The lessons were aimed at giving women a background knowledge for selection of good design in a dress whether homemade or readymade, helping them understand when a dress is well fitted by learning some basic fitting principles, and giving them a chance to practice fitting garments and to learn some finishing details of importance in dress construction. At the same time, unit members had an opportunity to make a study of rayon fabrics which was useful to both "buyers" and "makers."

Some of the subjects developed in the Fulton County extension program since 1951 as a result of this survey were: A study of cotton fabrics, including construction, use, care, and wearability; garment finishes; pattern alteration; and mending the family wardrobe.

The clothing survey was of great value in making the Fulton County program more effective. Because of the makeup of the county membership, however, direct application of the results to other counties in New York State has been limited. The study has been useful to other counties in pointing out a successful method of discovering the needs of homemakers, and in stimulating the counties to consider the needs of "buyers" as well as "makers."

A study in Fulton County, N. Y. showed that one-third of the home demonstration members wanted help in buying and caring for clothes.



Where women's Extension work was new.

How We Developed Our County Program

SARA WOODRUFF

Assistant State Home Economics Leader, New Jersey Extension Service—Recipient of Florence Hall Award in 1954. Until September 1, Miss Woodruff was home demonstration agent in Salem County, N. J.

Officers of county home economics council work on program plans. (Left to right) Mrs. Lawrence Broomell, Sara Woodruff, Mrs. Carroll Pettit, and Mrs. Margaret Merrick.

When I went in to Salem County, N. J. as the first home demonstration agent, I knew there were some difficult situations to face. Not only was I responsible for developing a new program for women but also the management of 40 4-H Clubs for girls.

Without further reference to these complicated problems I'll tell you how we developed our home demonstration program in Salem County, which is considered a rural county.

Almost 50,000 persons live in Salem County; 48.7 percent are urban, 37.8 percent are rural nonfarm, and 13.5 percent are rural farm people. Highly industrialized already, New Jersey is expanding in that direction, so Salem County expects to become even more urbanized in the future.

Realizing that I could not hope to have much impact on the county unless I developed a strong core of local leaders, I concentrated as much of my time and effort as possible on the newly organized Home Economics Advisory Council. The council is made up of 27 members representing all of the 15 townships and outstanding organizations in the county. These organizations include P.T.A.'s, Granges, Soroptomist Clubs, women's clubs, and 4-H leaders association. The members are elected for a 3-year term and may not exceed 2 terms. Because our council is new the same members have remained, although the terms are staggered so that they will not expire all at one time.

I call our women's work our college for homemakers and tell the local leaders that they are a part of the Extension staff. Every one who participates in any way is asked to help plan the program. Perhaps I should go back in telling my story to the way we home agents in New Jersey develop our programs.

Each year the New Jersey specialists prepare an Outlook and Trends pamphlet for our use in giving background information which affects our planning. At the council meeting previous to the program planning meeting, these pamphlets are reviewed and the members take them home to study. Each council member is requested to make a survey, asking any woman in her community or organization what task she finds most difficult or disliked around the home, and what would she like to learn.

While this is in progress, the home agents spend two days at the college, working on program plans with the State leader and the specialists. We are divided into work committees, with the specialists as project leaders. We evaluate the present program, review available resources and report on the needs and interests of our county people. Then we discuss plans for next year's program and give suggestions for bulletins, illustrative materials and other aids.

Soon after, my council members and I have an all-day program planning meeting with our State Leader. The

(*Continued on page 231*)

Mrs. Dewey Elwell, council member, shows Mrs. Ralph Layton where home economics extension classes have been held.

Where they developed a strong community spirit.

Leaders Grow as Programs Grow

CARLTON CHRISTIAN
Agricultural Editor, Ohio

CLINTON COUNTY, Ohio, may not be a typical county, but the principles of program development as they have been applied in Clinton County are basically applicable in any county.

Economically and socially Clinton County is fortunate. The soil is good. Few industries are close to attract young men from farming. The folks belong to two churches principally, and these denominations get along well together. There is a small denominational college in the county where many of the boys and girls go to school.

The extension program is and has been a strong influence in improving the county. Walter Bluck started a lot of things in Clinton County when he went there as farm agent in 1930. His judgment on what is good farm management is excellent. Walter drove straight through to goals in farm betterment and community improvement.

Ralph Grimshaw succeeded Bluck as county agent. He says, "We don't develop leaders by servicing individual farmers."

Bob McCormick came to Clinton County when the leadership in the action committees and farm organizations had developed plenty of "muscle." He says, "Walter Bluck set the stakes on farm practices and community improvement. Ralph Grimshaw got the people to take the responsibility for making decisions. I helped the leaders get the job done."

Al Baxter is the county farm agent today, Clara A. Smith is the home agent, and Russell McDonald, associate farm agent. All are responsible for Extension's continued influence. A Clinton County farmer who has served on the action committees and the Rural Policy Group from the beginning makes this comment: "It's a joint job, to keep the county extension program geared to today's needs, ready to deal with emergencies and new developments in farming and family living."

Big things often grow out of little projects as Bluck pointed out. The "lamb and fleece" program is an example. Sheep put relatively little cash into farmers' pockets in Clinton County, yet the attempt made by Bluck and a committee to make sheep pay better was the beginning of a cooperative livestock marketing program at the county seat. Livestock marketing is only one enterprise now in the county cooperative marketing and supply-buying business with total sales of more than 3½ millions yearly, largest in Ohio.

Much more important than the economic advantages which have accrued was the leadership that developed and the organizations which grew. As Ralph Grimshaw said, "Extension has two jobs to do. First to get good farm practices generally accepted, and second, to develop leadership in the community."

Leadership of varying degrees of quality will be found in any community. Clinton County is blessed with many good leaders. They are key persons in the farm organizations, the churches, and the civic groups.

One of the most active organizations is the Clinton County Rural Policy Group, a fact-finding and community education body comprising delegate representation of more than 20 rural organizations. Meeting early in the autumn to plan their schedule of activities, these leaders bring to the attention of the group such problems as the need for better hospital facilities, lack of fire protection in the rural districts, and the threat of undesirable development of a new lake area in the absence of zoning restrictions.

The Rural Policy Group appoints a fact-finding committee. At that moment, leadership development begins. Extension agents help the fact-finding committees locate resource persons, or suggest where data may be found, or bring in an Extension specialist to draft a survey schedule to be used by interviewers.

As the fact-finding committee digs into the job, the chairman and members gain confidence and skill as interviewers, conviction that theirs is a worthwhile job, and information that makes them more valuable to their community.

The fact-finding committees' report comes back to the Rural Policy Group for appraisal. If it decides action is needed, then every member reports to his organization. Granges, Farm Bureau councils, service clubs, the county board of education, the ministerial association, and others get the facts from their representatives on Rural Policy Group.

The reaction of these organizations may give the green light to an action program. At that point, the Rural Policy Group steps aside, but sees

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Where the urban population is going rural.

Program Counselors Want Training for MORE LOCAL LEADERS

HOWARD DAIL
Information Specialist, California

TO MEET its constantly changing problems, the Alameda County, Calif. extension staff of eight members has turned more and more to careful program planning and development to help guide its activities and emphasis. The county, less than 30 miles from San Francisco and Oakland, is facing many problems associated with suburban expansion into farm areas. Population has almost doubled in 25 years, and the number of farms has decreased from 2,627 to 1,903, yet gross income from farm products has doubled.

Not all the farm and home advisers follow the same pattern, but all are seeking to keep their programs tied to the needs of the people concerned with their work by means of some form of planning.

With the help of his local leader, Franklin Van Konyneburg gave a demonstration on "How to Plant a Peach Tree" before the Kiwanis Club of Modesta during National 4-H Club Week.

For the county as a whole, a program development committee of 33 men and women representing the major agricultural and home economics fields came together in February. The staff discussed what the Extension Service was doing, and distributed a list of the projects in progress, major accomplishments, and some of the means being used.

The group split into groups of six, with one of the extension staff serving as resource adviser for each group. They discussed the most important problems facing the rural county areas and decided that the three principal ones could be classified as zoning and taxation, advisability of bringing in additional water to increase production on presently non-irrigated lands, and crops to fit the possible additional irrigation water. One or two additional meetings of this group were set for later in the year.

The three home advisers have planned their entire year's work on the basis of a meeting of program counselors representing the 30 home extension groups in the county. The counselors had check sheets passed out to homemakers asking for their ideas of what needed to be included in the year's home economics program. The suggested program also went back to the groups for them to consider and to make changes.

A detailed program for the period of September 1955 to May 1956 came from the planning work. However, at each meeting, beginning with one in September, an evaluation sheet will be made out by those attending. This will help guide future planning.

One result of the home economics planning has been a definite change in programs to provide special interest meetings and workshop meetings, in addition to group gatherings. Another has been that the home advisers are resorting, more and more, to training of local project leaders who, in turn, give the demonstrations and the information at meetings. Thus, the home advisers spend much of their time training and providing teaching material for the leaders. This offers an opportunity to reach a greater number of homemakers with a program based on needs and interest.

The 4-H Club program is guided largely by monthly council meetings to which each club sends its leaders. These leaders plan for events, select projects to be undertaken, and choose activities in which the county will take part. At each council the leaders work in specific committees where local, State, and national programs are adjusted to fit Alameda County.

In fields, such as poultry, livestock, floriculture, fruit growing, and others, the farm advisers confer with their leaders at scheduled meetings to determine the plan of work they will follow. Each extension staff member takes the opportunity of presenting the total extension program in the county to the specialized groups and, at the same time, works with the specialized group in devising plans to assist in answering the "overall problems of the county." In this way, all groups will contribute to the solutions.

BASIC PHILOSOPHIES

(*Continued from page 211*)

the Extension Service workable, and which should not be lost in the turbulent period of the moment. This quality of education means the strengthening of the cooperative principle, the involvement of the citizenry at large, and the spirit of partnership which has been so characteristic throughout agricultural development.

This fourth idea is built upon the close personal relationship of Extension workers with the people whom they serve. It is built upon the belief that the Extension worker has the time to become one of those whom he serves, and that he has the time and the talent to serve at the point where people live.

It is upon a platform of such ideas that the Cooperative Extension Service and the people may erect a total program of effort which is truly educational.

The terms "program" and "program planning" are much used in Extension conversation and much less used in practice. The term "program" actually describes a state of affairs within Extension activities. The word denotes that there exists direction, balance, design, and vitality. In simplest fashion, we have a program when we have long-range and short-range goals and objectives and a sufficient organization of our available resources to reach them.

How to organize the resources available to convert our present-day complexities into a purposeful effort is one of the most challenging problems confronting the entire Cooperative Extension Service.

An Extension program may be divided four ways, as follows:

1. Must provide for enough time and talent for establishing contact with the people. The people must learn what services are available and be placed in a position to recommend how these services may best contribute to their needs.

2. Provide for the time and the means to do something about those who indicate a positive interest. To call forth this interest places upon Extension workers the ultimate responsibility of providing a process by which representatives of the people at large may render their judgment. It is important to remember that at this point the process does not begin with subject matter and extend itself to the needs of the people. Indeed, the needs come first and, in turn, extend to subject matter next.

3. Provide for time to be spent with people to encourage adoption of ideas and practices. Positive interest will not be secured if Extension workers cannot be close enough to the people whom they serve to bring them results of modern research and technology in such a way as to improve their decision-making skill.

4. Finally, the fourth requisite of a balanced Extension program is to provide for sufficient follow-up in order to assist in the application of ideas and practices, once adopted.

From this extension of the basic philosophy of the Cooperative Extension Service, two courses of action appear to be the guidelines in the modern development of informal, creative education.

The first is a strengthening of the tested method of serving people where they are. This means for the Cooperative Extension Service a strengthening of the on-the-farm Extension work. With increased numbers of personnel, with many new workers on our rosters, together with the increased diversification of rural life, our great challenge in this day is, once again, to reorient our activities to the homes, to the barns, and to the fields of American farm families.

The second challenge is to join with the people in erecting an organization of effort which will be at once the property of both the people and the professional Extension staff. In no sector of the American economy have organizations representing the people, industry, the press, radio, and other interests joined together in a more firm handclasp of partnership than in agriculture. Therefore, the ultimate burden of the Cooperative Extension Service at the midcentury point is basically twofold: (1) To provide leadership at all levels in developing for agriculture and related fields a program of total educational effort; and (2) to capitalize on the rich heritage of the Cooperative Extension Service in providing a concise and accurate image of what constitutes its future work and plans.

Frank Jeter Dies

Dr. Frank H. Jeter, North Carolina's agricultural college editor passed away on September 16 after devoting 39 years to helping North Carolina farm people get needed information. He gave freely of his mind, his talents, and energy in popularizing technical information for the television, radio, the press magazines, and for every other available avenue of communication with people. His speaking ability was equally effective, and after hours frequently found him at county extension meetings or other occasions inspiring people with the extension message of better farm and home practices.

His work brought him much recognition, including an honorary degree of doctor of science from his home institution, Clemson College; certificate for meritorious service to agriculture from the North Carolina Farm Bureau Federation; the USDA Superior Service Award; a citation for distinguished journalism from American Association of Agricultural College Editors; and others. But simple, sincere expressions of appreciation from farm families who had listened to him on the radio, read his articles in the press and magazines, or heard him speak provided the recognition that gave him his greatest satisfactions.

Consumers, retailers, manufacturers, cleaners, and educators talk FACE to FACE about clothing

ETHELWYN DODSON and
MRS. FRANCES REIS QUINN
Clothing Specialists, California

CLOTHING specialists in California were getting questions from all sides. They did the only reasonable thing. They brought the questioners and those who had some of the answers together.

Leading homemakers, clothing retailers, a manufacturer, dry cleaners, college research and resident teachers, and clothing and home management specialists met with the home advisers of 3 counties—Napa, Contra Costa, and Alameda, all near Berkeley.

Each person had been interviewed when invited a month in advance to make sure each was interested in participating, knew why he or she was asked, and would be prepared to take part. Each of the 3 homemakers had talked with family, friends, and neighbors whose suggestions they reported. Two of the 3 homemakers were active in Extension.

Three principal subjects were discussed. (1) What type of information does the homemaker want on use and care of fabrics? (2) How can we get this information to the public? (3) Whose responsibility is it?

The all-day session resulted in some practical advice, frankly given, to each representative. To the consumer, the group recommended that she recognize what is proper home care of clothes and improve her practices. The retailer was advised to better inform sales people so they can give the right information at point of sale. The group asked the manufacturer to avoid unsuitable garment fabrics, and to use permanent labels for sizes on children's underwear and socks. Dry cleaners were requested to give garments more adequate and careful pressing, also to use the best cleaning methods for new fabrics.

The Extension Service was advised to teach up-to-date facts about fabrics and their care; to create better understanding between consumers and the clothing business; and to help homemakers analyze their particular clothing needs to get the greatest possible return on the clothing dollar. In spelling out the latter, the group felt that the Extension Service could help both the clothing business and the consumers if the latter were taught wise selection of clothing for the family, and taught to recognize and understand price differences for similar garments.

The homemakers said that they are more vitally concerned with qualities of wear and care than is often assumed, but they do not want to be snowed under with information. They also want to know how to judge if a garment will hold its appearance well. They want information at the point of sale and they asked that the terminology used on the labels be understandable to the average buyer.

Most women rely to a great extent upon the recommendation of friends who are satisfied users of a product. To replace garments with the wear and care qualities they need, women want descriptive facts.

As a result of this meeting, one of the retailers wrote the California Retailers Association telling them about the research that the California Drycleaners Association is proposing. He said, "This research is to solve the problems of cleaning merchandise that retailers sell. We believe your two associations can cooperate to the mutual advantage of your respective members and the consuming public they serve."

A retailer passed on to a manufacturer the consumer's request for "starched (fused) cuffs as well as collars on men's shirts." He also suggested that a summary of the meeting be sent to the Boys Apparel Buyers Association. Two retailers held store meetings to report the consumers' suggestions to other department buyers and salespeople in their respective stores.

The retailer, representing a chain of stores, reported the meeting to the company's New York office. In the reply, he learned that a similar meeting on a national scale will soon be held.

The local dry cleaner was asked to furnish enough booklets from the National Dry Cleaners Association to be distributed by a retailer at a store meeting.

From this small group meeting, the Extension staff not only received invaluable advice, but sparkplugged some cooperation in the area which will benefit all homemakers, and which may set off a chain reaction in more cooperative educational meetings. This same kind of advisory group could be brought together for mutual benefit anywhere, varying with subject matter and personnel available in the locality. To get full value from the meeting, the home, the market, and educational resources should be adequately represented.

Our Interviews With Homemaker gave us *Grant County's Need*

VIOLET SHEPHERD, Grant County Extension Agent, a
ELSIE CUNNINGHAM, State Home Agent, New Mexico

In Grant County, N. Mex., a study of the homemakers was made last March to learn more about their home interests and needs, and to find out if and where they get extension information.

Mrs. Frances M. Funk interviews Mrs. George Chip, whose husband works at the smelter. She is one of the 82% who have heard of Extension Services, and want to know more about them.

Mrs. Taylor McDonald, who lives on a ranch a long way from town, depends upon her radio and newspapers for news . . . 84% read newspaper regularly . . . 91% own radios.

Mrs. Augustine Torres saves energy by sitting when ironing. Only 17% of the women sit to iron. She speaks Spanish, sews well, and is a valuable local leader.

Mrs. Forrest Dell is dependent upon the stores as 47% are. A[illegible] don't drink [illegible] the 40% who [illegible] their vegetables.

Nineteen Extension Cubbers put out the cattle brands on their house curtains . . . 3½ of viewers were members, or had members of an extension unit.

Where program development based on recent facts.

e deductions and recommendations to be considered County Advisory Council in planning future programs:

nore young homemakers.
rage wider participation in **ion** activities.
more with special interest **s.**
asize money and time man-**ent and** consumer information **ds, housing, and clothing.**

- Identify Extension more clearly, so women know who the home agent is and where to find her.
- Get more subject-matter information to women through mass media —radio talks, newspaper columns, TV programs, community meetings.
- Train more local leaders.
- Provide more workshops taught by local leaders.
- Be generous in providing open meetings with teaching films and demonstrations.
- Urge neighborly sharing of Extension information.

n workers met each night the 6 days of interviewing men. They represent 5,775 farm, town, and rural non-memakers.

Forrest Delk with his children . . . one of the many ranch families in Grant County. Raising livestock, mining, and smelting are major sources of income in this part of New Mexico.

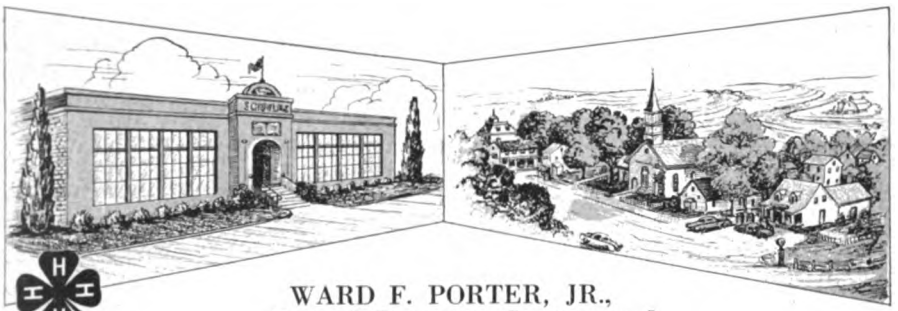
Mrs. McDonald folds flat pieces to save ironing time . . . 56% dislike to iron. She likes to teach sewing in extension clubs . . . 79% of the women sew.

Andie Alires prepares tacos for h. She was interested in know-how to get more food value for dollar. Many men work in indus- and farm part time to increase family income.

Mrs. Alvin Light wishes her cupboards were lower . . . 55% have storage space problems. Mrs. Light is one in 37% who dislike to do dishes. She saves time by using a drying rack.

Patty Perrault belongs to the San Juan 4-H Club which meets at school . . . 18% of the women interviewed had been 4-H Club members . . .

Comparisons of School and Nonschool 4H Clubs



WARD F. PORTER, JR.,
Federal Extension Service, and
C. C. ANDERSON,
Administrative Assistant, West Virginia Extension Service

A FEW years ago, the West Virginia Agricultural Experiment Station and Extension Service completed the first phase of a study of 4-H Club organization. This exploratory project was concerned more or less with a comparison and an analysis of school clubs and nonschool (community) clubs. Briefly reviewing the major conclusions of the study, we found that the nonschool clubs tended to be superior when judged by certain commonly accepted standards of performance. The latter included reenrollment and length of membership, county camp attendance, and club longevity. With regard to completion, there seemed to be no significant difference between the two types of clubs.

We would like to report on some of the more important implications of this study. In doing so, we wish to point out that the findings are somewhat tentative. Since there have been no comparable studies in other areas, the generality of our conclusions cannot be definitely established as yet. There is also the possibility that differences in statistical performance for example, reenrollments may not necessarily suggest real differences in attainment, by individual members, of 4-H Club teaching-level objectives. A close relationship has generally been assumed, but the evidence is not as yet conclusive.

The second phase of the project, now underway, will attempt to determine relative effectiveness of the two types of club organization and the relationship between club performance and the attainment by members of 4-H objectives.

What should the findings mean to a county extension worker or State 4-H Club leader? Our analysis indicates that the involvement or integration of a club in its local community is a factor of vital importance for satisfactory club performance. Along with other factors, the year-round residence of the local leader, the visiting of members' homes by local leaders, parental participation in club work, active adult councils, public meetings, and community projects, when taken together are indices of such integration. As shown by many other studies, these factors tend to promote and sustain high quality club work.

The West Virginia study is in full agreement in this respect. The data revealed a close relationship between performance and club-community integration. In other words, clubs with the highest levels of performance also tended to be those with the highest levels of community involvement, using the above indices as a standard. In addition, our findings indicate, at least for the study area, that these traits are much more characteristic of the nonschool type of club. School clubs, on the average, were much less involved in their respective communities when viewed in terms of these club-sustaining factors.

Does this mean the school type of club organization should be abandoned? Not necessarily! Much depends on various conditions associated with the particular area. For one thing, supervision of community clubs may be more difficult and time consuming than in the case of school clubs. This might be particularly true where the role and function of the agent are not specifically adapted to the nonschool club situation. It is important to consider this factor when contemplating changes in patterns of club organization.

The average enrollment of school clubs in our sample area was slightly greater than that of the nonschool clubs. This might indicate, although inconclusively, that total enrollment might be greater, at least temporarily, where the school type of organization is used exclusively. However, our data suggest that the average size of nonschool clubs was quite adequate for satisfactory club work. There is also this matter of quality of work and general performance to be considered. Finally, unless the number of clubs must be restricted, additional nonschool clubs can frequently be formed so as to more than match the enrollment in a large school club. Such a procedure would also have the additional advantage of permitting the development of club work to fit the special needs of a community's diverse population.

The status of the public school and the local community situation are also very important factors. Is the school close to the grassroots? Is it a real *community* institution, a focal point of interest and action on the part of community residents? Is the community a living force in the area? In other words, is there a strong we-feeling and a well-developed community spirit? Answers to these and other related questions must be determined before any sound decisions can be made.

Where the school is integrated with the community, where its facilities and influence are appreciated and used by the local citizenry, school clubs will often perform quite satisfactorily, other things being equal. Where the contacts between the school and the parents are limited, however, the school club may be doomed to failure or, at best, a level of performance which is mediocre

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Where interests are diverse, unity comes more slowly.

Program Development Needs Good Seedbed Preparation

G. J. KUNAU, Goodhue County Agricultural Agent, Minnesota

IN Goodhue County, programing has gone through many "growing pains" in trying for an effective method of sizing up situations, charting action, and getting accomplishments.

We utilize two kinds of program development, the more formal planning as noted in the annual plan of work, and the informal, in which the agents feel the pulse of farm thinking and from that try to develop a pattern for extension work in a complex rural society.

The latter is like good seedbed preparation for successful crop production. It's our daily relations with organizations, agencies, businesses, and individuals interested in the county's agriculture and the welfare of the farm people. It's what we do to earn the respect and confidence of the public. It's developing local leaders, setting up suborganizations to carry out specific jobs—it's 4-H, home groups, dairy herd-improvement associations, crop improvement associations, watershed committees, neighborhood discussion groups. It is full use of press, radio, television, and listening when people talk about problems, ideas, and suggestions. Only when all these are done well will the formal plan of work succeed.

In our State the county extension committee is responsible for developing the annual program. To insure representative thinking, they appoint a 50-member program planning committee of men, women, and youth, a cross section of the communities' and county's interests. This committee considers the county situation and singles out the problems and areas for extension program emphasis.

They meet for 1 day in March. The county agent, soil conservation agent, home agents, and 4-H Club agent participate. The forenoon is devoted to a brief analysis of current situations affecting the county's agriculture and community life. We share in this presentation with charts, maps, census figures, farm and home management data, and other material that develops the county picture and lays a background for constructive planning. Our State staff prepares a county program planning handbook and outlines the situations and trends in each line of work and provides some visionary thinking to help us set our sights. The handbook also contains many suggestions and an outline for carrying out projects and demonstrations and meetings, though this is not referred to until later in the planning.

Then the large committee divides into subcommittees. Last year we used five: (1) Crops and soils, (2) livestock and poultry, (3) farm business organization, (4) buildings and equipment, and (5) home and family living. Each committee is given a work sheet of their work area and a two-point job assignment: (1) "What are the long term goals for Goodhue County farmers in buildings and equipment? (2) List the immediate needs or problems—what to emphasize in next year's program. After lunch the committees continue for an hour before hearing committee reports. These reports are noted on a blackboard and discussed to decide what should be in the year's program.

The reports make the "skeleton" for the program of work. Work plan development is carried out by followup committees. The home extension committee (25 women) and the home agent work out the home project program; the 4-H Council and young men and women committee plan the youth phase. All who help feel that the program is theirs and assume a responsibility in helping with later meetings, demonstrations, leader training sessions, and publicity.

Obviously, there can be many variations for this planning and ours, too, will vary year to year. The important thing is to get many people, especially local leaders, to think about improving their farming and homemaking and to know how Extension can help.

To show how this works and how the county agent and the soil conservation agent coordinate their work, let's follow through the crops and soils phase. Here our followup group is comprised of the elected boards of our three soil conservation districts and the county crop improvement association, the county Agricultural Stabilization and Conservation committee and representatives of farm organizations, the county bankers' association, fertilizer and implement dealers, 4-H and YMW groups, Vo-Ag instructors and Soil Conservation Service farm planners.

They go over the "what and how," each group finding where they can help. Example: The Crop Improvement Association assumes responsibility for the crop variety demonstration plots. Our most effective soil conservation education is done at neighborhood group discussion meetings. Soil conservation district supervisors suggest neighborhoods and key

(*Continued on page 231*)

Where health is a perennial in the county program.

We give our people help on health problems because THEY ASK FOR IT

GERTRUDE HUMPHREYS
State Leader in Home Demonstration Work, West Virginia

Local leaders in Marion County, W. Va., hear a training meeting on "Vitamin A in Family Meals." County home agent, Margaret Rexroad, teaches the lesson, prepared cooperatively with the State extension specialist.

FROM the beginning of West Virginia Extension work, more than 40 years ago, health has been woven into the rural life pattern. In the home demonstration and 4-H Club phases of Extension, health activities have stood out as an important part of each year's design, and have added strength to the entire rural life fabric which has been woven by the people of the State.

Perhaps you are asking: "Why should we in Extension be concerned about rural health? Why don't we stick to agriculture and home economics, and leave health matters to the technically trained professional health workers?"

As members of the Extension Service of a land-grant college, we are charged with the responsibility of giving the people the kind of information and guidance they need to make an intelligent, practical approach to the solution of their problems—the kind of information they can use to achieve for themselves a satisfactory level of living.

When rural people, particularly homemakers, have an opportunity to check or list the problems that are of greatest concern to them, and on which they would like to have help from Extension, almost invariably health stands at the top, or near the top of the list.

Since it is one of their major problems, and since it cannot be separated from foods, clothing, housing, and other essentials of a good level of living, we feel that we cannot ignore their health problems any more than we can ignore their food problems. We have tried to include in our educational program the basic information which normally belongs in the fields of foods, nutrition, dairying, gardening, clothing, housing, and other agricultural and home economics subjects. When requests come for help on problems that are in the field of health as such, we seek the counsel, guidance, and cooperation of the professional health personnel available. In other words, *we try to help people to find sources of the technical information* they need.

In recent years, our rural people have expressed concern about the shortage of nurses, the lack of adequate public health services and, in some areas, the lack of doctors. They have wanted to know how to care for illness at home; how to get a doctor when needed; how to prevent accidents in the home and on the highway; how to meet the costs of hospital and medical care; how to have a safe water supply, and how to feed their families to keep them in good health. This recognition by the people of important problems on which they need to work, and on which they are willing to work, *is the first essential in building a good extension program.*

We have been gratified by this interest in solving health problems, but it presents a real challenge to our West Virginia Extension staff. We have been confronted by health problems that call for study and action. Since we have no health education specialists, nor any staff member who can devote a major part of his time to health work, it has been necessary to share the responsibilities for this phase of our program, just as members of a family share important jobs that do not belong in any individual's regular assignment of duties.

We Call on the Specialist

Through this sharing, and in other ways, we have tried to make our limited health educational resources and efforts as far-reaching as possible. It has been our purpose:

(1) To enlist the interest and active participation of a large part of our own staff of State and county extension workers.
(2) To give the best available information and training to the volunteer (lay) leaders—local, county, and State.
(3) To cooperate with the organizations and agencies whose professionally trained personnel can provide the technical information and assistance needed for a fundamentally sound health and safety program.

As far as our own Extension staff is concerned, the home demonstration workers, State and county, have probably been the most active in health work. Since expressions of the awareness of problems have come largely

(*Continued on page 230*)

Where county committees are open to new ideas.

RESPONSIBLE COUNTY COMMITTEES

Consider the merits of farm and home counseling, give it the green light. Ninety families ask to participate.

EXTENSION STAFF,
Oxford County, Maine

MAPPING any program of extension work in Maine is a joint responsibility of the Extension Service and the executive committee of the County Extension Association. So it was no exception that the advice and decision of the committee was sought when farm and home planning, or the unit approach, was first considered as a special extension teaching method for Oxford County.

The executive committee, made up of 10 men and 6 women, leaders in major farm and home activities in the county learned about the method from two specialists and the county extension agents. Invited to attend the executive committee meeting were Mrs. Pauline Lush, home management specialist, and Allen W. Manchester, district agent in farm management.

The county extension agents were Mrs. Ruth DeCoteau, home demonstration agent; Frank W. Hagan, county agent; Eugene P. Hart, assistant county agent; and Mrs. Mary-Abbie Kilgore, 4-H Club agent.

By way of introducing the method, the specialists proceeded as they would in a typical initial planning visit and interview with a farm family. First they raised questions of and got replies from committee members as to typical wants of Oxford County farm families. These included more efficient production, more income, security, modern home conveniences, good education for the children, attractive farmstead and grounds, some leisure time, better community spirit, closer ties with the church, and other similar objectives.

The executive committee raised many questions in discussing how these objectives could be obtained. It accepted the idea that farm families, if given encouragement and information, would study their present situations by working closely with Extension agents and plan the next few years of activities with specific objectives and goals in mind.

The name selected for the method for Oxford County was Farm and Home Counseling. The present executive committee is serving as the advisory committee.

The committee felt that full publicity should be given to Farm and Home Counseling in order that all persons wanting to participate in it might have an apportunity to do so.

Carleton Fuller, executive committee member, said, "This method may encourage self-analysis and serve as a teaching aid. A few families becoming active may be the best advertisement." Another member, Philip Andrews, said, "Give the people an opportunity to have it, and others may see the advantages and want it, too."

In organizing themselves to make farm and home counseling available to all in the county who requested the service, responsibility was divided as follows: The home demonstration agent and the assistant county agent were to make initial contacts with enrollees and be primarily concerned with the method throughout. The county agent and his assistant would do their regular extension work plus some farm and home counseling. At least temporarily, much of the regular home demonstration work would be done by a special agent assigned to the county. The club agent would assist by supplying a list of families to whom information on the method could be sent.

By organizing the work in this way, no regular extension project or activity has been discontinued.

Ninety-eight requests for farm and home counseling were received as a result of newspaper publicity and two letters sent to the entire county list of farmers and homemakers. Replies represented 3 percent of the list to whom letters were sent.

In most cases initial visits with the first 50 families to be contacted were made by the home demonstration agent and the assistant county agent together. Definite appointments were made with each family so the members would be prepared to spend the necessary time to discuss the service.

Some repeat calls have been made after initial contacts to assist families having immediate problems. The balance of the enrollees not contacted in the first several weeks of the service have been sent a letter stating they would be reached as soon as possible. If they had immediate problems, they were asked to reply so the agents could arrange to see them at an earlier date.

While the system of carrying on this method in Oxford County is on an individual farm family basis, meetings are held in some counties to handle subjects of common interest before major planning work is done family by family.

Where farm and town folk work together.

Farm and Town Leaders Work Together To Reclaim Their County

REX CARTER, Fayette County Agent, Pennsylvania

ACTUAL and economic scars from deserted coal mines, mining camps, and the coke industry have been difficult to efface from the rural and urban areas of Fayette County in Pennsylvania. For years both urban and farm leaders have recognized the problem and worked with varying degrees of success to build the county into a prosperous community.

A survey was made to determine the assets and liabilities as well as the potentials, and to acquaint the citizens with the problems. Local extension workers have used all the media known to help tell the story of agriculture's needs, and to bring the farm families in closer touch with urban families so that they might cooperate in developing their county.

A crop-improvement association was formed in 1947 to expand the extension agronomy program to include soil management. The soil management field day which this organization arranged has been so successful it has grown into a field fair.

In 1950 an agricultural development council was organized. Composed of 55 members representing organized agriculture, such as the Grange and commodity interest groups, labor, industry and civic groups, this body worked toward better markets for farm products, higher producing livestock, and recognition for outstanding farmers.

When it became apparent that legal implementation was desirable, the Fayette County Agricultural Improvement Association was incorporated as a nonprofit corporation.

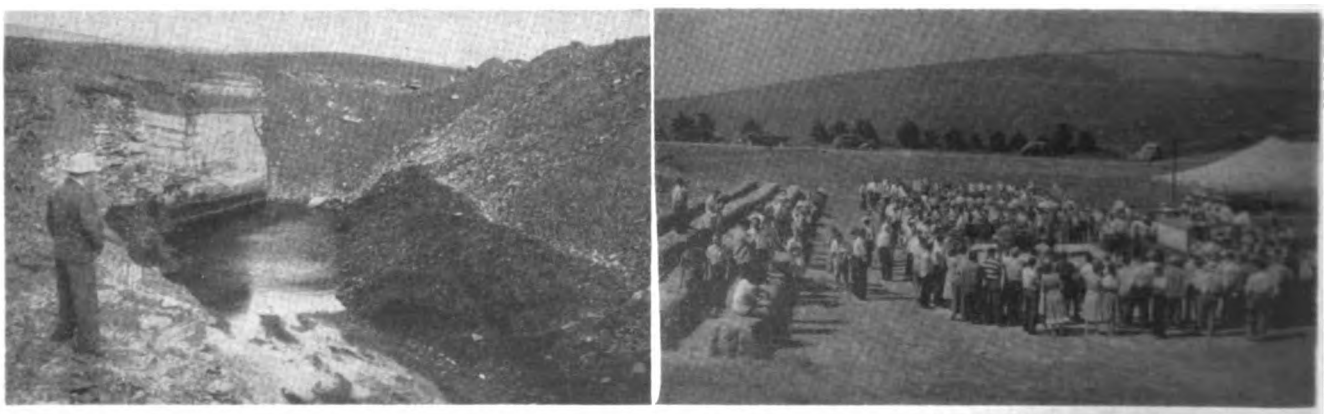
With population dwindling, assessed property values dropping, and no new industry coming in, the towns in Fayette County faced serious economic problems. At first, each of the larger towns established industrial development councils in an effort to attract new industry often at the expense of their neighbors. But finally in 1954, a countywide development council uniting all county communities and representing all economic interests including agriculture was incorporated.

Some important contributions have been made by these organizations. Several hundreds of acres of strip-mined lands have been reclaimed for agriculture and other hundreds of coal-pitted and brush lands have been restored to crops.

Studies are underway to determine market possibilities and to inventory our agricultural potential. Market news, published semiweekly, is mailed to curb-marketing people, roadside-market owners, and some local retailers. These letters contain information on retail prices and value and quality of produce.

More and more farmers and civic leaders are taking an interest in the development of the agricultural program because, first, they understand the problems better and second, they feel they now have a part, something of themselves, as it were, in the economic future. This is clearly indicated by the fact that attendance at the agricultural development committee meetings these past few years have averaged better than 75 percent of those invited. There are no paid jobs in this organization; all services on the part of local folks have been donated.

On the urban side of the picture, developments have been very favorable to agriculture. Most of the programs of the agricultural development council have been supported by business groups. Most noteworthy has been the farmer recognition program sponsored by the Uniontown Chamber of Commerce.



R. E. Carter observes one of the strip-mining areas where stagnant water forms a hazardous pool. This is the last of about 20 acres to be reclaimed. Right: Livestock Field Day draws 1,500 people.

Where farm, home, and 4-H are partners.

Erie County's 11,000 Extension Members

Call the Plays on PROGRAM PLANNING

E. HALE JONES
New York Extension Service

PROGRAM PLANNING in Erie County, N. Y., is a year-round effort with an extension team of more than 11,000 members carrying the ball and several hundred local leaders serving as "quarterbacks."

The team has three coaches—County Agricultural Agent John A. Birkland, Home Demonstration Agent Mrs. Mary Switzer, and 4-H Club Agent John Walker. Wherever possible, the signals are called with an eye toward integrating the interests of agriculture, home, and 4-H.

In most cases, the "three platoon" system is put into operation with the agriculture, home, and 4-H platoon each tackling its own problems. But each platoon has the same goal, more and wider participation in program planning.

The overall policy of each platoon is guided by a seven-member executive committee. In agriculture, there are 260 committeemen on 24 county committees which do the organizational work for 2,500 members. In home demonstration, about 6,900 rural and urban women are organized into 120 community clubs. There are 1,604 4-H Club members served by 158 volunteer leaders.

Integration success is pointed up at the combined training schools held by 4-H and home demonstration leaders. Also, 4-H Club members seek training and information by attending the county agricultural agents' meetings.

Walker reports that for the past 5 years the 4-H'ers have had project committees in homemaking, dairy, meat animals, saddle horses, vegetable crops, poultry, and conservation. These committees are made up of professional workers and 4-H leaders.

The conservation committee, first to be organized, is composed of the county forester, 2 members of the Soil Conservation district, SCS technicians, the district game protector and 2 other game protectors, a county 4-H forestry project leader, a county agricultural agent, 3 or 4 older 4-H members who are working in conservation projects, 1 or 2 parents of 4-H members, and a 4-H Club agent.

In agriculture, one of the most productive signals is "discussion 66." This method is used in planning by type of farming or commodity committees in such fields as dairying, poultry, and marketing. Birkland reports that the planning is broader rather than specific with the aim being to tackle problems rather than specific activities. The large number of people doing the planning, and hence the large commodity committees, led to "discussion 66." This means the commodity committee is divided into several groups each of which meets by itself to consider a phase of the program. Discussion follows their reports, and suggestions from the entire group are used for drafting the county program.

In home demonstration, planning techniques are virtually the same. Suggestions from club members, local leaders, and officers point up the important problems for homemakers. Agents and effective committee members participate in program discussions in clubs and at countywide meetings.

A recent highlight of integration was the merger of the city of Buffalo and Erie County home demonstration organizations into one countywide program. The new executive committee is made up of 4 women from the county and 3 city women. This

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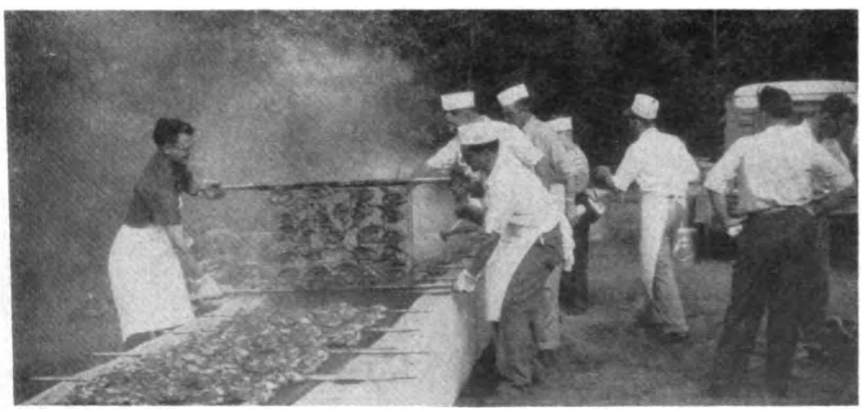

Erie Co. poultrymen turn the racks of broilers at broiler roast held annually since 1946. It has led to great popularity of "broiler barbecues."

(*Continued from page 227*)

merger has resulted in more efficient operation in the county as a whole.

The subcommittees have helped to maintain interest in the agriculture programs. In poultry, three-member subcommittees were appointed and each was responsible for a countywide poultry meeting. In home demonstration, Mrs. Switzer said that demonstrations and exhibits helped to stimulate interest in new programs.

On this Erie County extension team, people were kept informed through a monthly extension publication, newspaper articles, circular letters, bulletins, exhibits, motion pictures, a weekly television program, and radio. Meetings and farm and home visits are among the other important methods used by the quarterbacks to convey their signals.

In agriculture, the commodity committee members spotlight the problems to be emphasized while in home demonstration work, the executive committee and the home demonstration staff make those decisions. Conferences of agricultural, 4-H, and home demonstration agents are then held to direct the program in such a way that all three platoons benefit.

Suggestions from the State home demonstration leaders' office are set up in a program guide and considered by the home demonstration staff and the executive committee.

In agriculture, there are State committees at Cornell for each important type of farming. The dairy committee, for example, is made up of extension specialists in agricultural economics, animal husbandry, plant breeding, agronomy, agricultural engineering, dairy industry, veterinary medicine, soil conservation, and extension teaching.

The secretary of each type of farming committee is a member of the State leaders' committee. Recommendations from these committees are passed along to the county agents. In this way, the college specialists contribute to the building of sound county programs.

The Erie County team evaluates its program on the basis of progress made in better living, and there has been marked progress over the years in all phases of farming and home life.

MISSOURI PROGRAM

(*Continued from page 212*)

out the activities to be participated in by all clubs on a countywide basis.

As an incentive to 4-H Clubs, this council presents an award each year to the club doing the best work. Club membership has jumped from 198 members in 1950 to 344 in 1955. A recent county survey shows that 25 percent of the boys and girls between the ages of 10 and 20 who are eligible to enroll in 4-H Clubs are members. Personal visits to the homes of the young people who are not members will soon be made, and invitations to join will be given by 4-H Club members and leaders. Present members will be urged to stay in 4-H Club work.

For the past 2 years, older 4-H members have been participating in a junior leader project and this year these members organized their own Junior Leaders Council. This group meets every 2 months. Some of these junior leaders are members of the regular 4-H council. An award will be given this year to the most outstanding leader in the county at the annual 4-H recognition party.

The success of a county Extension program is measured by the progress made by the people of that county. In Putnam County the people have taken an active interest in planning and participating in the Extension program and have progressed in proportion to that interest.

IN HARDIN COUNTY, IOWA

(*Continued from page 213*)

of the specific activities in farm and home management. Under the 4-H program there's a problem of helping youngsters select projects that harmonize with family plans and objectives. The recommendations for that project grew from experience in the farm and home development program. The committee has drawn on advice and help from State Extension specialists, through district program planning conferences attended by committee members, and through training conferences for home economists in family living situations.

When the annual program for Hardin County is completed, the people soon know about it. Key leaders, including bankers, legislators, agricultural workers and the editors, get copies. The editors play a big part in telling the story. The Extension staff and the planning committee tell it, too, every day of the year.

Most of the evaluation of the Hardin County program is done in the area of intangibles. Professional and local leaders can see results of the program on the farms, in the attitudes of the people as well as in growing attendance at meetings and willingness of leaders to work in the program. They don't evaluate in statistical terms yet. However, a 1956 benchmark survey on farm practices will within the next few years give them a starting point for some accurate statistical evaluation of just what has been accomplished.

The Hardin County folks say there's already evidence that the farm and home development program is influencing the rest of the program. It requires a coordinated approach, with all the county staff involved. The staff members are finding ways that they can work together more effectively in many other areas of the county program. For example, Herb Allen and Wilbur Molison worked right along with Jane Davis this summer in an outdoor cookery project in the women's program. Many other cases could be cited.

Attending regular extension meetings are many of the farm and home development couples who had never attended such meetings before. These farm and home development cooperators will be a reservoir of enlightened leaders.

Summarizing, farm and home development in Hardin County is an honest-to-goodness part of the total Extension program—not a special project. The county's nine-person program planning committee bears the programing responsibility for it and carefully blends it into the rural program of work, using the maximum help of Extension and local leader resources. With the help of 60 or more local persons this committee brings together the best available thinking on farming, homemaking, and youth problems in the county, and it plans programs that will provide effective solutions to the problems.

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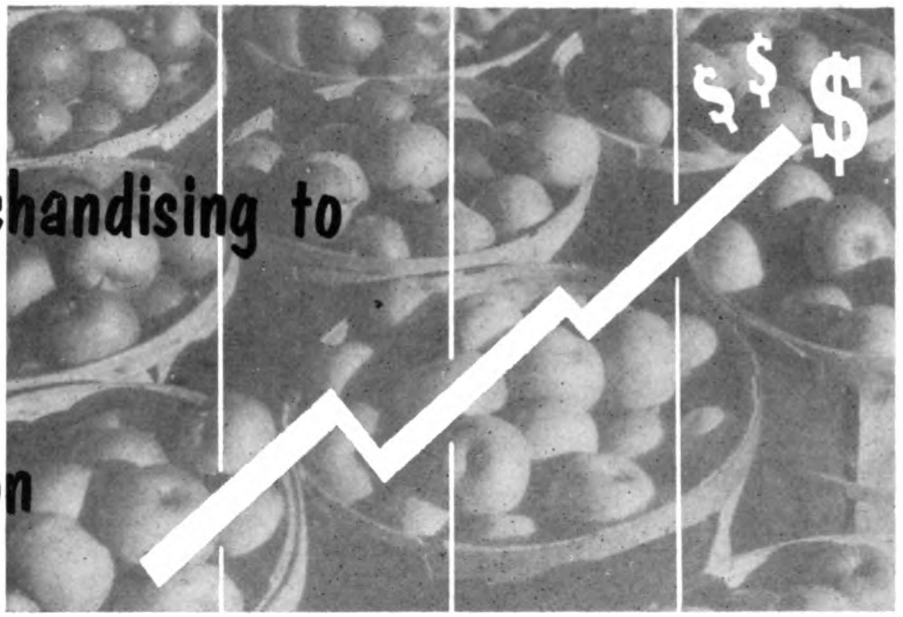


HENRY W. CORROW, JR.
Associate Extension Editor, New Hampshire

A CRISP, brown apple pie mounted on a slowly spinning pedestal of ripe New Hampshire apples started a flow of apple sales that have kept on increasing every year in New Hampshire grocery stores. This simple attraction getter, developed by Norman F. Whippen, extension marketing specialist, was first used at Laconia, N. H., in 1950. Persuaded by Horace C. Ballard, agricultural agent for Belknap County, a local store used this attractive display to boost its apple sales in 3 days by 10 bushel boxes, an increase of 50 percent over the previous week. A booklet containing apple recipes was given away with each apple purchase.

Mrs. Zoe Forest, homemaker of Hillsboro County, N. H., removes from the oven a sample of a very popular dessert in this county—apple pie.

The idea caught on all over New Hampshire, spurred on of course by extension workers. In Laconia alone, the next year, 14 retail outlets, chain and independent, working with producers used different apple displays to increase sales an average of 161 percent over predisplay weeks. Three growers who supply the fruit joined the effort to work with retailers on quality and delivery problems. Mrs. Harriet Turnquist, Belknap County home demonstration agent, prepared a new taste-tempting recipe booklet for apple shoppers.

Having succeeded in increasing apple consumption, Extension marketing specialists started a school to give retailers some help in marketing poultry. Working with the Poultry and Egg National Board, Ballard, assisted by the marketing specialists, tried to reach as many poultry retailers as possible. Again Mrs. Turnquist's choice recipes, called "Poultry Platter," were in great demand. One poultryman distributed over 500 copies to his consumers.

Fresh fruit and vegetables took the spotlight the following year when Extension cooperated with the New Hampshire Independent Food and Grocers Association. Over 40 market men attended the first vegetable and fruit school to learn more about wrapping, displaying, and keeping produce in top condition. Instructors were drawn from the ranks of retailers, extension specialists, and the USDA Research and Marketing Office (New England) at Boston. The final session in the series of five was held in a local store. Another poultry school and a second meeting for apple growers, retailers, and their wives wound up the marketing program for the year.

With this marketing experience behind them, Belknap County extension folks were ready to assist the New Hampshire Planning and Development Commission promote New Hampshire Week. In a big Boston department store, Mrs. Turnquist's apple recipe bulletins were a popular giveaway. The supply of 1,000 was exhausted, and more were supplied as television viewers heard about the offer. An apple map printed in color showing locations of producers' farms was another popular piece.

Spring schools on poultry and meat merchandising ushered in the fifth year of the Belknap County Extension efforts to improve merchandising and increase sales. Demonstrators from the American Meat Institute

(*Continued on next page*)

APPLE MERCHANDISING

(*Continued from page 229*)

assisted, as well as those from the Poultry and Egg National Board. Forty retailers turned out for each school. Beautifying store fronts, use of lighting and display cases, and other means of stimulating buying by making produce attractive were pointed up by a team of equipment dealers, store designers, and retailers.

A packaging school brought tips to Laconia area grocers who were considering changing to self-service in 1955. A booklet on inexpensive meat recipes was requested and produced by Mrs. Turnquist for the grocers' use.

Adding up their score after nearly 6 years of marketing work, County Extension Agents Turnquist and Ballard were amazed at the total number of meetings, schools, and other educational aids they had arranged for retailers, producers, and wholesalers.

The agents give the county committee credit for keeping the marketing undertaking rolling. Four retailers; a woman consumer; Independent Food Grocers Association's executive secretary, James Mahony of Manchester; and State and regional extension marketing specialists assist Mrs. Turnquist and Mr. Ballard in formulating plans for the year's activities.

When the program springs from the retailers themselves, extension agents believe the effort well worthwhile. With 15,000 consumers to service in Laconia and 10,000 from the surrounding lakes region, the producers and retailers have a good market potential right at home.

Farmers are vitally interested in any help that will improve product turnover, retailers in advice that brings satisfied shoppers to their doors daily, and consumers in any means that will help to keep their families easily and economically well fed.

As Ballard says, the original idea was to show both the retailer and producer that for only a few cents invested in merchandising tools, such as displays, they receive more profit and the consumer reaps increased satisfaction.

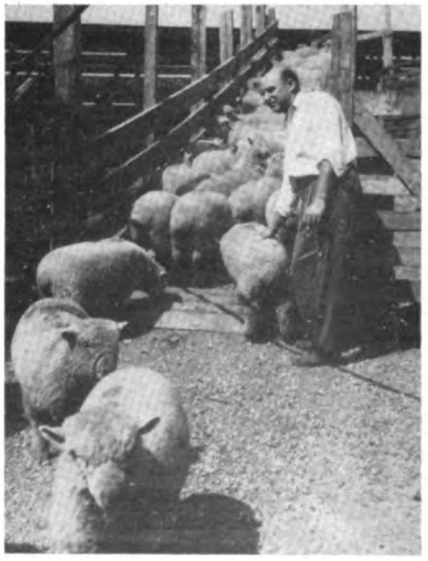
LEADERS GROW

(*Continued from page 216*)

that some organization takes over the job of bringing about the desired change.

This gets results. A new county hospital, an improved county health program, rural fire protection, and rural zoning regulations are only a few of the accomplished facts to prove that an effective action program can be built with the people laying the blocks and Extension acting as consulting architect. Grimshaw explained the agent's function this way: "The Extension agent, farm or home, should know his county so well that he has on tap projects which he thinks the people may want to work on. When the agent meets with an advisory group, he listens and talks a little."

The strength of the Clinton County method of program building lies in having all interested persons sitting in at the beginning of the discussions. When majority opinion has jelled and all the organizations have the fact-finding reports, a long lever is in the hands of the action committees. Extension personnel are ready for their cue, to pitch in and help, act as liaison or sparkplug, advise, or assist in the best way to get the job done.



Lester Miller, railroad representative, supervises the loading of some double blue lambs from the Clinton County Lamb Pool.

HEALTH PROBLEMS

(*Continued from page 224*)

from members of homemaker groups, it is to be expected that home demonstration workers should assume responsibility for many of the health activities.

The State Extension foods and nutrition specialist has actively promoted an educational program directed toward problems of food habits, lack of essential nutrients in family meals, food preservation, and certain special problems such as weight control. Through the training she has given home demonstration agents they have been able to take to local leaders and local groups much of the information and help they have requested.

Health Committee Stimulates Action

Other State and county Extension workers have been brought more actively into the health program through an Extension Health Committee appointed by the State director to plan and carry out a statewide 4-H health program each year. This committee includes State supervisors, specialists in agriculture and home economics, county agricultural agents, home demonstration agents and 4-H Club agents, thus bringing together a cross section of the entire State Extension Service. Specialists who have been particularly active on this committee have been in the fields of foods, nutrition, gardening and dairying.

Agricultural Specialists Do Their Part

The gardening program in West Virginia has made an unusual contribution to the home food supply, and hence to the health of rural families; this program has included also large numbers of part-time farmers and families in mining and urban areas. The dairy program carried through 4-H Clubs and home demonstration groups has done much for the nutrition and health of low-income and part-time farm families as well as for other families throughout the State.

PROGRAM DEVELOPMENT

(*Continued from page 223*)

rmers interested in calling in their ighbors. The soil agent, Arnold iebusch, moderates the discussion id the SCS farm planner assists. The discussion usually centers round crop production and land use. oil fertility, erosion, drainage, rotaions, adapted varieties, pasture mangement, hay crop silage, all find heir way into the evening roundable. Out of it come requests for oil tests, conservation layouts and a fuller understanding of today's complex farming.

Soil tests made in the University of Minnesota laboratory are returned to the county for the agents' recommendations and are "dooropeners" for work with individual farmers. These tests can lead to questions on crop yields, rotations, conservation practices, livestock programs, feeds, labor, and capital.

Such contacts are often the beginning of a farm and home development program for these families. The approach is gradual and the scope varies with the family's interests and abilities.

OUR COUNTY PROGRAM

(*Continued from page 215*)

council members give a report of their surveys and answers range from menu planning to making hats. The requests are summarized and discussed as to value, amount of interest and application to current problems. We used the specialists' plans of work and program guides, finally making up a ballot listing four programs. The first year they were:

1. Stretching the family food dollar.
2. Making my first dress.
3. Making the most of my kitchen storage space.
4. Furniture refinishing.

A brief description of each project and space to sign the homemaker's name and address were included on the ballot. Every council member received 25 ballots, or more if she wished, to give to homemakers in her area or organizations. After choosing 2 of the 4 projects listed, the homemaker returned them to the council member who sent them to my office for tallying.

To stimulate further interest in the program, a public rally was held. A talk by our home management specialist on kitchen floor coverings and display of attractive table setting helped to draw a large audience at both the afternoon and evening meetings. The ballot was explained and each person asked to cast his vote.

On the radio, in the newsletter and newspapers, homemakers were urged to secure a ballot and vote for the year's program. Over 400 persons helped decide on the program. Their choices were stretching the family food dollar and furniture refinishing.

I spent a day at the college discussing plans for leader training meetings with our two specialists involved and our State leader. All of the classes are done on a leader basis with the specialist or me doing the training.

The council members assisted greatly in securing community leaders and finding meeting places in their areas. I gave each council member a list of the qualifications which we had agreed were important for a leader. The first year I called personally on each woman who volunteered, but now the council members call on the prospective leaders and send their names to me. Of the 22 leaders who attended the furniture refinishing classes, 19 taught groups. During the year I attended at least one of each leader's classes and gave assistance wherever necessary.

Classes were arranged from the checklists on the ballots and homemakers invited to classes in their community. Others were notified of the classes through mass media and placed on a waiting list.

Some of our meetings were held in the afternoon, and some in the evening for the businesswomen and young mothers whose husbands could baby sit after work hours. Many of the groups were mixed because both men and women were interested in food budgeting and in furniture refinishing. In some localities urban and rural women attended the same class and seemed to enjoy getting acquainted and learning something about the others' problems.

Some leaders offered to drive 30 miles to teach in an area where leaders were not available. They like to do it. We reached every community in the county with the two programs. In 2 years, we had 4,306 homemakers in our classes.

The interest in home economics extension work continues to grow in Salem County. I believe it will develop further as more homemakers are involved in helping to plan the program, in selecting the programs to be emphasized and in participating by obtaining leaders, being leaders, and enrolling in classes. The more people we have working together and sharing the responsibilities, the more successful our program will be.

SCHOOL 4-H CLUBS

(*Continued from page 222*)

by normally accepted standards. This situation, unfortunately, may be all too common, particularly in areas where school consolidation has taken place without due regard to community boundaries and relationships. In such cases, our study suggests that the nonschool or community club will generally perform more satisfactorily.

On the other hand, in areas where the community as a whole is weak, where it is characterized by a low level of community consciousness and the absence of community concensus, the establishment and effective operation of a community 4-H Club work may be difficult. Such situations may exist, for example, when communities are undergoing a rapid turnover in the population or are subject to internal conflicts that tend to divide the community.

In Conclusion

Summing up, then, where community ties and community feeling are weak, the school club may have certain advantages. However, where the community is strong and cohesive, where it is a vital force in the lives of the people, the nonschool club organized on a community basis may well be the most effective. Because of the all-too-common separation of school and community we feel that the nonschool type of club organization frequently has much to offer, and should at least be considered whenever a change in organization patterns is contemplated.

Letters From Readers

I was interested to see insects given so much attention in the Extension Service Review (July 1955), and will add that I think they are worthy of it.

On the other hand I was surprised in reading the article on "Clean Grain," that rodenticides are not included in the "cures." In light of the seizures of wheat reported to date this year, all of them being due to "rodent excreta," it seems logical to give rodent control at least as much emphasis as that of insects. For insect control, the heading stresses five phases of insect control, including three separate uses of insecticides—but for rodent control, there is only one, namely good bin construction. The addition of rodenticides would have put rodent control in proper light.

I'm afraid we would not get far in either rodent or insect control by proper bin construction education only. At the bottom of the second column it is stated "Inform these leaders of *all* practices used to keep grain clean." I have underlined the word "all" to emphasize how the omission of rodenticides would not constitute a complete program.

My comments are made with the hope that future information will not omit a practice so important as that of proper use of rodenticides.—*E. H. Fisher, Extension Specialist in Entomology, Wisconsin.*

* * * *

I always enjoy the Extension Service Review and find many helpful items in it. There is, however, one question in my mind about the item in the August issue having to do with "Double Duty for Tape Recorder." The caption under the picture reads, "Burrell Henry, Agent in Calhoun County, Mich., carries his recorder in his car and sometimes uses it while he drives."

Some of our specialists have asked us to rig up their cars to permit dictating while driving. We have refused to sanction the idea of dictating and driving at the same time. If we would sanction it, I am sure we would be severely criticized by our State Highway Patrol.

It is my firm conviction that no man has any business attempting to dictate while driving. To do so is to invite trouble.

It is, of course, not for us to say what other States should do in this connection. However, we would rather not be in the position of having our specialists remind us that the practice has the sanction of the Federal Extension Service.—*R. R. Thomasson, Assistant Director, Missouri.*

* * * *

Is there a possibility of securing reprints of articles from the Extension Service Review? If so, under what conditions or at what cost?

[*Editor's Note*: We do not have reprints, but anyone may make them. Extra copies of the Review are available in limited quantities at no cost.]

I would be interested in reprints of "Listen, Our New Agent Is Talking," by Glenn C. Dildine, which appeared in the August 1955, issue. I would like to have it on hand to give to county staffs prior to the time a new and inexperienced agent joined their staff.

The article, "Long Time Goals," by Dorothy Tooleth, in the December 1954, issue would be helpful to new agents in program planning.—*Edna Sommerfeld, Associate District Supervisor Home Economics, Michigan.*

* * * *

Thought you might like to know we're calling attention to your story "Listen, Our New Agent is Talking" in the August issue of the Extension Service Review, suggesting that all county personnel in the Western District in North Carolina put it in their "hope file" for quick reference when they have new workers coming on the staff. Some of them are adding staff members currently. We're also suggesting the value of same approach in working with volunteer 4-H leaders as it might apply.—*G. L. Carter, Jr., Assistant State 4-H Club Leader, North Carolina.*

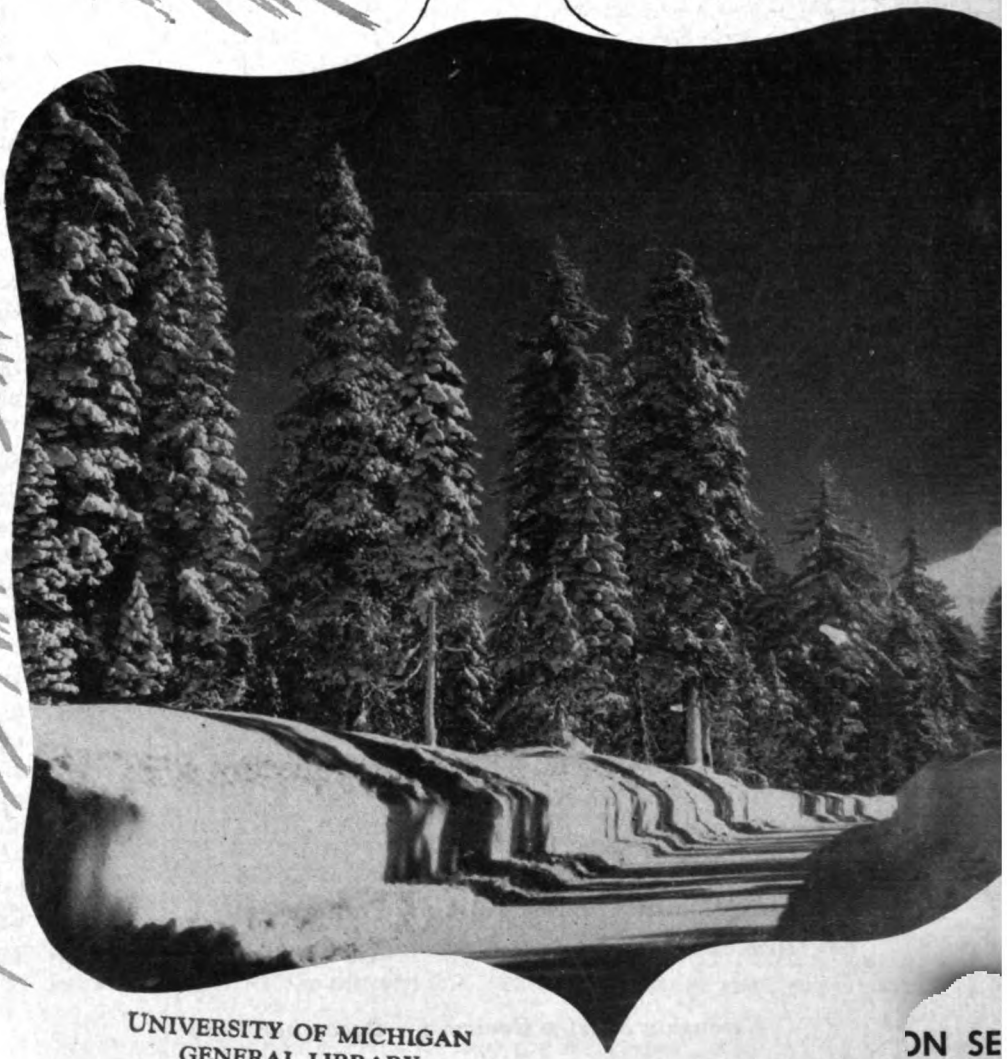
OUR SOILS AND THEIR MANAGEMENT by Roy L. Donahue, Chairman, Department of Agronomy, University of New Hampshire, Durham. The Interstate Printers and Publishers, Danville, Ill. 1955. 446 pp.

Although this book was written primarily for use by vocational agriculture teachers in their class work, it seems to me that it would also be a valuable reference for farmers and ranchers. The author uses an intimate and readable style and has illustrated the book with more than the usual number of good pictures.

An interesting thing about the book is its emphasis on self-help and interpretation which is especially true of the chapters dealing with land and range judging.—*W. R. Tascher Extension Soil Conservationist.*

EXTENSION SERVICE Review

DECEMBER 1955



UNITED STATES DEPARTMENT OF AGRICULTURE ◇ FEDERAL EXTENSION SERVICE

EXTENSION SERVICE Review

Official Organ of the
Cooperative Extension Service
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Prepared in Division of Information Programs
LESTER A. SCHLUP, *Director*
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DOROTHY L. BIGELOW, *Associate Editor*

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In this Issue—

Ear to the Ground

• Summarized for you in this issue is an illustrated account of the past year's Extension activities throughout the United States. The statistics cover 1954 in most cases, but activities often are drawn from 1955 reports. As a part of a large organization, every extension worker likes to have on tap some information on the total results of extension work. Insofar as it is possible to assemble such data.

For convenience, the magazine this month is divided into 4 parts: Wise Use of Land, Quality Livestock and Poultry, To Market—To Market, and Better Farm and Home Living. The examples of achievement were selected, not necessarily as exemplary but as illustrative of the wide variety of work that extension agents are doing and the major areas receiving emphasis this past year or so.

• Next month look for our Professional Training issue with information on scholarships, fellowships and courses to be offered in 1956 summer schools. Liberally sprinkled throughout the issue will be personal accounts of how county extension workers have managed in one way or another to free themselves from the job long enough to attend a refresher course and the subsequent rewards. They all agree, you must plan early!

Major articles include one by Dr Paul Kruse who borrows his title from Shakespeare, "What's Past Is Prologue." And Dr. Glenn Dildine has generously written for us again, this time on parents' relations with teenagers and how extension agents can help them understand each other.

• With my ear attuned to trends during this Outlook period, I foresee that in the next year the Review, and probably many magazines as well as other media, will try to get some answers on how to help farm families be more efficient farm and home managers. If the answers look good, I'll put them to work on home base.

Happy holidays to you all. CWB.

Year of Achievement

A Review of 1955 Cooperative Extension Work in Agriculture and Home Economics

THE YEAR 1955 might be called a year of challenge and unusual achievement for the Cooperative Extension Service. Because of the complexity of their problems, more farm people than ever before called upon extension workers for help. Nationally, county agents estimate that more than 9 million families were assisted in making some change in agricultural or homemaking practices during the past year. This is 9 percent more than in 1953.

Of this total, 45.8 percent were farm families, 20.8 percent rural nonfarm families, and 33.4 percent urban families.

County extension agents assisted 5,809,533 families change one or more farm practices and 5,763,965 families change one or more home practices in 1954. Enrollment in 4-H Club work reached a record high of 2,104,787 members, and home demonstration club enrollment climbed to an alltime high of 1,520,901 members. Extension workers also report working with 290,889 young men and women above 4-H Club age in organized groups during the year.

To do this, every available means of reaching people was used. More than 21 million personal contacts, nearly a million more than in 1953, were made by county extension workers. Telephone calls accounted for 9,294,627 of these contacts, office calls for 8,156,424, and farm and home visits 3,813,042. But in spite of these apparent achievements, the number of farm and home visits made by extension agents is far too small compared to the needs of modern agriculture.

Total attendance at extension meetings in 1954 was 74,181,016—4 million above that of 1953. Extension agents supervised 199,492 result demonstrations, wrote nearly 1 million news stories, made 206,000 radio broadcasts, and 43,220 television appearances during the year. They distributed 26,600,000 bulletins, circulars, and pamphlets to help answer requests made through office and telephone calls, farm and home visits, and at meetings.

Extension workers continued to rely heavily on local volunteer leaders in carrying out farm, home, and rural youth programs last year. To train the record 1,200,000 leaders that assisted them in 1954, agents held 176,372 meetings with an aggregate attendance of 4,104,253 persons. These leaders in turn held more than 1 million meetings attended by some 19,300,000 persons.

An average of 41 persons attended the 1,342,983 meetings held by county extension agents, compared with 16 attending the 1,196,781 meetings held by local leaders.

Agents were assisted in organizing, planning, and conducting extension work by 26,637 countywide advisory groups with a membership of 679,936 persons. These included overall county advisory councils, agricultural, home economics, 4-H, young men and women, and farm and home development councils.

More than ever before, the years 1954 and 1955 called for adjustments by farm families to meet the varied and complex problems with which they were faced. Continued high farm output, equaling the record high of 1953, called for production and marketing adjustments. The 4 percent drop in net farm income in face of continued high prices for the things farmers buy called for better management techniques. The 32½ million-acre reduction in major crops required drastic production shifts. And severe drought in a major portion of the South and central plains States necessitated immediate emergency measures.

These were but a few of the problems farm families were confronted with in 1954. Others have their roots in the agricultural revolution that has taken place over the past quarter century. While raising production per worker and the standard of living vastly, it has brought problems that many farm families are unequipped or unable to cope with. These include:

(1) High capital investment which has increased the risk factor in farming: Behind each of the 8½ million farm workers there's an average capital investment of $14,000 not counting the $5,000 invested in houses, household goods, automobiles, and other nonproduction items. This is

(*Continued on next page*)

4 times the 1940 average of $3,500 per farm worker, and excluding inflation, is a 70 percent increase. Where 11 million farm workers had behind them a $3.2 billion machinery investment in 1940, 8½ million farm workers are now using $18.7 billion worth of machinery.

(2) Increased farm mortgage debt: Continued decline in farm population has resulted in larger units and greater farm mortgage debt per farm family. In 1954 total farm debt reached $14.7 billion—36 percent above 1950, and 53 percent above the 1940 figure.

(3) Advanced technology and intense competition for agricultural markets: This has kept the farmer predisposed to application of new research and economic developments ahead of the pack. But it has put small farmers who are unable to mechanize and farmers who are not predisposed to change in a poorer position competition-wise than ever before.

To young couples just starting to farm, and to thousands of others—notably the 1½ million so-called low-income farm families—these add up to almost insurmountable obstacles.

In spite of these problems, American farmers continued the high production per worker last year that has made them the envy of the world. That one farmer now produces enough food and fiber to feed himself plus 18 others is a tribute to the ingenuity and resourcefulness, and to the U. S. Department of Agriculture-Land-Grant College educational system that makes the results of research readily available to all. In 1900, nearly 31 million Americans—a population of 76 million, or 4 out of 10, lived on farms. In 1954, less than 22 million Americans in a population of 164 million, 1 out of 7, lived on farms. The modern agricultural technology which made this possible has released millions of people from agricultural production to employment in industry and the services

Improved farming practices often make the difference between profit and loss.

Kentucky fescue and Ladino clover pasture, seeded in fall and fertilized with superphosphate and nitrate of soda fertilizer and covered with chicken manure makes good grazing.

Lurton Marsee and William E. Hunter, Macon County agent, Georgia, look over a cotton field. In 1926, southern farmers planted 44,608,000 acres of cotton; in 1954, 19,157,000 acres.

In addition to using these 5 acres for grazing 3 or 4 months, Ed Cannon of Georgia generally harvests $1,000 worth of pecans from his trees.

Spreading superphosphate on a pasture on the Rolfe Lee farm, W. Va.

A spray mixture of 2,4-D is used for killing weeds in a field of oats.

USDA laboratory tests new insecticidal materials for the control of fruit pests.

Wise Use of Land

Meeting the Challenge

WHAT to do with some 32½ million acres diverted from major crops, and widespread drought were probably the most critical problems facing farm families last year. Greater production and marketing efficiency, wise use of land, including diverted acres, better home management, emergency production and feeding practices, and increased consumption of food and fiber were the answers. Extension emphasized each of these in 1954 and 1955.

In Nebraska

Assisting farm families to make the best use of their land is both a short- and a long-time goal of Extension. In 1954 the short-time problem was that of making best use of diverted acres. Accomplishments in Nebraska are a good illustration of what happens when the full force of educational resources are brought to bear upon a problem. Nebraska farmers diverted 1,027,000 acres from wheat and corn production into other crops in 1954.

Finding practical uses of this land within the limitations of the adjustment program, economic conditions, and agronomic requirements posed a real challenge to farm people and extension workers. Together they worked out solutions.

Every means available to Nebraska extension workers for reaching farm people, including press, radio, television, meetings, numerous farm visits, letters, office and telephone calls, bulletins, and special exhibits, was utilized in presenting possible solutions. As a result, 419,000 acres of diverted land were put into drought-resistant sorghum crops, 274,000 acres to alfalfa, 114,000 acres to rye and barley for pasture and early feed crops, 85,000 acres to soybeans, and 135,000 acres to other crops, largely pasture.

In the Cotton Belt

In 1926, southern farmers planted 44,608,000 acres of cotton. In 1954, they planted 19,187,000 acres. During this time, lint yields have climbed from an average of 173.5 pounds per acre to an average of 339 pounds per acre. While cotton acreage dropped 25½ million acres, lint production has decreased only 2,526,000 bales.

How has land taken out of cotton been utilized?

Several million acres have gone into improved pasture to take care of the increasing numbers of livestock in the South. Timber acreage has also shot up. Georgia, for example, has increased its acreage of improved pasture 4 million acres and timber production by 2.3 million acres since 1936. Oats, barley, soybeans, and

(*Continued on next page*)

ON DIVERTED ACRES

Oats

Soybeans

Barley

grain sorghums show an increase of 8,876,000 acres over the 1944-53 average in the South. Rice production increased 1 million acres during the same period.

How can additional acres diverted from cotton production be profitably utilized? Increased forage production is one answer—hay production alone was 5,156,000 acres under the 1943-52 average last year. More grain production is another.

Feed and forage reserves have not kept pace with climbing livestock numbers in the South. As a result, last summer's drought found 1,100,297 southern farmers and ranchers declared eligible for drought emergency aid. During the year, 47,849,807 hundredweight of feed and 598,314 tons of hay were shipped into the area at a cost of more than $50 million. This represents a feed deficit and doesn't include locally grown feed. Nor is feed and forage shipped in by those not declared eligible for emergency aid included. And if livestock had been kept on a full ration instead of sustaining ration, the need would have been even greater.

Throughout the fall and winter months, agents held meetings, tours, and demonstrations to show farmers how to make the best use of available feed. Emphasis was put on the use of drought-resistant and spring-harvested crops. Emergency pasture, hay and silage production, and the use of temporary silos soared.

Mississippi, for instance, reports silage production has jumped 700 percent in the past 2 years. Production of corn and sorghum silage in Arkansas last year nearly doubled that of 1953. Texas farmers stored 1.4 millions tons of silage in 1954—40 percent more than the year before.

Missouri farmers used 50,000 fewer carloads of shipped-in hay last year than they did in 1953, despite the worst drought on record in many areas of the State. A three-quarter million ton increase in roughage did the trick. Nearly 20,000 new silos were built during the year, and storage of grass silage tripled that of 1953. At $20 per ton for shipped-in hay, this effort was worth $18 million to Missouri farmers.

Many Silos Were Built for Forage Reserves

A wrecker truck is used in tilting concrete walls into place for this silo.

An unlined trench silo is economical to build and easily filled.

A Missouri farmer unloads silage in his above ground bunker type silo, an economical type to build.

Weighing silage for cattle feeding tests at the Spur, Tex., Agricultural Experiment Station.

Soil Conservation Is a Community Concern

ARNOLD B. ROWLAND, Ford County Farm Adviser, Illinois

"SOIL Conservation for All" describes the aim of our Ford County, Ill., extension program in soil conservation. The success of the program depends, of course, on the people on the land. If each acre of land is to be used according to its capability, and treated properly, men, women, and youth must become aware of the problem and their responsibility for solving it.

Our county soil conservation program has been developed and directed jointly by the county extension program planning committee and the directors of the Ford County soil conservation district. For several years this part of our county extension program and the educational phase of the soil conservation district program has been cooperatively planned. In addition, emphasis on soil conservation has been dovetailed into several other phases of our overall county extension program.

Specific activities have included farm tours, contour plowing contests, waterway demonstrations, terracing demonstrations, and soil conservation airplane trips over the lands of the community. An example of the way in which soil conservation is worked into other extension

programs is our annual farm management tour. The tour includes at least one farm whose owner is a cooperator with the soil conservation district. On this farm we present not only the farm management data, but also details of the soil conservation program in effect, starting with a discussion of the land capability map.

Our county vocational agriculture teachers have also made an important contribution to this program through their adult evening schools. Two of the teachers have taken neighborhood groups of 10 or 12 farmers through a series of preplanning meetings, and more than half of the members of these groups have followed through by developing individual farm conservation plans that were approved by the district.

Our first organized soil conservation activity for the women on the land was a farm tour for women only. We extended a special invitation to women landowners. About 20 attended, and they showed as much interest as any group we had ever taken on a soil conservation tour.

In 1953 we cooperated on a soil conservation project for women. The first phase was the development of a local leaders' lesson presented by our Extension Soil Conservationist E. D. Walker, at a county local leaders' training school. These local leaders in turn presented the lesson at their local meetings that month. As a result of these lessons, several of the women expressed a desire to see some of the soil conservation practices installed on Ford County farms. Accordingly we arranged two tours, one for the northern part of the county and one for the southern part. The 48 women who participated seemed to appreciate the opportunity and feel that the time had been well spent.

Our soil conservation program for young people has three principal aspects. The first is the 4-H project in soil conservation. The second involves cooperation with our vocational agriculture teachers. We held a land-judging school so that the teachers might be better equipped to hold similar schools for their students. We also hold an FFA contour-staking contest in connection with our contour-plowing contest and conservation field day. The third aspect has been in cooperation with the county superintendent of schools in arranging soil conservation tours for teachers who take a summer course in conservation.

Our area newspapers have made an important contribution to our soil conservation program. We try to supply them with timely information on the project and activities connected with it and they have been very cooperative about printing it.

Ford and many other counties have made remarkable progress in solving the soil and water conservation problem. Much still remains to be done, and I doubt whether the job will ever be completed. But I am sure we can make the most progress by carrying out a coordinated county program that effectively utilizes the resources of all groups and agencies concerned with the problem. We need the help of everyone in conserving our soil.

Soil Testing in Pennsylvania

JAMES H. EAKIN, Extension Agronomist, Pennsylvania

QUOTING a Pennsylvania farmer, "My corn harvest is finished and I am in a better position to judge the results of soil tests sent in last spring. Where I followed your recommendations it took four rows to make a load of corn. Where I didn't follow the recommendations it took six rows. I grew half again as much corn and reaped a handsome profit by following the recommendations listed on your soil-test report. Under separate cover I am sending in soil samples for all my fields."

Another letter states, "Every 5 years I apply 1 or 2 tons of limestone per acre to my fields. This year I was about ready to order lime for my farm when a neighbor suggested that I send soil samples to your laboratory for analysis. I submitted 18 samples of soil and the results amazed me so much I want to tell you about it. None of my fields needed lime and some of them had been overlimed. My lime bill ordinarily runs about $700. This much saving means a great deal to me, and I wish to thank you for your prompt soil-testing service."

The fixed costs for growing an acre of corn in Pennsylvania amounts to about $39 per acre before any fertilizer is applied. Or the break-even point on corn production is 33 bushels of shelled corn per acre selling at $1.50 per bushel. The average corn yield in Pennsylvania over the last 10 years was 45 bushels per acre. This means that the average corn field in Pennsylvania is yielding only $18 total net profit per acre. Since corn takes up fully one-third of the cropland acres in Pennsylvania, this low yield is far short of the potential yield of corn fields in Pennsylvania. It has been recently estimated that by using soil-test recommendations and taking other advice on corn production that the average yield could easily be raised to 67 bushels per acre in a very short time. This would mean 45 million dollars total gross income over what is being realized by Pennsylvania farmers today.

To date a soil-fertility inventory of Pennsylvania has shown that crop yields are about one-half their potential. For example, in some areas of the State 70 percent of the soils are too acid to grow a profitable yield. In other sections of the State 40 percent of the soils have actually received too much lime.

A soil test is no better than the research which has preceded the test. Without fundamental research on soil-testing methods and recommendations a soil analysis is almost worthless. For this reason 6 soil-test pilot farms are continuously operated in Pennsylvania. These are privately owned farms, and each year the farmer has all his fields tested and religiously follows the recommendations of the test. These farms are located on areas which represent broad geographical areas. The soil texture differs from a sandy loam to a heavy, poorly drained, clay area.

4-H Club Members Proud of Record

Proud of his achievement, 10-year-old Joel Holley of Itawamba County, Miss., shows a sample of his 4-H Club corn demonstration. This project fits well into the balanced farm and home program which his family is following.

Leo and Theo Fite, twin brothers, who are members of the Brinkman 4-H Club in Greer County, Okla., look over the list of grain sanitation practices for which they have checked this elevator in their home county. With the help of their county agent, Bill Sallee, the boys worked out the check list. Then they surveyed all elevators in the county and some 75 farm storage bins, recommending changes in practices wherever they appear to be needed.

Kansas county agents find . . .

Demonstrations Sell Irrigation

HAROLD SHANKLAND, Associate Extension Editor, Kansas

WITH subnormal rainfall and a subsequent increased interest among farmers in irrigation, Kansas extension workers are giving more of their time to teaching irrigation know-how to farmers who previously relied entirely on rainfall.

Farmers experienced in dryland farming now going into irrigation farming are finding that practices associated with irrigation and even some of the crops are new to them.

They are learning that they need to know not only the engineering phases of applying water but also crop water requirements, profitable crops for irrigation, seedbed preparation, cultural practices, and fertility needs. Also important is maintaining productivity through crop rotation.

To help farmers get this information, that sound teaching method, the demonstration, is being used by Kansas to point out the essentials of irrigation farming.

Kansas State College, recognizing the big increase in irrigation interest, has established four irrigation development farms in cooperation with other agencies, and has continued and expanded its experimental work at the Garden City station.

This western Kansas area, supplied with water from the Arkansas River and deep wells, has many irrigation farmers who have been assisted by Oscar Norby, county extension agent, and the soil conservation technicians in Finney County.

Educational tours planned by Norby and conducted in cooperation with Gerald Van Vleet, work unit conservationist, have been held each year since 1948. During this period, 12,598 acres have been leveled for irrigation, and 112 wells have been drilled for cooperators, according to Van Vleet.

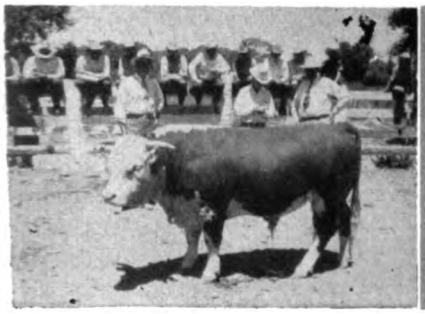
Demonstrations are used in Norby's county and in other Kansas areas to show irrigation methods and practices. One of the farms frequently used is that of Charles P. Olomon, Jr., who was chairman of the Finney County extension council last year.

Like a number of others in the 10,000-acre area served by what is called the Farmer's Ditch, Olomon has not had sufficient water for irrigation since 1951. The John Martin dam west of Lamar, Colo., the source of the water for the Farmer's Ditch, has not impounded enough water to meet irrigators' needs.

Because of this, Olomon last year started developing a supplemental supply of water, something, he is convinced, virtually every irrigation farmer needs.

His first step was to drill a 315-foot well. It has a 16-inch casing and a 10-inch turbine pump with a capacity of 2,000 gallons a minute. The other major phase of the $10,000 project was a reservoir of 2 million-gallons capacity.

Demonstrations on irrigation practices are well attended in Kansas.



Quality Livestock and Poultry

THE COMBINED impact of drought, large livestock inventories, and an unfavorable cost-price ratio put beef cattle producers in a particularly tight situation last year. County agents gave priority to helping farmers and ranchers meet this situation—yet they didn't overlook longtime programs designed to put their operations on a sounder basis.

Extension workers stressed more efficient production and marketing, with quality improvement heading the list. As a result, agents report that close culling of breeding stock and replacement of inferior animals with those of higher quality was pronounced in 1954. Increased emphasis on production-testing programs based on selection of animals for performance helped make this possible.

Breeders were shown how to select top-quality, high-producing sires, and commercial producers how to pick similar females. New Mexico, alone, reports more than 200 herds of registered cattle in the weight-for-age program. Extension workers there conducted 57 quality improvement demonstrations last year. One herd owner reports the average weight of his yearling bulls has increased 150 pounds as a result of this longtime program. Total influence of improved bulls in commercial herds in New Mexico is best seen in the 2 to 4 percent increase in production per brood cow worth $3 to $4 million annually.

Meat-Type Hogs

Nor is quality improvement work limited to beef cattle. Surpluses of lard and consumer preference for lean meat have had a depressing effect on live hog prices in recent years. Extension is helping to show farmers the value of producing meat-type hogs.

In Ohio, for instance, 70 live-hog grading and carcass cut-out demonstrations have been held for producers and buyers. Live-hog grading and marketing days are held regularly at 21 livestock markets, with nearly a half-million hogs graded and sold on a price differential basis since the program started. This has meant an extra $130,000 to Ohio hog producers. But even more important is the influence the work is having on the use of meat-type breeding stock.

Inefficient production and marketing practices result in large losses to livestock producers. To meet this problem, an intensive extension educational program is being carried on with producers, buyers, and packers. The immediate objective is to improve market hogs one grade. This means trading 3 percent of fat worth about 13 cents per pound for 3 percent of lean worth 45 cents. If 10 percent of the hogs marketed in 1954 had met this grade increase, the difference in value would have amounted

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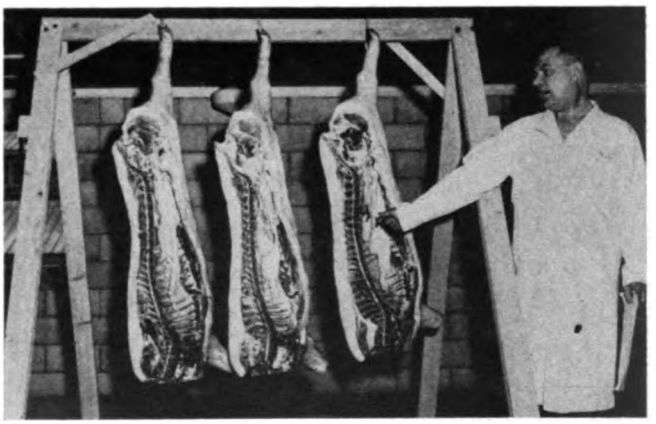
A live-hog grading demonstration in an Ohio livestock auction. Herbert Barnes (right) is extension specialist in animal science at Ohio. Lester Miller (third from left) is agricultural representative of a railroad. Others are market agencies' graders.



Wilbur Bruner, extension specialist in animal science and agricultural economics at Ohio, points out the wide backfat in a lard type carcass (right) in contrast to the narrow backfat on the meat type carcass (left). The pigs live-graded are slaughtered for the demonstrations.

(Continued from page 241)

to approximately $10 million. Nineteen States had extension marketing specialists working with all segments of the swine industry on this problem last year.

Barrow Show Held In Vermilion County, Ill.

Orin W. Hertz, Farm Adviser

Because the problem of giving the consumer what he wants involves the farmer, the buyer, and the packer, we have tried to approach it from the standpoints of all three. To give each of them a better understanding of what a meat-type is, we planned a barrow show. Sponsors included the Vermilion County Livestock Marketing Association, which provided the meat-packing facilities; and the Illinois Extension Service, which assumed responsibility for the educational phases of the show.

Three classes were set up: (1) 190- to 200-pound single barrows. (2) 220- to 240-pound single barrows, and (3) pen of three 190- to 240-pound barrows. Prizes were offered to attract entries. About 35 barrows were entered in the show. They were live-graded in the forenoon, and a price differential of 25 cents a hundredweight was set, which was based on the day's price. Choice No. 1 received 25 cents plus; No. 2, the day's price; and No. 3, 25 cents minus.

A carcass demonstration was held in the afternoon. A few days earlier eight closely selected pairs of barrows had been picked out at the packing house. One of each pair was slaughtered, and the carcass was put "on the rail" for the afternoon show. Each participant graded the live hogs and then inspected each mate on the rail.

The second barrow show was held on September 18, 1954, and with the same sponsors and classes. The procedure was the same as in the previous show, and we followed a similar pattern at a third show in September 1955.

Yes, old habits are hard to change. But the consumer is forcing everyone to "play the hand" his way. The shows we have already held have made farmers more familiar with the "live" characteristics of desirable meat-type hogs. They are beginning to understand that consumers do not want and will not buy cuts from fat hogs and that it will be to their advantage to produce the leaner kinds. Buyers and packers have come to realize that they have a great deal to learn about how to select hogs on the hoof that will be meat-type on the rail and over the counter. We believe our annual Barrow Show is hastening the day of the meat-type hog in Vermilion County.

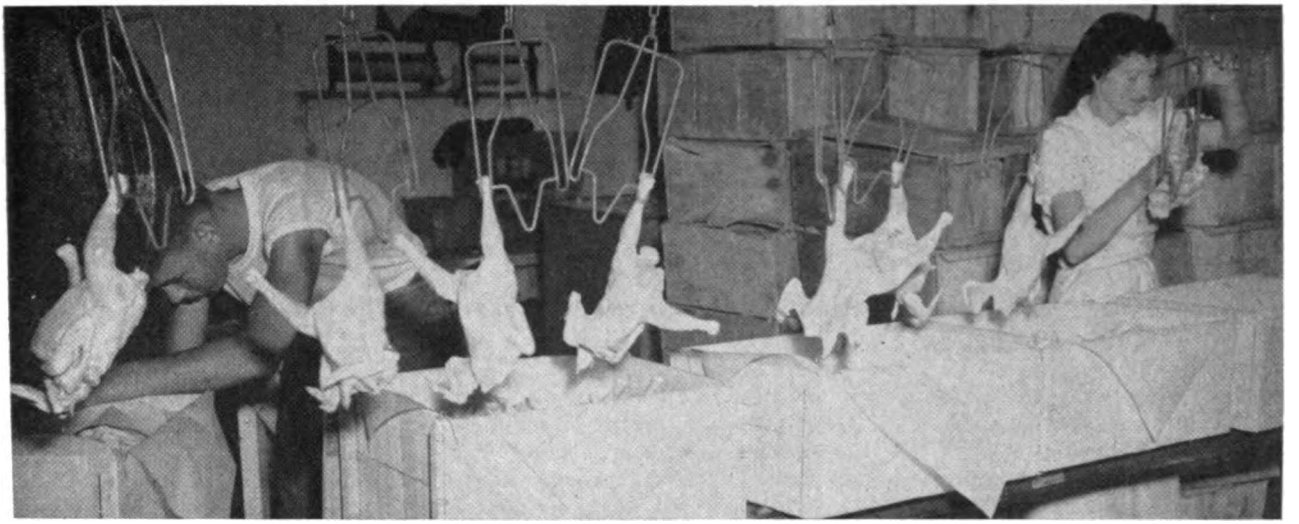
Sheep in Blankets

Sheep on dry, windy western ranges may be wearing blankets in the future. Last winter, Dick Stauder, wool marketing specialist with the New Mexico Extension Service, carried out a demonstration which proved that the blankets kept 4 pounds of dust and dirt out of each fleece. The zippered pleat in the front of the blanket takes up the slack so that the blanket may be worn by sheep after early shearing in cold spring weather. Besides, the coyotes are afraid of the blankets and keep their distances from such strangely appareled sheep. Incidentally, the blankets are made of cotton in 10-ounce duck.

The blanket idea has caught on with ranchers, and a new industry is springing up in the Southwest. Orders for more than 100,000 blankets for the coming season have already been placed with awning concerns, which sell the blankets for about 75 cents each.

Jesse Packer of Westover, Md., looks over some of his Hampshire sows and their litters. With the help of the Farmers Home Administration, Packer, a World War II veteran, is able to erect and renovate buildings.

Because of small capital investment per unit compared to other livestock enterprises and the favorable long-time wool and lamb outlook, sheep production is ideally suited to many farms.



4-H Clubs Boost Poultry Industry

THE POULTRY industry of Louisiana has been materially affected by a group of youngsters who have participated in the Chicken of Tomorrow contest during the past 7 years. As tangible results of their influence the State's broiler industry has jumped from 2 million dollars to 13 million dollars, and a high-capacity processing plant has been built in Alexandria, the host city for the annual Chicken of Tomorrow contests.

It was 7 years ago that education, industry, and business joined to sponsor the Chicken of Tomorrow contest. Louisiana youngsters volunteered for participation in this contest, and today they will tell you that they have profited immeasurably from the training they received.

They know the value of good breeding stock. They are sold on the value of good feed, good brooding, and, in general, good management. They have had the opportunity at local shows to demonstrate to neighbors, parents, and other poultrymen that good practices mean the difference between good and bad poultry production.

It was along the 7-year route of the contest's existence that the young poultrymen proved that they could produce 3-pound chicks on less feed and in less time than the generally accepted period of production, 12 weeks. Then the youngsters raised 3-pound chicks in 10 weeks' time, and finally cut that period down to 9 weeks. It used to take from 10 to 12 pounds of feed to produce a 3-pound chicken. Today it requires less than 9 pounds of feed to produce that weight bird. When the young people learned that the market wants a white chick because it is easy to pick, it dresses out well and has great eye appeal, they shifted production from red to white chickens.

This contest was conducted in 48 of Louisiana's 64 parishes in 1954. There were 738 junior entries which marked the largest number of entries ever made in any State in this national project. Parish shows were held prior to the State Show in Alexandria.

Fairfield County, Conn., boys leave the hatchery with their chickens. Through a 4-H project in poultry, 847 Connecticut boys and girls have had the opportunity to raise chickens in the last 6 years. Sponsored cooperatively by the Agricultural Extension Service and the Sears-Roebuck Foundation, it was planned to be self-perpetuating.

To Market-To Market

With better products—
In less time—
To more consumers—

EXTENSION work directed at increasing agricultural marketing efficiency and reducing waste in assembling, processing, distributing, and utilizing farm products offers opportunity for improvement as great as that achieved in the production of farm products. Producers, the marketing trade, and consumers benefit when the market is supplied with the quantity and quality of products in demand at a price fair to all.

Extension work in marketing centers on (1) increasing marketing efficiency in order to reduce market costs which now account for 58 percent of the consumer food dollar, (2) developing domestic markets to the fullest extent, (3) helping farmers obtain a better price for their products, and (4) creating among producers and consumers a better understanding of the marketing system.

Expansion of marketing research work and extension marketing staffs has increased Extension's opportunity to make a real contribution toward greater efficiency in the marketing of agricultural products. Coupled with programs aimed at increasing marketing efficiency, is work directed at providing farmers with the type of outlook information needed to help them adjust production to market demands.

With an increase in Agricultural Marketing Act funds, work with retailers and other handlers has also been stepped up. Greater emphasis has been placed on marketing information for consumers in an effort to increase consumption of specific commodities when in heavy supply, and to provide consumers with practical information on availability, selection, care and use of farm products.

Peaches

Peach marketing losses amount to nearly $6 million annually. Much of this is caused by overripening in transit and storage. Rapid removal of heat after picking retards the ripening process 3 to 4 days, permitting peaches to be marketed at a more advanced stage of maturity. In 1952, the South Carolina Extension Service began demonstrating the use of hydrocoolers to cool peaches. As a result of an intensive educational program with growers, marketing organizations, and shippers, 24 hydrocoolers were in use last year. More than 3,000 of the 4,700 carloads of peaches shipped from the State were hydrocooled. Growers estimate this increased their 1954 peach income by $300,000.

Eggs

Prior to 1953, market outlets for quality eggs were not available to producers in a large part of Texas. Working with all segments of the poultry industry, extension workers helped establish graded egg markets

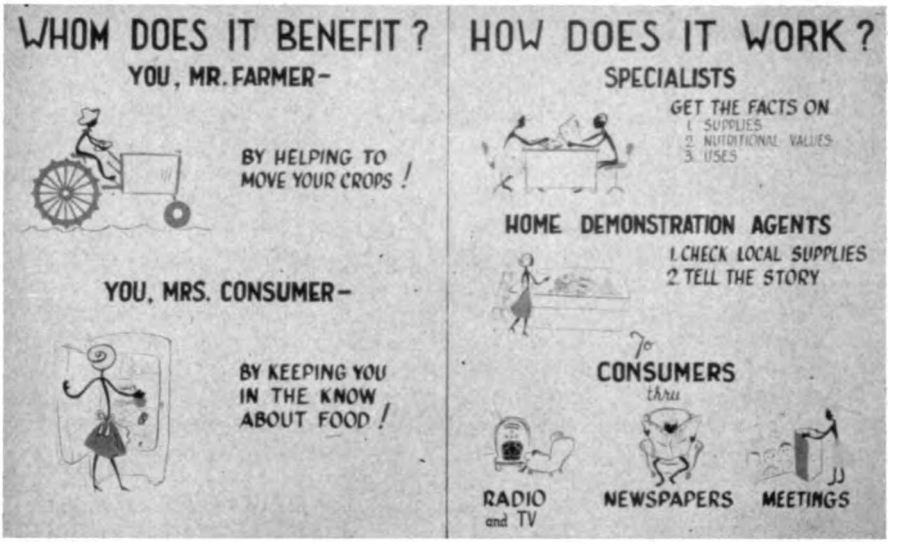
Better quality peaches, eggs, and apples put more money into producer's pockets last year.

in 37 counties in 1953, and in an additional 48 counties in 1954. Producers sold 31 million dozen graded eggs in 1954 compared with 23 million dozen in 1953. At an annual average price of 5 cents per dozen above current receipt prices, the 31 million dozen eggs brought producers an extra $1,550,000 and provided consumers a quality product.

Apples

Until 2 years ago, marketing of apples in the Hondo Valley of New Mexico was on an individual producer basis. Growers were almost wholly dependent upon truckers to dispose of their crop. Prices received were usually far below the current market. With guidance from the Extension Service, Hondo Valley growers formed their own marketing organization in 1952. After studying every phase of apple marketing, the growers sold stock certificates and constructed their own grading and marketing facilities. Hondo Valley growers estimate they received $1 per bushel more for their apples in 1954 than they would have received without the grading and packing shed. Last fall, the New Mexico Extension Service helped San Juan County fruit growers form a similar organization. They constructed a building and purchased equipment identical to that used by Hondo Valley growers. Since then, two apple graders have been installed in the other major apple-producing areas of the State. These are a direct outgrowth of the success of the Hondo Valley work.

Food Information for Consumers



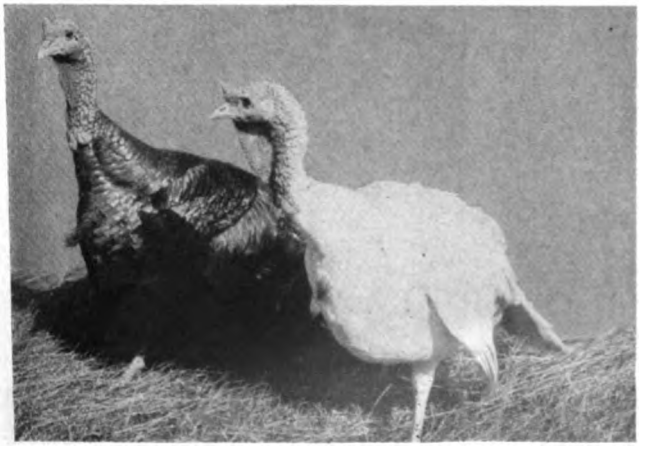
Consumer Information

By directing attention to seasonal supplies of food products, consumers are encouraged to make purchases when supplies are large, quality high, and prices favorable. Weekly food bulletins are sent to 3,000 professional leaders from the Extension Research and Marketing Office in Boston. The women's editor for the Boston Post writes, "We use the information each week in a 'Let's Go Marketing' column. Our circulation is 297,412. We find the Food Marketing Bulletin very helpful."

The New York office distributes a weekly release to 515 food buyers of small institutions. Based on a questionnaire sent to these institutions, about 75 percent use the information, resulting in improved diets at no additional cost.

Turkeys

In one large city, a turkey processor reported, "Last year we sold 32,000 pounds of turkey compared to 50,000 pounds this year. In spite of lower prices, much of the credit should go to your program which has directed consumer attention to a good food buy. You have impressed people with the reliability of information you give on timely food buying suggestions." And a turkey grower who appeared on one consumer information program wrote, "We really had a big response to your TV show. We had so many orders we practically had to take the phone out."



Sale of turkeys increased after extension television program.

Summary

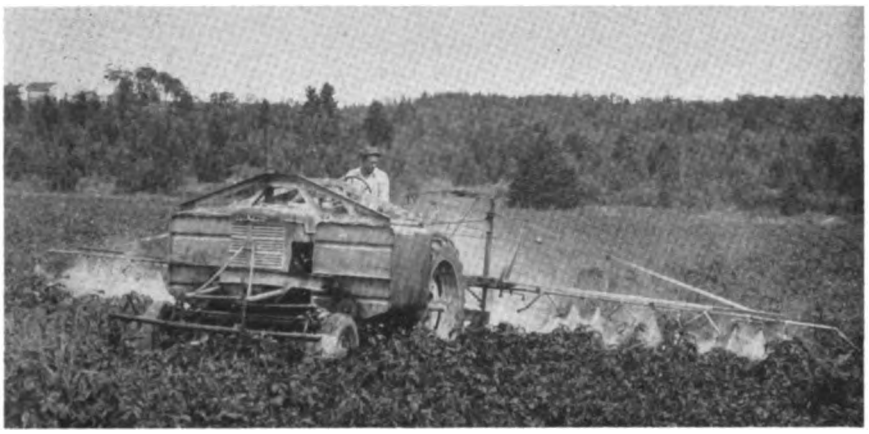
The total number of persons receiving extension marketing assistance last year was quite large in relation to the number of extension workers. Agents report helping 554,354 farmers in vegetable marketing, 835,076 in dairying, 628,028 in swine, 651,342 in grain crops, and 425,690 in cotton and fiber crops. They assisted 19,095 retailers with merchandising problems.

Quality Control for Maine Potatoes

THE regular service of sending spray information notices to growers, newspapers, and radio stations was continued in Maine this year as were measures for controlling potato ring rot. In addition, two intensive campaigns were conducted by the Extension Service in cooperation with the many other organizations interested in the potato industry. One was the control of potato refuse dump piles to prevent the spread of late blight spores. Control recommendations were sent to growers and dealers, and in many communities committees were appointed to be responsible for locating and reporting all uncontrolled potato dumps. This effort proved to be very effective as a major step in checking blight this year.

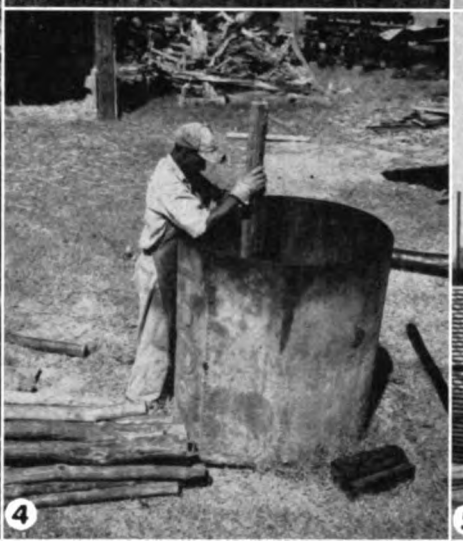
The second campaign was equally effective in controlling blight rot in storage, and at the same time to improve the size and quality of potatoes to be harvested. The objective of the campaign was to get growers to kill potato tops 2 to 3 weeks before digging to prevent oversize by halting growth, to help prevent skinning and bruising during digging by allowing time for skins to harden, and to prevent blight rot in storage by eliminating chance of infection from green tops.

Complete cooperation among all agencies and organizations contributed to the success of the campaign. Growers considered early top-killing to be the reason for one of their best crops from the standpoint of uniform size and high quality. Produce men reported that the potatoes handled well and retained their high quality at the retail sales level. The crop reporting service attributed a reduction of 10 million bushels in total yield to the top-killing campaign. At least 60 percent of the acreage was top-killed before digging.



Farmers spray their potato fields to kill the tops. This practice avoids spread of virus diseases which may occur late in the growing season. Producers of potatoes for table use sometimes kill the vines early to prevent development of oversize tubers not suitable for ordinary marketing, to encourage toughening of potato skins so the crop stands harvesting and shipping better, and to prevent dry rot in blight years.

The vines were killed early in this field. Now the potatoes are uniform in size. The skins have been toughened so that the potatoes will not skin and bruise during digging. Attesting to the uniform size and high quality of Maine potatoes, one shipper said, "The crop the past year was well matured with tough skins. Potatoes kept better in storage than in previous years. It was the easiest crop we have had to grade since 1942. In 1942, frost killed the tops early. I am sure that the quality this year can be directly attributed to the top-killing job done last fall."



Tree Products a Boon in Southern States

(1) Loblolly pines planted about 20 years ago on worn-out cropland. Two cuttings have been made already.

(2) 4-H Club boys pose with the trees they planted in Mississippi Trees for Thrift program.

(3) A medium size sawmill is essential in a successful farm forest products marketing program.

(4) Many farmers in Louisana are producing durable fence posts from farm woodlots by soaking them in preservative.

(5) Typical lumber from high quality trees from a well-managed farm forest in Louisiana.

In recent years, State extension services have expanded educational work on the marketing of forestry products. Specialized programs under the Agricultural Marketing Act of 1946 are underway in 7 States. Accomplishments in Louisiana last year indicate the value of this work. During 1954, the State's woodland owners were assisted in marketing 15 million board feet of timber products valued at $4.4 million. In conducting the work, 172 unit marketing demonstrations covering every phase of harvesting and marketing of timber products were held. More than 6,000 farmers and 87 forest product operators benefited from this work last year.

The Nation's timber requirements are expected to be so high by the end of the century that timber growth will need to be from 70 to 120 percent greater then than it now is.

Improved forest management at recent rates of progress appears unequal to providing a balance between cut and growth at the year 2000. This means that further acceleration in forest management and production on both public and private lands must be attained.

File it and Find it

ELAINE MASSEY
Extension District Agent,
Mississippi

WHEN working with agents in our Mississippi counties I found that some office locations were not good, equipment was poor, and we had difficulty in locating material in files.

After taking an Extension summer school evaluation course at the University of Wisconsin in 1948 I decided to make a study in some of the county offices to see if we could help in improving them.

I decided to check filing systems used and did this in 21 Mississippi counties. I found that some had excellent filing systems and were using them well. This was especially true in counties where the home agent and secretary had been there for 5 or more years. There has been much turnover of home agents and secretaries, some counties changing agents each year for 3 years and having one or more changes of secretaries. This made us feel the need for a uniform system of filing so that when an agent or secretary resigns the district agent can explain the filing to the new personnel.

A few of the weaknesses I found in filing systems were that no definite system was used, a different system in each county office, many empty folders in files, failure to file by subjects, and files never cleaned out. No county had an organized history file. The filing equipment was inadequate, including folders, guides, and cards.

As I visited the counties the agents, secretary, and I would discuss their method and their problems in filing and in finding material they had filed, the equipment they had, and their plans. Then I discussed the system that was worked out by the commercial department at State College. The professor had helped me with my own problems in filing, and I use the same principles of filing for the county home agent's office, adapting the subjects to the county program.

I realize that there are many systems of filing and I am not sure that ours may be the best, but we have found that now we are better able to find information we need.

The eight divisions in filing that I recommend for the agent's office are:

1. A Correspondence File (alphabetical filing).

2. Administrative Division. This is the drawer that is most convenient to the secretary and contains contracts, local aid blanks and receipts, monthly reports, monthly report blanks, and policies of Extension.

3. General Division.

Agent's meetings, books, bulletins, census, equipment, and other such subjects.

4. Home Demonstration Division (alphabetical filing).

Achievement programs, better homes, contests, council, and other subjects.

5. 4-H Division (alphabetical filing).

Achievement programs, contests, enrollments.

6. Subject Matter Division.

Clothing.

Foods.

Preparation.

Preservation.

7. History Division (alphabetical filing).

8. Reports (filed by years).

Annual narrative and statistical reports and programs of work are filed in one folder.

I have assisted 13 counties in the reorganization of the home demonstration files. County agents in two of these counties asked me to assist them in reorganizing their files after I had helped the home agent. I also helped two assistant county agents reorganize their boys' 4-H Club files.

I believe that now in at least the 13 counties where we have new filing equipment and uniform filing systems the new agents and new secretaries are able to locate quickly the information they need. The district agents can now do a better job of assisting agents to incorporate program planning information, activities, and reports so as to make each a part of the whole job of an extension agent.

Yes, *File* it and *Find* it.

HELP ON OUTLOOK

AN OUTLOOK chart book containing a number of charts and maps has been prepared by the Department of Agriculture and mailed to every county extension office. To increase the usefulness of the charts and maps in this book, filmstrips and slides have been made, in both color and black and white. These may be purchased.

Filmstrip No. C 46 is in color and sells for $9.25. The same color filmstrip, cut apart and mounted in 2x2-inch cardboard slides, sells for $16.50. Individual frames, in either color or black and white are 5 cents each.

Filmstrip No. 713 in black and white and priced at $2.60. A complete set of black and white slides (2 x 2 inch) costs $9.85.

Send order and remittance for filmstrips and slides to Photo-Lab Inc., 3825 Georgia Avenue NW., Washington 11, D. C.

A positive photostat, 18 x 24 inches, of any chart or map shown in the chart book may be purchased for 75 cents from the Office of Information, U. S. Department of Agriculture, Washington 25, D. C.

For information on wall-size charts, county extension workers should contact their respective State offices.

Better Farm and Home Living

THE challenge in 1954-55 wasn't limited to the farm—homemakers share farm problems with their husbands. They also share in the solutions. At the time home demonstration programs were planned last year, the economic picture was one of declining farm prices and slightly rising living costs, particularly the cost of services.

Special emphasis was therefore given to efficient use of time, energy, and money by farm families and to possible savings in the use of each through increased knowledge and skill. That homemakers wanted such assistance is clearly seen in the increased number of requests for extension help last year.

The increase in the number of homemakers requesting assistance on developing supplemental income last year points up their interest in money management. It's significant, too, that in 1954, for the first time, nearly as many women requested information on purchasing clothes as the always large number requesting assistance on making clothes. Homemakers wanted to stretch available dollars as far as they would go. They also wanted to know how they could add to the family income.

In drought areas, garden production fell sharply. Helping offset this was the large increase in assistance requested and given on selection and preparation of food. Early and late gardens missed the brunt of the hot, dry weather and proved of tremendous value.

Although it's difficult to place a monetary value on extension food and nutrition work, particularly on good eating habits and proper nutrition, Texas home demonstration club members estimate home food preservation saved them more than $6 million in 1954.

And in Arkansas, where normal home garden production is estimated to be worth $24½ million, some 142,000 of the State's 182,000 farm families reported gardens last year, in spite of severe midsummer drought.

Also indicative of increased interest in home efficiency is the number of homemakers reporting changes in laundry practices last year. In 1947, 77,867 homemakers reported that they had made laundry improvements. Last year, 620,899 reported such improvements.

Home sewing has always been a big moneysaver for farm women. Last year was no exception, and special effort was made to reach mothers of young children.

The number of agents doing home demonstration work has increased less than 10 percent during the past 5 years. Thus, home agents have relied more and more on local volunteer leaders in their work with farm families and rural youth. During this 5-year period, the number of leaders has increased 22 percent. And in 1954, 601,000 local home demonstration club leaders and 165,000 women 4-H Club leaders helped carry these programs forward.

Well Baby Clinic Held in Michigan

Doing the record keeping was just one job of the Ellsworth home demonstration group at the Well Baby clinic. Mrs. Richard Mitchell (left) and Mrs. Maynard Fielstra register Mrs. Howard Best with her two children.

BETTER health for the children of their communities was the goal of two home demonstration groups in Antrim County, located in northern Michigan.

By setting up Well Baby clinics, all preschool children had the opportunity to be immunized for smallpox, diphtheria, and whooping cough and at the same time be checked for malnutrition, deformities, and defective sight and hearing.

By taking on this community betterment project, which was approved by local doctors, the home demonstration women helped young mothers prepare their children for school. They worked closely with the State department of health through Dr. A. F. Litzenberger, the district health director, and Mrs. Thomas Butcher,

(Continued on page 251)

When Music Fills the Air

JEAN ANDERSON
Assistant Extension Editor,
North Carolina

"Music is the fourth great material of our nature . . . first food, then raiment, then shelter, then music.' So spoke Christian Nestell Boove.

And so it has been with the home demonstration program in North Carolina. For years Extension workers traveled the dirt roads teaching farm families to grow a healthful food supply, to build a convenient home, to design and construct attractive clothing. But material progress alone does not guarantee happiness among people. There must be a tuning of the ear to music, a clearing of vision for beauty.

Years ago in North Carolina music was woven into the fabric of its people. Ballads and folk songs, only today being recorded, sprang from the simple folk of the mountain cove, the country town. Because they had no other, these people made their own music. Today, however, mass communication is imposing upon the country hearth music of all kinds and the farm people are learning to discriminate.

"Just what does the radio announcer really mean when he says, we're going to have country music?" remarked Mrs. J. Paul Davenport, first chairman of the State music committee. "Does he mean that we are to hear Beethoven's Pastoral Symphony or Mac Dowell's To A Wild Rose or Percy Grainger's Country Gardens?"

North Carolina's home demonstration club leaders began to wonder who decided just what "country music" was and who determined what programs of this music should include.

Club members felt it was their responsibility to see that others were informed and taught to be discerning. The natural music classroom seemed to be the organized home demonstration club where farm women from all over a community came monthly for an afternoon of practical instruction and social contact. And so it was that clubwomen began a music education movement which is bringing to all an opportunity for appreciating and understanding good music.

It was in 1948 that North Carolina's State agent, Ruth Current, heard Norman Cordon, former Metropolitan Opera singer and member of the University of North Carolina music department, address the members of the Sir Walter Cabinet on the value of music in women's clubs.

Miss Current then began to wonder if there were not room for a music program among the farm families of North Carolina. Were the people ready for such a program? Farm women had already been asking if there were not some way they could learn new songs to sing at club meetings and community socials. And many had plead. like Mrs. Davenport that they wanted to do something to get the whine of the banjo and fiddle off the air, at least to get people to realize that as country people it wasn't the kind of music they wanted to hear.

Miss Current called a meeting of leaders at the University of North Carolina, Russell Grumman, Educational Extension Director at the University; Edwin J. Stringham, author of music education books; Adeline McCall, supervisor of music in the

These lucky 11 women won Julie F. Cuyler music scholarships to the Catawba Music Workshop.

Chapel Hill grade schools, and Mr. Cordon.

In 1949 a second planning meeting was called, this time of volunteer home demonstration leaders from the counties of the northwestern extension district. From this conference came the organized plan of action. North Carolina's music education program was underway.

In the spring of 1950 club agents and volunteer leaders held a special music workshop at East Carolina College in Greenville to plan a course of action for leaders in each of the State's counties to use in developing their own program. Closely following the Greenville workshop was a second school at Flora McDonald College in Red Springs for agents and leaders of the southeastern district. The impact of these schools was doubled and trebled as the leaders who attended went into their communities to teach others what they had learned.

It was in 1951 when the State's first music committee of clubwomen met at State College in Raleigh to discuss the advancement of the program. Serving on the committee were 6 farm women, 1 representing each of the extension districts. Mrs. J. Paul Davenport was named first State chairman. The committee discussed what music could do for the people of the State and set up five attainable objectives:

1. To improve the caliber of music in rural churches through training schools.
2. To encourage the organization of county choral groups.
3. To urge county choruses to enter the statewide radio choral contest.
4. To prepare and distribute a standard club song book.
5. To organize a statewide home demonstration chorus.

Today, less than 5 years after these goals were set up, all have been attained. But the music program has by no means lost the interest of the people of the State or its impact upon them.

The North Carolina Legislature voted $70,000 in 1953 for the hiring of trained music supervisors to work across the State teaching music in the public schools. Two statewide music camps have been held, each for 1 week at Catawba College in Salisbury, N. C. To the camp came interested farm women from all over North Carolina to learn from these music supervisors fundamentals of music. And the music didn't stop with the dismissal of classes and rehearsal sessions. On into the early morning hours the women sang and played the piano.

Enthusiasm gained momentum throughout the week and at the close of camp, delegates agreed that the camp had ended too quickly, something rare among farm women who seldom leave home and family for any reason, especially to return to a classroom.

Today working with North Carolina's volunteer leaders are four experts in the State Department of Public Instruction who are on the job to bring music to children in all public schools over the State.

"We are trying to establish the idea that we are no longer teaching music to children, but children *through* music . . . and there's a difference," explained Dr. Arnold E. Hoffman, State supervisor of public school music.

The speed with which the farm people of North Carolina have accepted the music education program proves that it is filling a need in everyday life. And it has come about because extension workers realized that farm people have an aesthetic appetite to be satisfied.

Mrs. Vernon James of Elizabeth City, today's State music chairman, says that there is music and beauty everywhere. "We've just got to create in others an awareness of it," she explained. "And that's what we're doing through our statewide music program."

WELL BABY CLINIC

(*Continued from page 249*)

the county health nurse.

The group who carried out the first Well Baby clinic was the Milton Center group in Kewadin, Mich. They had another object in mind which probably started the ball rolling in the first place. In their community live several Indian families whom they felt needed help in keeping down childhood diseases.

They contacted all mothers of any-age preschool child either in person or by mail. They arranged for a hall in which the clinics could be held and saw to it that those without transportation got to and from the clinics. They provided the noontime meals and did the clerical work.

This was done for three sessions in which children returned for shots about a month apart.

The second group in the county to conduct the Well Baby clinic was one in Ellsworth, a little potato farming community of mostly Dutch descent. Their problem was a little different in that there was no doctor in the town, so that families had to travel into larger towns for medical treatment.

The Ellsworth group wanted to prepare their community's children for school. They contacted 100 families by notifying the schools, by sending post cards, and by running announcements in the local paper. One-third of the mothers responded and brought 48 children into the 3-day clinic.

Because these two home demonstration groups have been so successful in giving young mothers an opportunity to protect the health of their children, many other groups in the county are planning on conducting similar clinics in their towns.

Making sure that the Indian children took part in the Well Baby clinic was one of the goals of the Milton Center home demonstration group in Kewadin, Mich. Mrs. Charles Anderson (left) and Mrs. Minor Jones (right) invite Mrs. Johns to bring her daughter to the clinic.

Farm and Home Development

GOOD farm and home management is the key to profitable and enjoyable rural living. Because of this, Extension Services in all States intensified their efforts toward the whole-farm or unit approach to the problems of farm families during 1954. Increased Federal, State, and county extension appropriations which nationwide provided for the employment of 1,084 new extension workers helped make this possible.

The aggregate objectives of the farm and home unit approach are to speed up the application of research results, to help agriculture become more efficient, and to make farm life more satisfying. Its objectives as far as the individual farm family is concerned are to help the family improve its decision-making ability, to choose a system of farming and homemaking best suited to its needs, desires, and resources, and to carry out this course of action in an orderly and efficient manner. The value of such an approach to the problems of farm families is best seen in the results.

In reporting the accomplishments of Kentucky farm and home development families, Dean Frank J. Welch, State extension director, cites a survey made in one community where seven families have participated in the work 3 years.

"This community is in the Knob region of the Appalachian chain. Hillsides are steep—from 30 to 70 percent. Valleys are narrow; bottomland poorly drained. Yet the improvements carried out by these families are truly astonishing. Below are some comparisons of the county averages and averages of these farms.

"During the past 2 years when farmers have suffered from adverse weather conditions and a price squeeze, and when most farm families suffered a decline in income, these families as a group increased their net income by 11 percent."

In evaluating Kentucky's farm and home development program, economists of the St. Louis Federal Reserve Bank stated that if it were put into effect on one-third of the farmland in the average county, it would add one million dollars in new income per year at average prices. This would equal a new factory employing 480 persons at an average wage of $40 per week.

Further evidence of the widespread influence of this method of doing extension work is seen in Mississippi. Starting with 5 families in each of the State's 5 extension districts in 1950, the work has expanded to where more than 2,000 families are now en

	County Average	*Average of Farm and Home Development Families*
Corn yields per acre	33 bushels	68 bushels
Tobacco	1,211 pounds	2,500 pounds
Wheat	16 bushels	31 bushels
Alfalfa	1.9 tons	4.2 tons
Clover	1.25 tons	2.6 tons
Lespedeza	1.05 tons	1.6 tons
Barley	18 bushels	32 bushels
Baby beef (Ky. cow-calf plan)	475 pounds	675 pounds
Pigs saved per litter	6	9
Pasture carrying capacity	3½ acres per unit	2 acres per unit
Percentage of food produced on farm	50 percent	80 percent
Capacity of total production	45 percent	90 percent
Homes with electricity	42 percent	100 percent
Homes with running water	3 percent	85 percent
Homes with refrigerators	36 percent	100 percent
Homes with washing machines	34 percent	100 percent
Homes with freezers	3 percent	57 percent

Lola Belle Green (standing) is conducting a child's garment workshop in Calhoun County, Mich. Miss Green is a clothing specialist in the State.

The Norman French family of Lee County, Ark., discuss closing in the front porch.

rolled in the balanced farm and home program, and the number is increasing every day. County agents assisted another 10,690 Mississippi farmers develop some phase of an annual farm and home plan in 1954.

The Tippah County agents report 364 acres of winter pasture on 56 farms in the fall of 1954 compared with 112 acres on these farms the year before, a 325-percent increase.

One of the first steps taken by balanced farm and home families is getting their soil tested. The Mississippi State College soil testing laboratory tested 25,221 soil samples last year, nearly twice the number tested in 1953.

An Improved Community

SHERMAN BRISCOE, Information Specialist, USDA

IN AN attempt to step up the pace of rural home improvement, the Negro farm and home agents of Jefferson County, Ala., are experimenting with a communitywide improvement project.

Through the years these agents Mrs. Rubye J. Robinson and Percy L. White, like the other Extension Service workers throughout the Nation, have conducted demonstrations and tours and farm meetings with the hope of encouraging individual farm families in their county to adopt better farming practices and improve their homes and surroundings. This has met with a measure of success as a painted home here and a terraced farm there will indicate.

But Jefferson County, whose county seat is Birmingham, is a highly industrialized community. Adequate family-sized farms are few and far between. The surrounding area is made up mostly of rural communities with part-time and subsistence farmers who commute from their homes to jobs in Birmingham and Bessemer. In the midst of the rush to and from work, some of the families have neglected their homes, churches, and schools.

Seeking a way to be more helpful to some of these little communities, the agents 2 years ago launched a program designed to mobilize a whole community to spruce itself up.

The community selected for the try was Leeds, just outside Birmingham. The agents met with the ministers, school principals, 4-H Club officers, and other community leaders to discuss the idea and map a program. The next step was to organize a community survey group to size up the needs.

The survey revealed that the elementary school was without playground facilities, and the unleveled grounds were bare of grass and shrubbery; three churches needed painting and beautifying; and 46 homes and 1 store were in need of some repair and modernization; the road in front of the school was in poor condition; and a street light was urgently needed. These needs were made known to the community leaders, and a campaign was launched.

The agents intensified their work of encouraging and guiding home improvements, while the 4-H Club, a local men's club, church officers, and the parent-teacher association took the lead in raising funds to buy paint for the churches, shrubbery for church and school grounds, and facilities for the school playground.

Up to now, playground equipment has been installed at the elementary school at a cost of $600; two of the churches have been painted and their lawns beautified. The school grounds have been landscaped at a cost of $240, and 27 of the homes painted, 12 partially remodeled, and the interiors of 41 improved. In some cases, bathroom facilities have been added; in others, it has been a new kitchen range or a whole modern kitchen, and in a few, the furniture throughout the home has been either renovated or replaced and the interior of the home decorated.

Joining in the communitywide improvement project, Mrs. Joe S. Harris is having her home painted. Talking to the painter are Mrs. Harris and County Agent Percy L. White. Twenty-seven homes in the Leeds community (Ala.) have been painted since the drive was launched.

The principal of the elementary school says attendance has picked up, and the children are taking more pride in their school since the landscaping of the grounds and the installation of the playground equipment.

The P-TA president thinks the communitywide improvement project so splendid that she has appointed a committee to continue the work and to help maintain the new standard of community improvement.

The extension agents have moved on to two other communities with their experiment. They hope soon to interest some of the civic organizations of Birmingham in helping to promote similar projects throughout Jefferson County.

A Wisconsin County Chose To Study Public Affairs

BRYANT E. KEARL, Chairman, Department of Agricultural Journalism, Wisconsin

AN EXTENSION program planning session that took an unexpected turn has produced one of Wisconsin's most ambitious county programs in public policy.

It happened at Outagamie County's extension program planning committee meeting. Agent Gale VandeBerg had used a blackboard during the meeting to list possible topics. On one side of the blackboard, production topics were listed; on the other side VandeBerg had sketched five areas of public affairs as examples of other topics on which information was available. Then he turned the board back to the production side, and planning began.

Hardly had a minute of discussion passed when a farmer member of the committee arose and declared, "I think we're looking at the wrong side of the board!"

The turn of the blackboard which followed became a turning point for Outagamie County.

Immediate planning for local discussions of some of these questions of public interest began. The committee went ahead with plans for the topic, The National Agricultural Program, with emphasis on price supports. The State Extension Public Policy Committee assisted.

A countywide leader training type meeting of key rural leaders was held in January 1954. The 20 town chairmen in the county were invited and they recommended other leaders. All of the townships were represented with 12 town chairmen and 63 farmers attending. An agricultural economist was resource man while an extension specialist served as moderator for the discussion.

This meeting served to develop an awareness of the situation, supply facts on United States farm programs, set up proposals and discuss them, and outline a way to carry this discussion back to the local communities.

At the end of the day's program men from each town met separately and scheduled meetings in their towns, with the assurance that they would have resource help. So the program went forward.

All 20 townships participated in the local discussion meetings. Resource people presented background material, and local leaders led the discussion. A total of 481 people attended these meetings.

Besides these gatherings, three institute programs featured talks on the national farm program. An estimated 1,500 people attended these mass meetings.

Radio talks were also used to get the information to the people of Outagamie County.

In evaluating the 1953-54 program, county extension agents felt that even greater interest would have been shown in local discussion meetings had women been leaders along with the men.

As a result, the 1954-55 program was tied in closely with the home demonstration programs for the year. Planning for Retirement was the subject selected for the year.

This program progressed as successfully as the one the previous year, with both men and women leading discussion and presenting factual information. Outagamie Extension Agents Jack Powers, Russell Luchow, and Carla Suckow helped leaders see how discussions could be handled in local home demonstration club meetings or communities. Farm women brought their husbands to the home demonstration meetings.

County agents believe that this year's experiment using both men and women leaders has been most successful. Great interest was stimulated in the local meetings on Planning for Retirement, especially on social security for farmers.

What does the public policy program accomplish? Outagamie County people say that it gives participants facts on which to base judgments and it also awakens interest in policy topics among other groups and organizations in the county.

Farm and city people take part in discussions of public policy. In this session they dealt with "Foreign Trade and the Dairy Farmer."

4-H Girls Share the Answers to Their Clothing Questions

MAE B. BARTON, Extension Clothing Specialist, Pennsylvania

LET us introduce to you Daria Dutke, Patricia Skelding, Gale Stanton, Sonya Popick, Frances Decker, and Shirley Chykosky of Lackawanna County, Pa. These girls first became acquainted at county and district 4-H events. They became friends and naturally talked about those things that always interest girls: their clothes, their community and school activities, and their dates.

Some questions seemed always unanswered during their talks: What to wear on different occasions? How to stretch their clothing budget? How to be sure they looked their best? How to do the correct thing?

Since all had learned to sew in 4-H Club work with Mrs. Betty P. Strutin, county extension home economist, they turned to her for the answers. Deciding they needed outside help, they consulted Elsie Trabert, assistant State 4-H Club leader, and the extension clothing specialist of the Pennsylvania State University. Together this group worked out a series of countywide meetings for 4-H girls, 15 years and older, to help them become more interesting and attractive young ladies.

These meetings started with better posture because the girls realized good posture is essential to good health and looks. How much better their clothes looked and the girls felt —caring for clothing, making it over, adding a new accessory, or even discarding an eyesore. They learned what clothes to wear for different occasions: dates, proms, sports, school, church, travel, and dining out. Personal cleanliness and good grooming habits were discussed and followed.

To get practical and new experiences the girls asked to visit a beauty shop. A former 4-H member, now a local beautician, taught them how to style and care for their hair at home, and how to select and use cosmetics.

Other meetings dealt with how to introduce friends, how to make friends, what to wear and say when seeking a part-time or full-time job. Some were thinking of trips to district, State, and national 4-H meetings, so these 4-H'ers visited the Casey Hotel in Scranton, Pa., and had dinner in the main dining room. They were dressed for the occasion and well-versed in table etiquette.

Eugene Casey, manager of the hotel, learning of their project, conducted a personal tour of the hotel, explaining its operations to the girls. Each girl became a temporary guest, registering, shown to her room by a bellboy, checking out, and even being paged by the bellboy. All this was a satisfying and new experience which would be useful to them when they stayed at a hotel.

These girls were asked to put on a demonstration of their new project at Pennsylvania's annual 4-H Club week held on the campus of the Pennsylvania State University. The girls enjoyed doing this. All 4-H members are anxious to share their knowledge. Four hundred and fifty girls attended the three demonstrations given by these Lackawanna County girls. Shirley opened the demonstration with a talk and demonstration on colors for the cool, warm, and intermediate types, showing examples. This was followed by a line and design demonstration by Gale and Pat. The girls applied this information to themselves and others in their group as well as using a flannelgraph to illustrate best lines for the not-so-slim and slim figure.

Frances, Sonya, and Daria gave good posture demonstrations while walking, sitting, standing, and getting in and out of a car. Shirley and Daria then gave a style show on how to make two basic outfits suitable for a special date or tea, for church or shopping, by dressing them up or down with accessories.

Daria closed the demonstration by showing and talking about inexpensive and easy-to-make accessories.

Patricia Skelding, (left) Glenburn, Pa., and Sonya Popick, Greenfield, Pa., pose for a photograph after their demonstration on how to make two outfits suitable for various occasions.

The girls had many questions from the groups on color and accessories.

As a result of this fine demonstration other 4-H'ers in Pennsylvania asked for a similar project. This county project became a statewide one for girls. As boys heard about the new project, they asked to join. They wanted and needed similar information. To the girls' delight, the boys wanted to know how to ask a girl for a date, where to go, and so on. This joint project is now known as "When You Step Out."

MANAGING THE FARM BUSINESS—by Raymond R. Beneke, Iowa State College, John Wiley & Sons, Inc., 440 Fourth Avenue, New York 16, N. Y. 1955.

Here is a reference for extension workers and farm people in the farm and home unit approach. In high school level language, it employs the best tools that the science of farm management has developed. It shows how to use those tools to make the decisions that are best in light of one's own particular situation and goals—and the best decisions that are possible in risky situations where even the best-informed farmers often find themselves.—*E. P. Callahan, Extension Economist, Federal Extension Service.*

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