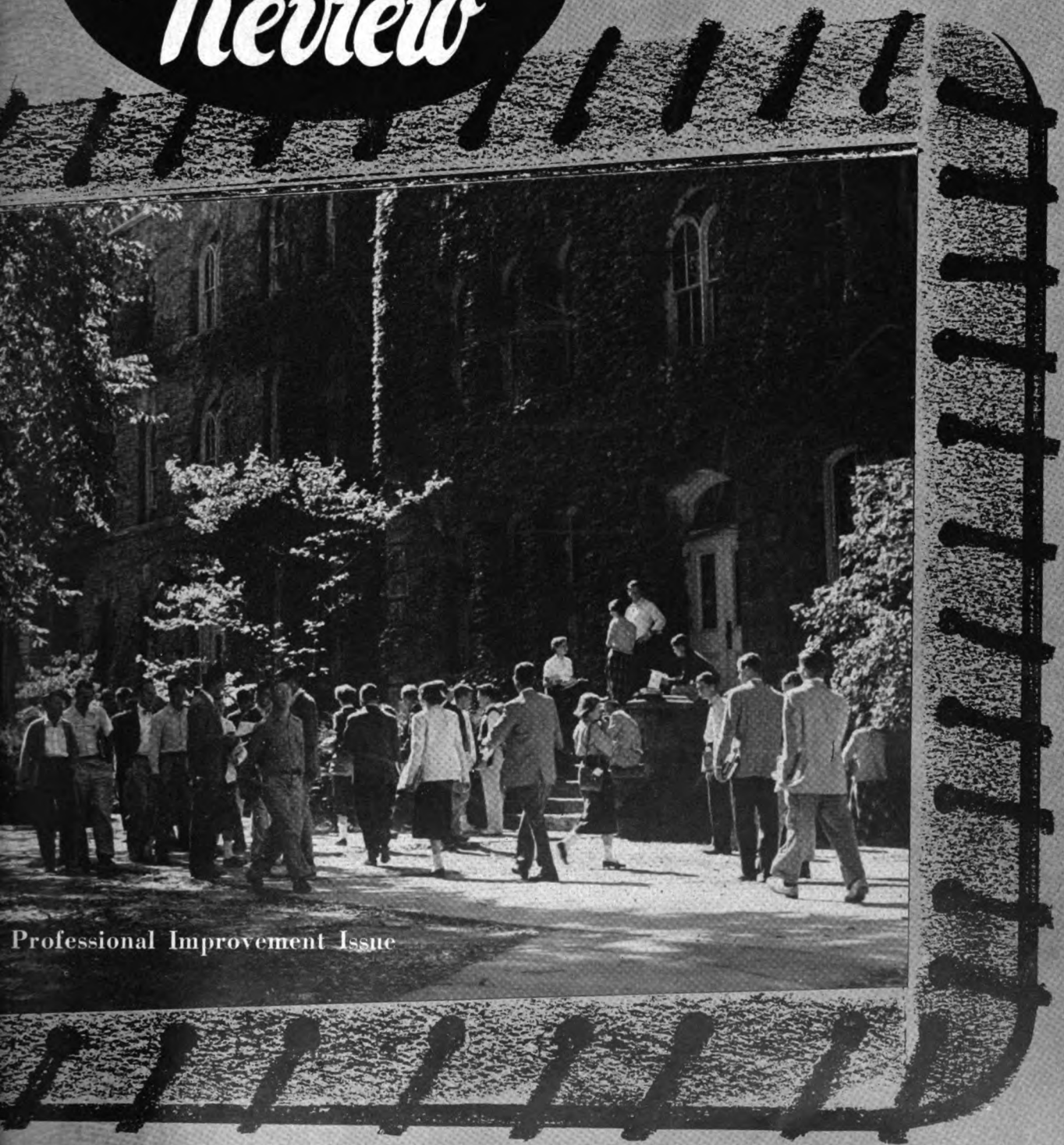
EXTENSION SERVICE Review

JANUARY 1956



Professional Improvement Issue

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FEDERAL EXTENSION SERVICE

EXTENSION SERVICE Review

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LESTER A. SCHLUP, *Director*
CATHERINE W. BEAUCHAMP, *Editor*
DOROTHY L. BIGELOW, *Associate Editor*

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In this Issue—

Ear to the Ground

• With the beginning of the new year, some of us like to dust off the shelves, sort out the unnecessaries, and start fresh . . . which reminds me of the mother of a large family who was being chided for not being a good housekeeper. She retorted that she'd rather keep the cobwebs out of her children's minds than off her shelves.

Apropos of taking a curious look at the contents of one's cranium, this issue of the Review has been planned on the premise that extension workers are concerned with keeping as alert and informed as possible.

Working with Mary Louise Collings and other staff members of the Division of Research and Training, we have asked many of your coworkers for their experience in planning to go to school, in reading to keep up to date, and in helping to train new personnel. Thanks to their excellent response, you may take your choice of some very good suggestions.

• Next month the Review will be packed with articles on communications. The overflow of excellent material contributed for this special number will enrich the March issue.

Thanks to the State extension editors, we have accounts from about 20 States on successful ventures in writing for the newspaper, broadcasting on radio and TV, cultivating good public relations, and measuring the results.

No one can design a master communications plan for a county. Each must necessarily be tailor-made to fit the people, their problems, the media available, and the abilities and limitations of the staff. In this issue, a few examples are given to illustrate the great variety of communications lines available to extension workers, and how agents have used them best for furthering extension work.

From these, we hope you will find one or more ideas that will help you communicate helpful information in ways to "encourage the application of the same."—CWB

"What's Past Is Prologue"

PAUL J. KRUSE,
Emeritus Professor of Extension Education
Cornell University, Ithaca, N. Y.

ALL due credit to the workers of the past—for their vision, devotion, and hard work. A brilliant and promising prologue. Now, what of the play?

Careful scrutiny of the law under which Extension operates leads to some ideas of promise for the future.

1. "That in order to *aid* . . ." (underscoring mine).

There will be an increasing recognition of the limitations of any one agency, however large and effective, in so great an undertaking; less of the feeling of vested interest and more of cooperation with other agencies. Also that the professional staff cannot be indefinitely expanded, but will increasingly work through lay leadership.

2. ". . . in diffusing among the people of the United States. . . ."

This should give encouragement, if not a mandate, especially to workers in home economics, for extending their work further into urban areas.

3. ". . . useful and practical *information* on subjects *relating* to agriculture and home economics. . . ."

(a) Here we have what appears to the student of education a sharp and hampering limitation, and one which has heavily colored extension work, sometimes to its detriment. There will be fuller recognition that information, however useful and practical in its potential, is not enough. There must be the disposition to use it and skill in its application.

> "If to do were as easy as to know what were good to do, chapels had been churches, and poor men's cottages princes' palaces." Shakespeare's: Merchant of Venice I-1-13.

(b) Not agriculture and home economics alone, but *related* subjects. Here we see fuller recognition of the social sciences and the humanities. We are told agriculture is not only a way of making a living, but also a way of life. Home economics, despite the unfortunate limitations of the term, is in practice still homemaking.

> "Is not life more than meat and the body more than raiment?" St. Matthew VI, 25.

4. ". . . to *encourage* the application of the same. . . ."

This gives ample basis for further recognition of and emphasis on the promotion of changes in attitudes as well as in knowledges and skills. (See 3(a) above.)

5. "Cooperative agricultural extension work. . . ."

Note that the term is *work*, not service.

We recognize the significance of the term service in the early history of Extension. But the time is past for discussion as to "whether the future role of the extension agent is that of teacher or consultant on farm business." Service, like other techniques, will be recognized as a possible means toward teaching objectives, and not as the function of the extension worker. Helping homemakers, farmers, and young people learn to do for themselves and not doing for them will be generally recognized as the only procedure in keeping with the law and sound principles of education.

6. ". . . shall consist of giving *instruction* and practical demonstrations in agriculture and home economics."

It will further be increasingly recognized that instruction means teaching, by whatever means. The mention of one particular teaching technique, the demonstration, is understandable in view of its outstanding importance in the early days of extension work, and its unquestioned effectiveness. But, as with all other techniques, there will be the obligation on the worker to go beyond stating his purpose as that of using a particular technique. He will be expected to indicate the objectives in the way of changes in behavior which he aims to achieve thereby.

7. ". . . and imparting information on said subjects through field demonstrations, publications, *and otherwise*. . . ."

Here we find explicit encouragement to be increasingly alert to discover and learn to use effectively all suitable means for bringing about the desired behavior changes.

Who can doubt that, with inspiration from the high achievements of the devoted workers of the past and clear vision of the mandates within the law under which they are privileged to work, the workers of the future will make the play worthy of the prologue.

LEARNING EXPERIENCES

DR. J. PAUL LEAGANS
Professor of Extension Education, Cornell University

NO LONGER is 4 years of undergraduate study adequate for extension workers. There is now too much to be known, and too much extension workers must know, to permit an ending of planned professional study at the 4-year level.

Progress itself is largely responsible for this situation. It is now clear that extension workers are dealing with a parade, not with a congregation—a parade marked by problems of growing complexity in agriculture and homemaking. Analogous to a modern sports event, extension education has developed into a pretty "fast game." The players, therefore, must be highly skilled.

Professional improvement requires continuous and carefully planned effort. In short, it requires effective learning experiences. To attain good learning experiences, one should know (1) the meaning of the term "learning experience" and (2) what guides are helpful in making learning experiences effective.

Meaning of the Term "Learning Experience"

The term "learning experience" is not for use only by theorists. It is a highly meaningful label for a concept lying at the core of the educational process.

First, learning is an active process on the part of the learner. Extension people often say that we learn to do by doing, not by what the instructor or leader does. Learning takes place, then, through the experiences the learner has; that is, through the mental, or overt, reaction he makes to the seeing, hearing, or doing the thing to be learned.

Second, effective learning results from a plan, not from trial and error. Learning is an intentional activity on the part of the learner. Learning experiences should be goal-centered, not aimless. They should be planned for and should not be expected to result entirely from chance situations.

Third, effective learning experiences involve more than simply placing one's self in a position to learn. Activities like reading a bulletin, attending a conference, listening to a speaker, or observing extension activity constitute situations that offer opportunity for learning. Exposing one's self to them, however, does not insure that a useful learning experience will result. They are usually not enough within themselves. It is what the participant does while in the situation that is the all-important factor in learning. For example, while listening to an extension specialist explain new research findings, two extension agents had a very different learning experience, even though they had equal need for the material and equal opportunity to learn about it.

Agent "A" gave undivided attention to each new fact as the specialist presented it. He was with deep thought attempting to understand the relationship of the new facts to each other, to those he already knew about the subject, and to the problems back in his county. He asked questions to clarify points not clear to him. As a consequence of this kind of mental action, this agent understood the new ideas and felt that he could help farmers in his county apply them. He had high praise for both the content and method used by the specialist and wanted to find out even more about the subject. In short, agent "A" clearly had a very effective learning experience.

Agent "B" participated quite differently and, consequently, had a very different reaction to the specialist's presentation. In contrast to the mental activity carried on by agent "A", agent "B" allowed his thoughts to range widely over many subjects, giving the speaker only fleeting and frequently interrupted attention. Because of this, agent "B" learned very few of the new facts presented and did not recognize their basic significance.

From the foregoing factors relating to learning and the example given a useful statement expressing the basic meaning of the term "learning experience" can be made. A learning experience is the mental and/or physical reaction one makes to the seeing, hearing, or doing the things to be learned, through which one gains meanings and understandings useful in solving new problems.

Helpful Guides in Making Learning Experiences Effective

There are several guides useful in making learning experiences effective. These are helpful regardless of the methods extension workers employ in their efforts to improve themselves professionally. These guides are not mere opinions, but are well established principles based on research and experience.

Identify your learning objective. It is an established fact that one tends to see what he looks for in any situation with which he is confronted. With clear objectives one is much more likely to gain effective learning experiences in efforts to improve his competency. This requires thought and analysis of one's professional needs before participating in learning situations.

Identify the situations most likely to offer learning experiences that contribute to your learning objectives. An effective learning experience can be had only in a well-structured learning situation. Learning situations vary widely in quality. Three of the most important elements to look for are: (1) whether the content is in line with your professional needs and interests, (2) whether the means of communication are likely to be effective, and (3) is the physical situation likely to be satisfying. These should be kept in mind also when the situation is reversed and the extension worker is the teacher.

Try to gain, not only a knowledge of things, but also the meaning of

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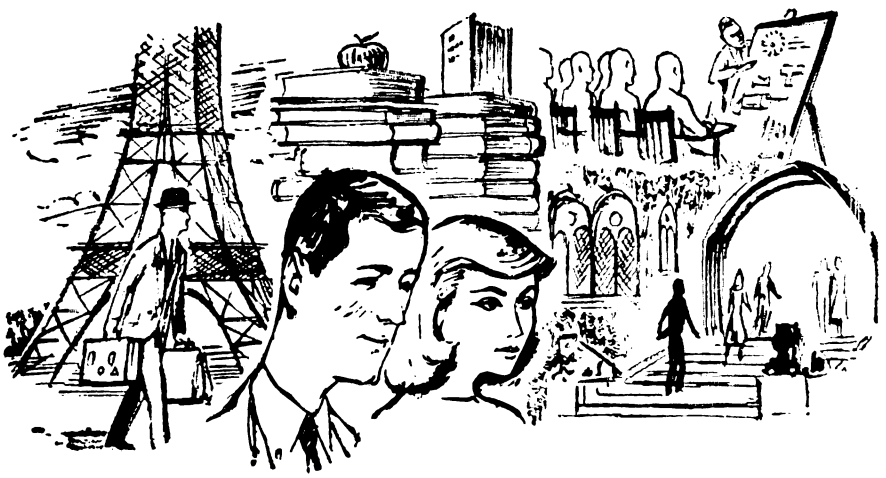


Is It Time To *SHARPEN YOUR AX?*

F. E. ROGERS, State Extension Agent, Missouri

ARE YOU satisfied with the results you are getting from your efforts as an extension worker? If not, analyze your methods to see if you are using the best teaching tools, and have the know-how to use them most effectively. It was a wise man who, when asked how he would chop down a tree in 10 minutes, answered, "I would take 5 minutes to sharpen my ax."

As extension workers we need continually to "sharpen our axes." This calls for a systematic plan for professional improvement. Professional improvement is more than attending summer school or getting an advanced degree. It is a self-imposed learning process that keeps us up to date on economics, psychology, and sociology as they apply to our jobs, as well as technical agriculture or home economics subjects.

You can and should develop your own professional plan. Do this much as you would have farm families develop a farm and home improvement plan. Appraise the present situation. Set goals. Then make a list of the things you expect to do and when you plan to do them.

First, ask yourself these questions: What have I done the last 5 years to improve myself professionally? In what fields of subject matter do I need training? What methods and techniques do I need to improve? What type of work do I want to be doing 10 years from now? If you want to prepare yourself to do a better job in your present position, you might plan a different longtime program than if you expect some day to be a specialist or a supervisor.

After you look at your needs and set longtime goals, next step is to plan those activities that will fill the needs and help you reach your goals. These might include:

1. Read books on selected subjects.
2. Take extension courses.
3. Attend summer school.
4. Take educational trips.
5. Take sabbatic leave for advanced study.
6. Apply for scholarships.
7. Get master's or doctor's degree.

The State administrative staffs have the responsibility of providing the correct climate and opportunities for professional improvement. In my State the administrative staff provided these opportunities with the following results in 1955:

Forty-six agents attended summer school (26 were given $50 scholarships from the Extension Service.)

Eight agents received master's degrees.

One hundred and sixty-eight read books (distributed by supervisors at district conference.)

Fourteen agents enrolled in extension courses.

Seven agents took leave for advanced study.

All agents attended 4 or more of 8 district conferences for training by specialists.

Administrative staffs in most States give encouragement to professional improvement within the limits of the regulations of their State college. But they might well go further and take the lead in assisting each extension worker to develop his individual improvement plan. The supervisor should take the lead on this with county agents. Here is a challenge for State chapters of Epsilon Sigma Phi, and the professional improvement committees of the county agricultural, club, and home demonstration agents' associations.

Extension agents in Missouri are interested in many kinds of professional improvement. A survey made in October 1955 by the Epsilon Sigma Phi's professional improvement committee showed 57 percent of the agents expect to attend summer school during the next 5 years.

Extension agents feel a need for improving their teaching methods. Our survey showed that more than half of the agents wanted help in holding meetings, news writing, effective speaking, use of visual aids, and leading discussions. Eighty percent wanted to direct their professional improvement toward their present jobs.

The fundamental objective of the Extension Service is to develop people through teaching them better methods of farming and home making. You get results through people. Therefore, your success is measured by the improved changes made by your people along the lines of the efforts you put forth.

Extension teaching involves the science of human relations. Alexander Leighton in his book, The Governing of Men, says, "The striking thing about this new science of human relations is not the vast areas of what is unknown, but the degree to which what is known is not used."

Your opportunities for professional improvement in the Extension Service are unlimited. What is done about it is mainly up to you. What kind of a professional improvement plan do you have?

Questions and answers on "PROGRAM PROJECTION"

Many of you have asked questions about "program projection." A series of questions and answers have been summarized here for your information.—*Editor.*

Q. What is program projection?

A. Program projection is a conscious and well-organized form of long-range program development by the farm people themselves which has two major objectives, as follows:

(a) Helping rural people better to appraise and understand adjustments which they should make or strive for, in light of the rapid evolution taking place in agriculture, in order to improve their standards of farming and living.

(b) Helping extension, working with rural people, reorient and redirect its educational programs and services, to insure that extension programs and efforts are as realistic and productive as possible in the light of what farm people want.

Q. What led to this extension effort?

A. The rapid evolution taking place in agriculture and rural life demands that all directly concerned take a longer look ahead. With increased mechanization, higher capital investments, greater financial risks, changes in consumer demands and effective market outlets, and other complex factors reflecting longtime trends, farm families, to be successful, no longer can rely predominately on year-to-year planning.

Q. How did it get started?

A. Urged by farm organizations and State Extension Services, the Extension Organization and Policy Committee of the Association of Land-Grant Colleges and Universities initiated a proposal to give more depth and breadth to extension program development. This is being referred to as "program projection."

Q. Is this a brand new idea?

A. This effort is not something entirely new. Similar efforts have been conducted in a few States and in several counties in other States in times past. If there is anything particularly new about this development it is the fact that it is being conducted on a fairly uniform basis in a sample number of counties in all States. Furthermore, the extension of this longer range program building effort to all other counties will be encouraged within the next few years.

Q. How do county extension people get program projection started?

A. Sparked by the Extension Service staff, a broadly representative group of local people must participate. This includes organized agricultural interest groups, representatives of business or commercial groups allied with agriculture, different economic or income groups in the county, and adequate geographical representation.

Q. What is expected of this group of local people?

A. Probably many meetings will be necessary for any county group that studies the many factors that enter into the picture. It involves a carefully planned and systematized procedure at the county level over a considerable period of time. This is an analytical process involving many people which cannot be adequately done in just a meeting or two. Participants must have time to study the facts, to exchange viewpoints, and to arrive at a consensus as to adjustments which would offer significant promise of improving agriculture and rural living in the county involved.

Q. How does extension work fit into the overall analysis?

A. Extension is dedicated to building, by and with the people directly concerned, a more adequate and specific longtime program of local rural advancement—with identification of major objectives and problems to be overcome—within which framework the Extension Service can do a more effective job of planning the use of its resources and talents.

Q. What is really different about program projection from the county program planning that's been done for years?

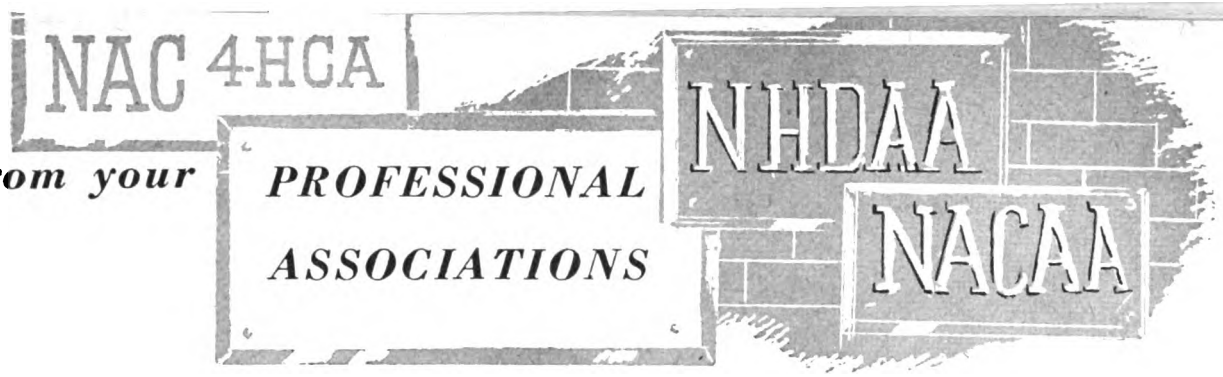
A. It is an intensification of a type of effort which the Extension Service has been carrying on with local people, but it involves broader participation, the analyses conducted are of a wider and deeper scope than in most previous efforts of a somewhat similar type, and the focus is on a period of several years ahead rather than for 1 year.

Q. What is the evidence in favor of this method of county planning?

A. Past experience clearly indicates this is a most productive undertaking both in terms of getting broader farmer understanding of problems to be overcome and effective methods of solution; and in providing more effective guidance by local people of the extension service in meeting its assigned responsibilities. Progress results of current efforts are already confirming this conclusion.

Q. Is it expected that program projection will be a continuing effort?

A. Once started, these local deliberative groups will probably find it well worthwhile to take a long look ahead, 5 to 10 years. They may become permanent community organizations or a similar procedure may be followed every few years. The rate of change in the forces influencing rural welfare, in problems facing agriculture and the Nation, and in scientific developments providing new solutions to both old and new problems, makes such periodic review essential.



HOW to be a better 4-H Club agent if of deep personal concern for most agents working with 4-H Clubs. This was the unanimous opinion of the Professional Improvement Committee of the National Association of County Club Agents when it met during the National 4-H Club Congress.

Discussing ways or phases of professional improvement, a panel of seven agents concluded that the following are of utmost importance: Personnel training on the job, attendance at summer extension school, experience in the human development workshop, 4-H fellowships as preparation for the job, formal graduate study, and the association scholarship program.

Following the panel presentations were discussions and questions from the committee members on self objectives for professional growth. It was the consensus that agents' attention is more likely directed toward improvement in fitness for the job than for acquisition of a degree or advancement in position.

They recommended that greater consideration be given to courses selected for summer school teaching, particularly in the fields of social sciences and extension education, methods and programs, and cultural arts. It was also emphasized that self-improvement should be a continuous process on the job and that agents should make periodic inventories of their needs.

Recognizing the need for more study opportunities, the committee agreed to make a concerted effort to get moneys provided for this purpose and to get established a winter short course for extension workers doing 4-H work. The group also recommended the establishment of a fellowship fund to cover expenses of NACCA members planning visits to other States for observing 4-H work, methods, and programs.—*WILLARD F. BITZER, Sussex County Club Agent, New Jersey.*

FOR over 40 years home demonstration agents have been working with the rural, suburban, and urban homes of America, principally through the homemakers and their daughters. History shows that this has been very rewarding and effective work. As home demonstration agents of today we want to uphold this fine tradition.

If we stop and consider, it is easy to understand why current home economics extension service programs offer a real challenge of professional improvement. Through the years our fellow workers have taught well. Their students, the homemakers of America, have become efficient, capable, intelligent, and discerning citizens.

Many of our program participants now have educational background comparable to the home agents, and often a degree in home economics. Therefore, it should come as no surprise to the extension worker of a few years' experience that we have taught ourselves right into a broad field of required professional improvement. To remain effective counselors and important teachers, we must keep up to date, we must go outside of our community, county, and perhaps even State and Nation for new ideas, methods, and techniques to better serve the cooperators of the county in which we work.

The National Home Demonstration Agents Association recognizes this challenge. Tangible proof of its approval has come through the setting up of the Grace Frysinger Fellowship "to give an opportunity for home demonstration agents to study and observe home demonstration work in another State or States."

The professional improvement committee of the NHDAA and the many State professional improvement committees encourage their members who have been in county work for a few years to take advantage of these offers. Such opportunities are not dropped in our laps. They are well worth seeking out.—*ELIZABETH T DENHAM,* Gloucester County Home Agent, New Jersey.

WHAT do the county agricultural agents think about professional training? Here are some of the things the national association has learned in general in recent years.

Let's start with "What are the specific objectives the agricultural agents want from professional training?" The agents state it simply and practically, "Help us do a better job." Elaborating, the agents want help to understand the philosophy, objectives, policies, organization, and methods of extension. Better understanding of public policy and the social sciences are also considered important. The agents want training in doing a better job on a broad basis.

What are the problems involved in professional training? The agents do have problems, and serious ones. They find that the most serious one is inadequate financing for taking additional training. The agricultural agents generally are married, have several children, and are paying for homes, so they have continuing financial responsibilities. There is the belief that higher salaries and other rewards should be given for study efforts. Then too, there is the difficulty of being able to get away from the job. For example, sabbatic leave is lacking or inadequate in about two-thirds of the States.

The agents are concerned with the

(*Continued on page 10*)

Plan Early To Go To SCHOOL

"Our assistant county agent and office secretary were well qualified to handle the work in my absence."

GILBERT C. SMITH,
Yates County Agricultural Agent, N. Y.

ONCE you have decided you can, it isn't as difficult as one might think for a county agent to arrange to be away from the job for several weeks. At least that was my experience in getting ready to attend the Western Regional Summer School at Colorado Agricultural and Mechanical College last summer.

It's necessary, of course, to have someone who can handle the business of the office when the county agent is away. Farmers expect help and advice from extension offices every working day of the year, and continuing programs are sure to require attention. In my case this was easy. Our assistant county agent, Jack Adams, and office secretary, Mrs. Mary Fullagar, were well qualified to handle the work in my absence. I am sure that Jack agrees that it was a valuable experience to be the only county agricultural agent in Yates County for 5 weeks last summer.

Jack and I have worked together quite closely during his first year of extension work. This made it easier than it would otherwise have been for him to plan to carry out extension activities during my absence.

I prepared to be away mostly by just keeping up to date on all phases of the job. I didn't try to anticipate situations and do work in advance, as I might have done if there were no capable agent on the job in my absence. I did not try to prepare Jack for situations that might arise in the subject-matter fields which I have normally handled—fruit and vegetable insect problems, for example.

Both our county agricultural department executive committee and our State leader of county agricultural agents were helpful in encouraging me to take advantage of the opportunity to attend summer school.

"School is worth the advance planning"

LOUISE SHUNK,
Pondera County Home Demonstration Agent, Montana

HOW did I organize my work so the activities would run smoothly while I took a month off to attend summer school? The answer is simple—first, to study what had to be done and, second, determine who would do it.

Fortunately, the home demonstration clubs do not have project work in the summer. Local leaders were in charge of the craft meetings so I did not need to plan for any home demonstration club activity.

I planned with the 4-H council which club would be responsible for the games, lunch, and general arrangements for the county picnic. I prepared the circular letter and publicity before leaving. The picnic was a big success, thanks to the 4-H leaders and members.

We expected an IFYE exchangee to visit the county, and the county agent agreed to take charge of the arrangements for his visit.

The biggest job was to get ready for the four-county fair which would open the day after I returned. My duties as superintendent of the 4-H home economics department involve preparing entry tags, judges' books, dress revue lists, getting leaders to help, and many other details connected with a youth fair.

Three years ago I wrote a detailed report of all the jobs to be done and made a list of the supplies needed. The fair is held in Toole County, 26 miles from Conrad. My coworkers in the other 3 counties agreed to prepare their own entry tags and judges' sheets. The box of supplies was packed before leaving to be ready the day after my return when I had to set out for the fair. Fortunately nothing had been forgotten. Our secretary was priceless help in carrying out our plans and having other things ready when I returned.

"Able assistants, advance planning, and plenty of cooperation made summer school a reality for me"

LEWIS C. DAYTON,
Lawrence County Agricultural Agent, Pennsylvania

Three factors made it possible for me to be away from the county long enough to attend extension summer school: The work of two assistant county agricultural agents in the county, advance planning, and the cooperation of the entire office staff and local leaders.

The district 4-H camp started the day before I left for summer school. Since three-fourths of the camp staff was new and since I had served as camp director for several years, we planned together the camp activities and arranged for food purchases. The assistant agent who took my place at the camp carried on his part, and the 4-H Club members reported that the camp was a success.

For years we have advised the directors of the county wool grower organization concerning the operation of the wool pool, and have had certain responsibilities connected with it. As a result of advance planning with the directors, and with the help from other members of the staff, the

wool pool was completed as scheduled.

Other extension activities, including 4-H Club work, were completed as planned, under the direction of the assistant county agricultural agents.

"Local leaders made summer school possible for me"

LEONA W. THOMPSON,
Addison County Home Demonstration Agent, Vermont

My strong group of local leaders made it possible for me to leave my job for 5 weeks and go to summer school at Fort Collins, Colo., 2,200 miles away. Here in Addison County, Vt., we have 26 home demonstration clubs holding regular meetings.

During the period I was to be away, two special county events were to be held. One was a subject-matter meeting on articles that could be made from one yard of material. To be prepared for this, one of the local leaders took the training in my place. She also purchased materials for the county exhibit and trained 20 local leaders for the topic. With the help of a competent office staff to send materials and exhibits as meeting dates came along, I had only to provide a schedule of dates.

The executive committee of the home demonstration council met with me early in the spring to plan dates and committees for the food sales. These were held in mid-July. Letters were drafted to notify committees and members. Again the office staff sent them according to our schedule. Local committees attended to publicity and the sales. The proceeds were $200, which is sound proof that leaders can handle projects ably and efficiently.

The State council meeting was most capably handled by an ex-county president. She attended to transportation, the county report, setting up and removing our county exhibit, and other details. The county chorus had to be present at this same meeting and the county chorus chairman made complete plans for that.

I had no worry or thought as to the progress of the work in the county, because I started early to plan for it with committee meetings, personal contacts, and letter writing. The office staff had a calendar of events and dates to release circulars, individual letters, and meeting materials.

Leaders tell me it was well worth extra time to be able to benefit from my trip, my schooling, and my living with 200 other extension workers.

"I went to school because I needed help"

WANDA BARKLEY,
Home Demonstration Agent,
Adair County, Okla.

It is my privilege to work as home demonstration agent with some of the finest families in the world, located in Adair County, northeast Oklahoma. This region is noted for its luscious strawberries, fine orchards, good clear-water fishing streams, and neighborly people.

Maybe that's why it worried me when I realized I was actually not getting across to these families some of the things I wanted to. I decided that my biggest problem was in teaching. The women learn, yet the county situation as a whole did not improve. I realized I was not reaching the people in the county who most needed help.

It took a little courage to face the facts. I was determined to do something about it, so when our Oklahoma Extension Service offered a summer course in extension teaching methods, I enrolled and went to work.

My county is not one of the rich ones of the State. We have modest homes, small farms for the most part, and much room for improvement. We have a large number of Indian families. The problem of gardening worried me. Almost every family in the county should grow a garden, and we need the wholesome food which gardens produce, yet only 39 percent of the families in Adair County grow gardens.

Gardening has always been a part of home demonstration work in our county. Our problem is to reach those not belonging to our clubs. In many instances, living standards are low and families are receiving help from welfare agencies. We need to reach them and get them interested in growing food.

In this extension methods course, I worked out a clear picture of the situation that existed, outlined specifically what I hoped to accomplish, and how I proposed to do it. I have been well satisfied with the results to date. This is not a problem you solve overnight.

I believe one of the most important factors in more effective teaching is for the teacher to first get in mind clearly what she is trying to teach. In my case, on the garden study, the two main objectives of getting more families to garden were (1) better health through improved nutrition, and (2) lower food expenditures.

This Oklahoma girl knows the value of having a good garden to improve the health of her family.

What specific things to teach: First, we must teach the women how to develop a plan for an adequate garden, considering the families' needs and likes, and also what would be put away for winter. We must impress upon them the importance of testing soil and using fertilizer. We must emphasize the use of better varieties, mulches to conserve moisture, and insect control.

How to teach these things: This was the all-important question. We decided to use method demonstrations, group discussions, news articles for the papers, a regular column of mine which would reach most families in the county, a newsletter sent to all club members, and wide distribution of bulletins from our office. Our entire staff worked with me on some or all of these activities.

(Continued on next page)

"I'd like to go again"
ANSEL ESTESS,
Walthall County Agricultural Agent, Mississippi

Colorado Agricultural and Mechanical College was my choice of schools for this summer. In choosing this particular school, three factors influenced me. I had heard that numerous extension workers from other States and countries attended school there each year; it would give my family and me the time to take a trip where we had always wanted to go, and there were two courses offered that I wanted to take.

For the next 3 weeks, I associated with many agents from other States and foreign countries in their apartments, classrooms, and on picnics and parties that were planned for us. This association with agents from all parts of the country was in itself worth the time, effort, and expense of my going to school. I found that these agents had problems that might be a little different in detail, but were very similar to mine.

"New ideas, refreshing change"
JOHN K. WELLS,
Huron County Agricultural Agent, Ohio

Professional improvement opportunities for Ohio Agricultural extension agents have been provided in two forms. These include a 3-week summer school as part of vacation time or a quarter leave each 4 years of service.

The 3-week summer school has been the most popular in Ohio because it affords an opportunity for the agent to get credit for professional improvement, take a rest from the county, and have his family with him while he is in school. Summer school activities are planned to include the wives and children.

Planning to attend summer school should begin early in the year when the schedule for activities for the county is in the making. All extension agents and secretaries need to know about it and the dates he will be away, so activities then can be planned with that in mind.

Different enterprise groups get in the habit of expecting summer trips, tours, or annual meetings regardless of the agent's plans. Committees, such as the dairy service unit, beef cattle, and agronomy, should know why dates may need to be altered. These groups will be very cooperative since they feel that the agent can better serve the county as a result of his attending summer school.

Office conferences need to be held frequently in the weeks prior to the time the agent leaves the county. This will tend to keep other agents and the secretaries informed of plans and activities involving all agents.

Extension secretaries need to be informed of the major questions that will come up regarding crop and other agricultural problems during the time the agent is away. A look at the records to see what questions were asked in a similar period in previous years would reveal what problems are most likely to come up again. A little preplanning can save many headaches on the part of secretaries in servicing office callers. Other agents can also share the load if they have had a part in program planning prior to the agent's leaving the county.

The week following summer school should be left open on the calendar, as the agent will then need to take care of many administrative problems.

Agents not taking advantage of summer school are frequently missing not only high caliber instruction but also a valuable opportunity to get a more refreshing viewpoint of Extension from other agents.

"I am sharing the experience"
AUBREY CARLISLE,
Home Demonstration Agent, Franklin County, Miss.

With able leaders carrying on county home demonstration activities, I had no insurmountable problems in going to summer school. More careful leader training, more detailed demonstrations, and special committee meetings all helped to smooth the way for my absence.

Three of us home demonstration agents who went to school together have pooled our slides, which we made on the trip and during our summer courses, and are writing a script to use with them. These will give us the basis of a talk to present to our own clubs, 4-H Clubs, and civic groups. Going to school was such a wonderful experience that we are eager to share it with others.

Professional Association

(Continued from page 7)

undergraduate training and recruitment of personnel for Extension. Most States are making some efforts to recruit outstanding people. But in many States the undergraduate training program is inadequate. Courses considered most helpful could be extension methods, program planning, organization, field training, and the like. Right alongside, the agents list communications of all kinds, public speaking, including television and radio, and writing. It goes right back to "Help us do a better job!"

We've stated some of the problems. Now for the brighter side. The agents feel that all the collective efforts are making for greater opportunities and accomplishments in professional training. Well over 900 men and women agents attended regional and State summer schools in 1954. North Carolina reported 92 agents at its first summer school. Fourteen States reported that their short courses or training conferences were the most important accomplishment in 1955. Seven States mentioned new training courses developed or planned. Training in farm and home planning was considered the most important program in 1955 by four States. Three State committees found most encouragement in that more agents are using sabbatic leave, and three stated new scholarships or trust funds for study had been established.

These are some examples of the greater opportunities now available to extension workers. In many States, on-the-job training is becoming of great importance, as in Michigan where regular college courses are being given off campus at three centers. Many agents are taking public speaking and participating in toastmasters clubs or otherwise getting some brush-up training. More agents are traveling. These types of training eliminate the financial problem involved in getting away from the job for a long period.

Overall it is evident that the desire is there to become better trained; more agents are taking advantage of their opportunities; and more avenues are being opened up each year to the professional-minded agent.—*M. F. BUNNELL, Yakima County Agricultural Agent, Washington.*

Opportunities

AWAIT YOU IN SUMMER SCHOOLS

UNIVERSITY OF ARKANSAS, Fayetteville

June 25—July 13, 1956

Extension Education in Public Affairs (To be announced)
Development of Extension Programs, J. L. Matthews, Federal Extension Service
Effective Use of Information Media, (To be announced)
Extension Supervision, F. E. Rogers, Mo.
Program and Procedures in 4-H Club Programs, L. L. Rutledge, Federal Extension Service
Farm and Home Development (To be announced)
Use of Groups in Extension Work, Ralph J. Ramsey, Ky.

COLORADO AGRICULTURAL AND MECHANICAL COLLEGE, Fort Collins

June 18—July 6, 1956

Principles in the Development of Youth Programs, R. O. Monosmith, Calif.
Individual Farm and Home Development, Arthur Peterson, Lila Dickerson, Wash.
Psychology for Extension Workers, W. N. Williamson, Tex.
Principles in the Development of Agricultural Policy, Tyrus R. Timm, Tex.
Principles and Techniques in Extension Education, K. F. Warner, FES.
Basic Evaluation Adapted to Extension Teaching, Mary L. Collings, FES.
Rural Recreation, Stewart G. Case, Colo.
Rural Health Service, Annette S. Boutwell, N. C.
Organization and Development of Extension Programs, P. K. Connelly, Ind.

CORNELL UNIVERSITY, Ithaca, N. Y.

July 2-20, 1956

Principles in the Development of 4-H Work, Mylo Downey, FES
Farm Family Business Planning, Robert S. Smith, N. Y.
Working With Groups in Extension, Gordon Cummings, N. Y.
Teaching in Extension Education, J. Paul Leagans, N. Y.
Evaluation in Extension Work, Fred P. Frutchey, FES
Audio-Visual Teaching Methods and Materials, Elmer S. Phillips, N. Y.

PRAIRIE VIEW AGRICULTURAL AND MECHANICAL COLLEGE, Prairie View, Tex.

June 11-30, 1956

Farm Housing, Earl Bell, Okla.
4-H Club Organization and Procedure, Lonnie L. Safley, Tenn.
Rural Health Problems, Helen Robinson, Ark.
Extension Clothing Methods, Alice Linn, FES
Agricultural Communications, Sherman Briscoe, USDA.
Development of Extension Programs, Martin G. Bailey, Md.

UNIVERSITY OF WISCONSIN, Madison

June 4-23, 1956

4-H Club Organization and Procedure, T. T. Martin, Mo.
Extension Methods in Public Affairs, J. B. Kohlmeyer, Ind.
Extension Communication, Maurice E. White, Wis.
Farm and Home Development, (To be announced)
Public Relations for Extension Personnel, William Nunn, Minn.
Methods in Teaching Extension Education, Helen Hoefer, New York
Development of Extension Programs (To be announced)
Evaluation of Extension Work, Ward Porter, FES
Rural Sociology for Extension Workers, Eugene Wilkening, Wis.

Pacific Northwest Laboratory in Group Development

The Third Annual Pacific Northwest Laboratory in Group Development will be July 22 to August 4, 1956 on the University of Washington campus.

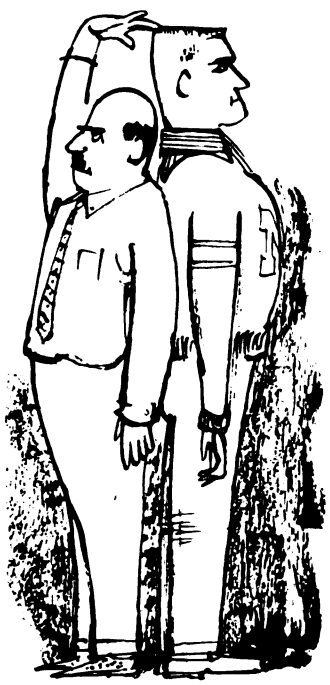
The purpose of the Laboratory will be to help participants gain greater understanding of the nature of group life and the means by which people can be helped to live and work together with greater satisfaction and productivity.

Laboratory structure will include daily general sessions which provide orientation to the study of groups, background information and theory. Each delegate will also belong to both a training and skill group, which will be composed of not more than 15 members led by an experienced leader and will meet daily.

For additional information, write Office of Short Courses and Conferences, 318 Administration Building, University of Washington, Seattle 5. Registration will be limited to 90 delegates.

But I'm GROWING UP *Now*

GLENN C. DILDINE
Coordinator, Citizenship Improvement Study, National 4-H Club Foundation



MANY of us have 13- to 16-year-olds of our own. Others work with teen-agers, or with younger children or parents in homes where junior high school pupils are an important part of the family. So most of us are curious, and many are deeply interested in young people's behavior and relations with their parents. The family unit emphasis in Extension makes this even more important, as we try to help all members of the family plan together and reach workable decisions affecting the lives of every one in the home.

We can get both fun and help from this true account of a series of events in the lives of several families. A club of about 10 junior high boys and girls had "washed out" their last two adult leaders, and the parents were getting worried, both about the club and about some things at home. In desperation they persuaded Mr. Galt, a busy extension worker with training in human relations, to meet with our youngsters just twice, and to share with them what he found important.

At the first meeting, Mr. Galt introduced himself as a parent of a 13-year-old boy. He asked the names and ages of the club members. He then said he understood the last two leaders had found they didn't have time to help any more—laughter from the young people—and that he was going to be with them twice, if they still wanted to meet next week. He said he didn't have anything special he wanted to do or to talk about, unless they did, but that if they had anything bothering them about adults in general, he'd be glad to listen. With this he leaned back in his armchair in the circle and waited.

Art and Polly, the two oldest and both 16, were sitting close together at one end of the only settee in the circle. They started whispering to each other, with frequent glances into each other's eyes. John the youngest, a short 13-year-old, went over to the window, banged it up and down twice, looked around the group and laughed, saying to Mr. Galt, "We need air in here." Mr. Galt grinned at him and said nothing. Finally, Alice, a tall, slender 15-year-old, said, "You know, our last two leaders tried to make us behave, but we didn't. Aren't you going to do anything?" Mr. Galt answered, "Oh, I figure if you have anything to say that you really want to, you will—after you've tried me out for awhile," again smiling at John who was still over at the window. Alice tilted her head a bit to one side and ventured, "Well, my dad and mother are swell most of the time, but why don't mom let me wear jeans? She says I'm too tall to look good in them, just like she is. But the rest of the kids all wear them—at least after school . . ."

John left the window and sat down across the circle from Art and Polly, with a noisy flourish and a poke at his neighbor. But he got quiet as Alice was finishing her question.

Mr. Galt wondered, "Alice, do you feel kind of left out when you have to wear a skirt and the other girls don't, as tho' Dad and Mother are being a bit unfair to you?" "Boy, do I," she shot back.

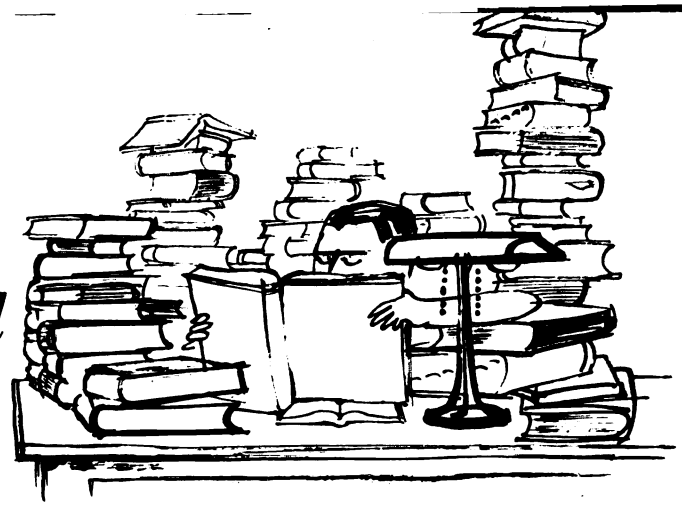
Then Polly turned away from Art a moment and said, "You know, my folks expect me in at 11, even on weekend nights when the rest of the kids in our block are out till 12, or later. They tell me it just isn't right for a girl only 16 to be in any later." Mr. Galt, "It's pretty rough on a girl to be told she's 'too young,' or to be expected to dress and act different than the gang, isn't it?" John, from across the circle, said, "It's just that she wants to stay out with Art." Polly made a face at him, "You're too young to understand."

John turned now to Mr. Galt, "I can't do anything the way my dad wants me to. He's just never satisfied, no matter what I do." Bill, another 15-year-old, spoke up, "Why won't they let me have the car? Mother and Dad both say I drive real good, but still they won't let me take it out." Mr. Galt, "You mean alone? What's the legal age for a driver's license in this State?" Alice, "Sixteen, isn't it Bill?" Bill, "Yeah, I guess so."

Mr. Galt, "Always seems like there are a lot of do's and don'ts for young people, doesn't it? Have you ever noticed the kinds of things that bother you most?" The group talked this over, and listened quietly with full attention as Mr. Galt finally summarized, "So isn't it, as we begin to look and feel grownup, that these can'ts and don'ts make us feel we're not old enough to decide for ourselves, when we want to feel really grownup so badly? Having the car means we feel independent. We really *are* on our own when we can drive and go where and when we please, with whom we want, without any older folks around to say yes or no. And isn't it anything that makes us feel different from the gang, or kept from doing things when and how the gang does them? We need to feel grownup and independent and in the gang. Isn't this it?"

(*Continued on page 14*)

what do you Read



HOW much time do you invest in reading? It is an investment, you know, and one that pays off at a high rate of return.

Today we are confronted with the challenge to be better informed than ever before. In this rapidly changing world it is vital that we know what is going on in the home, on the farm, and in the community around us. To meet this challenge we need to use as many tools as possible.

Reading is one of those implements. It's something that can be fun, whether it's for professional purposes or for pure personal enjoyment. The quantity of reading material with which we are faced is immense and our time is limited. Consequently, we need to choose carefully what we read. In making such choices it seems important to me that each month we select a variety of things.

Something dealing with leadership techniques, organization methods, and human relations is essential. One of our major objectives is to guide people in making wiser decisions, not merely to teach subject matter. Hence, this information should help increase our understanding and awareness of the core of our profession.

It's important that we be informed regarding the happenings in the business and economic world. Readings that interpret some of the everyday problems and what lies ahead all contribute to making us better informed agents.

Magazines directed primarily to professional home economists should come near the top of our list. Those giving accurate explanations of recent developments in this field, as well as describing current research, answer a real need. Other professional journals are most helpful, too. The sharing of ideas with other workers in Extension plus reports on related research are of much value.

I would also include one or more of the women's magazines on this list. These aid in keeping us in touch with the countless choices bombarding homemakers. They also help direct our teaching and point out if, when, and where much of this information can be used.

For more detailed reading, our specialists can often suggest books and articles. Many magazines include suggested references, too.

A second type of reading should be mentioned—the kind that's done just for fun. Whether it's murder mysteries, light comedies, historical novels, or folk tales of various areas, these can provide entertainment and a release from the pressure of our work.

To carry out a reading program we must want to read, and then set aside a definite time for it. The busiest people find time to add activities they feel important. Spending time reading for fun and for professional improvement is an investment that pays big dividends. — *MARGARET MOSHER, Waukesha County Home Demonstration Agent, Wisconsin.*

WE as extension workers must "Study to show thyself approved . . ." (II Tim. 2:15), for we are a strong arm of the land-grant college and believe firmly in a well-planned program.

Progress on the farm and with the farm family comes as a result of properly applying scientific information from our land-grant colleges and the U. S. Department of Agriculture. We in the county extension office must be well informed to bring this about.

A wealth of educational material is made available annually to the extension worker in the form of bulletins, farm magazines, handbooks, yearbooks, weekly and monthly reminders from specialists, and others. The problem is to read and retain it, then to pass it along to the right audience at the right time.

To do this more effectively, most extension workers need to study the art of education. We need to know better how to write news articles and circular letters, how to speak on the radio and over television, how to handle a flannelgraph, take pictures, and use slides. If we don't get an undergraduate course in extension methods and administration, we need to get it in summer school or through reading or elsewhere.

An extension worker must accept all resources at hand to improve his technical knowledge and also to develop his public relations, poise, and any other personal improvement that will help him to work more successfully with people.

FLETCHER N. FARRINGTON, President, National Association of County Agricultural Agents.

FARM and home visits, off-the-cuff sessions, and subject-matter conferences yield valuable information for extension workers, but the alert agent will seek additional sources of knowledge and professional improvement.

The most ready source of information, and the one most commonly tapped, is the continuous flow of farm journals, trade magazines, and Extension Service publications which pass over an agent's desk each day. For

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GROWING UP

(*Continued from page 12*)

Nods, and several said they'd never thought of it this way before. Then Mr. Galt asked, "I wonder why Dad and Mother are so concerned about what each of you does. I'll bet our boy feels just like you do toward me and his mother lots of times. But we're so interested in him, we want him to grow up good and strong—we know so many things that could get in his way. Yet I suppose we must seem domineering to him. When he's 15, for his own protection, one of us will have to go with him in the car until he's old enough for his license, and he'll probably feel just like you do now, Bill."

They talked over this idea, of parents being interested and concerned with their boys and girls. Several "guessed that's really true; if they didn't care, they wouldn't bother to try to get us to do things. Maybe we could ask ourselves how Mom and Dad feel, how things seem to them. Guess we do make their jobs pretty hard sometimes."

When Mr. Galt asked about next week, the chatter showed several things they still wanted to talk about, so they decided to "just pick up where we left off." Through the week they were going to try looking more closely at their own feelings and at Mother's and Dad's too.

Parents Meet

Mr. Galt found the first session with their 20 parents equally fascinating. He first encouraged parents to talk about their own boys and girls. After knowing the young folks, it wasn't hard to pick out Bill's, Alice's and John's parents, especially as the group really began to share their own feelings. Dads seemed most concerned about what they called "discipline"—how hard it was "to get children to do as they were told, especially the boys." Mothers were deeply concerned about their daughters' dress and behavior as "proper young ladies." Both were confused by the power of the young people's groups "to dictate our child's feelings and action."

Mr. Galt shared some of their own boys' and girls' reactions, explaining how natural and normal they were for maturing teen-agers who are above all struggling for independence and a place in the sun of their own groups. He sympathized, as a parent himself, with their feeling of being threatened whenever their own child talked back or refused to obey. "Who's going to be boss here, anyhow?" Yet he wondered if young people don't need chances to show grownupness and practice independence now, if they're to mature into self sufficient thinkers, able to make cooperative adult decisions.

He then explained how interested their boys and girls were in why dads and mothers put so much time and feeling into getting their boys and girls to "grow up right," and how fast they seemed to recognize the reason for the sometimes conflicting inner viewpoints and urges of young people and parents.

Of course, not all of the parents could accept all this, all at once. But many said they'd like to try next week to see things through their children's eyes, to see how their own adult ways of saying things might seem to their young people. They decided to try stopping now and then, asking themselves why they (the parents) were expecting and demanding what they did of their children.

The last meeting with the boys and girls was "old friends together again." They still had many things that bothered them, but they talked more and more about why they felt and acted as they did. Several had suddenly seen their parents through different eyes. They were full to bursting, testing their new pictures of themselves and their parents.

This kind of deepening acceptance and insight also showed up in the last meeting with parents. Several had tried out different ways of handling their children, and had been surprised and pleased at results.

Mr. Galt later found he had made some lifelong friends, both among teen-agers and their parents. Several families later told him how much the four sessions had meant to their own enjoyment of each other at home and how much easier it had become to reach family decisions which included everyone.

Mr. Galt's contribution probably depended on several things. He was able to genuinely accept the inner feelings of young folks and parents, without judging them as either good or bad. He helped them to say, "Yes, I guess I really do feel that way." Then he helped them see the close relation between their feelings and their words and actions. The way they pictured their family and what they wanted in it, determined how they acted. Next, he helped them realize how differently teen-agers and parents see things, how natural and almost inevitable this is, yet how much trouble it can cause. By talking over their own family experiences, this became very real to them. Finally, he helped them understand the reasons behind all this by explaining some important information on what to expect of young people and dads and mothers, and how growing up slowly changes a person's inner feelings and perspectives on family interrelations. So new perspectives of teen-agers and parents and changed attitudes toward each other led to improved person-to-person relations in action.

We extension agents may need to learn to play similar roles, in our closer relations with families in the months and years ahead.

"County Agent"

A new educational film, County Agent, stars the county agent and ties in county extension work with the colleges and the U. S. Department of Agriculture. The film is sponsored by a large oil company and is based on extension work in Washington North Carolina, Mississippi, and Indiana.

For information on loan or purchase of prints write to Raymond Apy, The Texas Co., 135 East 42nd Street, New York, N. Y.

Filmstrip "Posters Teach Nutrition Around the World"

A new color filmstrip, Posters Teach Nutrition Around the World, is now available for purchase. It illustrates how 19 governments are trying to help individuals and families improve their food practices through posters. The filmstrip with lecture notes may be purchased for $5 from Photo Lab Inc., 3825 Georgia Avenue NW. Washington 11, D. C.

A Rx Recipe for Teaching Nutrition

Students watch demonstration on foods held during summer school at Paririe View, Tex.

EVELYN L. BLANCHARD
Extennsion Nutritionist
Federal Extension Service

THE course, Nutrition for Extension Workers, given last summer at Prairie View was planned around a series of demonstrations. I felt that there was a need for more ideas and better techniques in giving demonstrations if we are to get people to adopt desirable practices. Having visited in many areas, I planned the demonstrations around the problems common to the people we hoped to reach.

Because food preservation was one of the subjects on which more information was needed, we had a demonstration on good canning practices that the agents could use in their counties. Another demonstration showed the best methods of blanching and packaging vegetables and the actual preparation of meals from the freezer. Everyone agreed that to see and taste the food was a more convincing way to teach foods and nutrition than to see pictures on a flannelboard.

Many new refrigerators are not properly used in homes, so we had a demonstration on how to place food in the refrigerator to the best advantage and how to use the refrigerator efficiently. When the agents discussed how to include food as part of a demonstration, they found there were several factors to consider.

Women often ask for ways to save money and at the same time have more interesting meals. A demonstration on the use of bread stuffings illustrated these points.

Meat prepared in interesting ways helps to get more protein into the diet, but how to prepare meat is a problem to many homemakers. A demonstration on the use of meat in the diet and attractive displays of meat in the 3 meals was another part of the course.

Several home demonstration agents and 2 of the 5 agricultural agents who attended the class made the following comments: "Demonstrations are a lot more convincing than a talk" . . . "I don't believe I have been giving enough demonstrations. Maybe that is why I'm not getting people in my county to improve their diets." . . . "It really is a lot more convincing to see the actual food prepared." . . . "I've been thinking too much about how much work it is to do a demonstration and not enough about the effectiveness of it." . . . "Believe me, I'm going to have a lot of demonstrations next year."

How often are we so interested in our own part of the program that we forget the people and their problems, and yet our teaching is really measured by the changes people make in the food they eat and the way they serve it.

Another point of emphasis in the course was the importance of a critical look at the foods and nutrition needs in the counties represented. Many in the class work with people on low incomes. One member wrote:

"An adequate production of milk presents a major problem among my farm families. From 1950 to 1955 the Southwest has suffered a severe drought. Low-income farmers were unable to produce enough feed for their cows, or purchase commercial feed in adequate amount for milk production. Low income families in the city area are unable to purchase sufficient amounts of fresh whole milk. When farmers have cows pro-

(*Continued on page 20*)

How Do I Know I Will Enjoy EXTENSION WORK

ETHEL SAXTON, District Supervisor, Nebraska

WILL I enjoy being an extension worker? This is a question that seniors in the College of Agriculture at the University of Nebraska ask themselves. It is uppermost in their minds as they start in their fall semester's work. Their classroom is not the agricultural college campus, but a county extension office and the county in which it is located. Their instructors are the county extension agents directing the extension program in that county.

Two such senior students are Bonnie Lindau and Mike Gaskins majoring in home economics and agricultural extension at Nebraska University. Bonnie's classroom was Cheyenne County under direction of Home Agent Mrs. Dora Livingston and Agricultural Agent Ivan Liljegren. Mike's laboratory was Nemaha County under direction of Agricultural Agent Robert Wilson.

They landed in their respective counties early in September. Suggestions had been made about the kind of activities and experiences they should plan to do during the 7 weeks they would be in training. They were to learn how the county extension office operated, how to make reports, how the Extension Service in that county was organized, how to use mass media methods, how the 4-H Club program operated, how the home extension program was developed, how the adult agricultural program was carried on, and how the county plan of work was developed. They were to learn how to handle office calls, make farm and home visits, organize 4-H Clubs, plan achievement meetings, and assist the agents in any way they could. All this in 7 weeks.

In addition, they were to select a program which was being carried on in the county to study and evaluate methods used and results obtained, and make a report which would be helpful to any county extension agent.

Bonnie studied the program in Cheyenne County for young men and women in Extension to find out how much this program had contributed to developing ability in community leadership and participation. Mike studied the brucellosis eradication and control program in Nemaha County.

The first week in November they came back to the campus and attended the annual extension conference. The following week classwork started. Particularly emphasized is program development including planning by agents and leaders and the methods needed to carry out the program of work. They are also enrolled in a course where they will learn audio-visual methods of teaching.

The blocked semester with half a semester of field work and half a semester of classes on the campus has helped to provide more meaningful experiences for extension majors. The assistance of county extension workers in planning a varied yet concise program of training activities has been invaluable. At the end of this experience when the student asks: "Will I be happy as a county agent?" the answer is "You bet! Where else could you do such interesting things, meet such nice people, and still get paid."

WHAT DO YOU READ?

(*Continued from page 13*)

most folks these sources get a hurried scanning and are laid aside for detailed reading on a rainy day—which seldom, if ever, arrives.

These periodicals yield a great deal of timely information on new ideas, teaching methods, techniques, and subject-matter material to help us do a better job as extension workers.

However, for fundamental subject-matter information, one must rely upon text-books.

In reading those books, here is a little tip which may help the busy person. The opening and the summary paragraphs in each chapter usually contain the "meat." Another good stunt is to make file cards with the "meat" boiled down to a "bite." These cards, cross-indexed, will be worth so much gold for quick reference when it comes to answering questions you receive from boys and girls.

But one word of caution. Don't become a vast storehouse of knowledge, and bright ideas, without also learning the techniques with which to apply these ideas and thus become an effective extension worker.

You have heard this before, but I'll repeat. You must know how to work with people and how to get others to want to work together. If you are a supervisor of an office, then you must know how to develop team play in order to get work done to best advantage.

One may be self-educated up to a certain point even on the techniques, but you will need to go beyond your county lines to continue your education. That brings up the question, where will you look for this added improvement? The best place in my estimation is at a summer school designed for extension workers.

These summer schools are the best stimuli for professional reading you can possibly have. A shelf of 100 books will not help an extension worker actually do the job. He must get away from the routine of the office once in a while and approach this matter of professional improvement with a mind free to think and to absorb new approaches. These in turn will help in solving the problems which appear on the job back home.

HARLEY A. LELAND, Assistant State 4-H Club Leader, Massachusetts.

Fellowships and Scholarships

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, Chciago 5, Ill., provides 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 directors of extension or State 4-H Club leaders to the Personnel Training Branch, 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.

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, Committee on Applications, 20800 Moxon Dr., Mount Clemens, Michigan.

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, but persons with subject-matter responsibilities are not excluded from awards. Applications are made through State directors of extension to Director, Farm Foundation, 600 South Michigan Avenue, Chicago 5, Illinois, and the fellowships apply in any one of the following universities: California, Chicago, Cornell, Illinois, Minnesota, and Wisconsin.

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 baccalureate 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. She should indicate that she is 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 of 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.

Pfizer Awards

The Charles A. Pfizer Co. of Brooklyn, N. Y., has announced the sponsorship of four fellowships for travel or study to be offered in the fall of 1956 to home demonstration agents, one in each extension region. The awards are $1500 each. Application forms may be obtained from the State extension director; one application from each State should be approved by the State selection committee and forwarded with a letter of approval to the Federal Personnel Training office by August 1, 1956.

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

(Continued on next page)

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, Massachusetts.

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.

Horace A. Moses Foundation, Inc.

The Horace A. Moses Foundation, Inc., West Springfield, Mass., is providing 102 scholarships of $100 each, two scholarships in each of the States and 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 Extension Service, U. S. Department of Agriculture, Washington 25, D. C. by April 1.

Farm Foundation Scholarships in Public Agricultural Policy

The Farm 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, Illinois.

The Fund for Adult Education Study Grants

The Fund for Adult Education offers grants for academic study, supervised field experience, or combinations of the two leading toward the advancement of persons concerned with the liberal or general education of adults. For the purposes of this program, liberal adult education is distinguished from vocational or technical education. It is concerned with education in world affairs, political affairs, economics and the humanities broadly defined.

Each applicant proposes the program he desires and indicates whether he wants to work toward a degree. Whatever nature the study takes, it should be designed to increase knowledge, improve skills and develop general competence of the individual as he functions in adult education.

No specific sums are designated for the grants; the applicant is expected to indicate a sum that is appropriate to his or her own study situation.

All activities under a grant must be confined to the continental United States. The period of the grant may be as short as several months or as long as 12 months. It can be on a part-time or a full-time basis.

All inquiries, requests for application forms, and other communications should be addressed to Leadership Training Awards, The Fund for Adult Education, 141 West Jackson Boulevard, Chicago 4, Illinois. Deadline date for filing applications is January 31, 1956, with training beginning on or after June 1, 1956.

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 1956, the University of Arkansas is the institution to which application should go.

Book Review

GETTING STARTED IN FARMING. By Sherman E. John, Milo J. Peterson, Martin R. Cooper, Neil W. Johnson, Samuel W. Mendum, and Orlin J. Scoville. D. Van Nostrand Co., Inc., New York, N. Y., 368 pages, 1955.

The Future Farmers of America are the special audience to whom this subject is addressed. The very excellent and comprehensive coverage of the problems involved in entering the farm business will prove equally helpful to anyone considering farming as a profession. Writing very simply in the language of the layman, the authors have discussed all aspects of farming in a very thorough and clear-cut manner.—*Jas. E. Crosby, Jr., Federal Extension Service.*

The Training Agent Is a Demonstrator

ALMA ANDERSON, District Extension Supervisor, Nebraska

HOW can the experienced agent help the newcomer in the field?

As a trainer, I have four objectives. They are to help the new person gain assurance and confidence, to develop right attitude toward the job, to establish good working relations with fellow workers and other people, and of course to get actual experience in the extension work of the county.

The first job is to pave the way for acceptance of the new person in the county in which he or she is being trained. This gives the trainee a feeling of being welcome and gives him assurance and confidence which we all must feel if we are to do our best work. Most people are anxious to help the new person. The experience often serves as a pattern for introduction of the new agent when he leaves his training county and goes into his own county.

The way should be prepared for new extension workers in the religious and social life as well as the business life of the community by the following means:

(1) News story and a picture in the local paper.
(2) Personal introductions to key people, not only in Extension but also to those in cooperating agencies and civic organizations.
(3) Appearances on radio and television programs.
(4) Introductions at churches and social groups.

The new agent must develop a healthy, mature attitude toward extension work. Some may not agree, but in my opinion a county extension worker has much freedom of choice in planning his work. This presupposes that we are mature people, that we take our job seriously, remembering our responsibility to the people, the taxpayer, the university, and I might add, to ourselves. At the same time, there is such a thing as becoming a slave to the job, which is not a healthy situation. The training agent needs to help the trainee to strike an even balance, giving full measure of service without leaving the impression of slavery, never too busy, but not a doormat, feeling important to the job, but not indispensable. This is not easy, but it's important.

Maintenance of good working relationships is a recognized must. It is the responsibility of the training agent to help the trainee see that no amount of knowledge, ability, or training will substitute for the ability to work pleasantly with others.

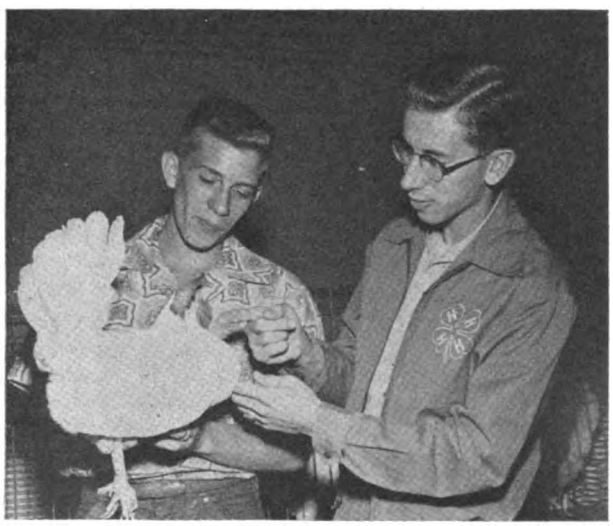
In giving the actual experience in extension work, the training agent becomes a walking example of Extension's most characteristic teaching method, that of demonstration. He demonstrates the methods of planning and developing a county program, ways of involving people in that program, methods of planning, conducting and evaluating results of meetings, leader-training sessions, and the like, ways of expanding the program through organization of new groups, and all the other varied jobs which make up the extension worker's day.

The "demonstrating agent" goes a step further by giving the trainee opportunities to put these procedures into action, first by helping, then by planning and conducting to completion some one or more projects in line with his background and ability. Next comes evaluation. This is important, for with it comes any deserved praise. Constructive criticism of mistakes and suggestions for improvement should come after the trainee has had a chance to discuss his own errors and to decide how he could improve his methods.

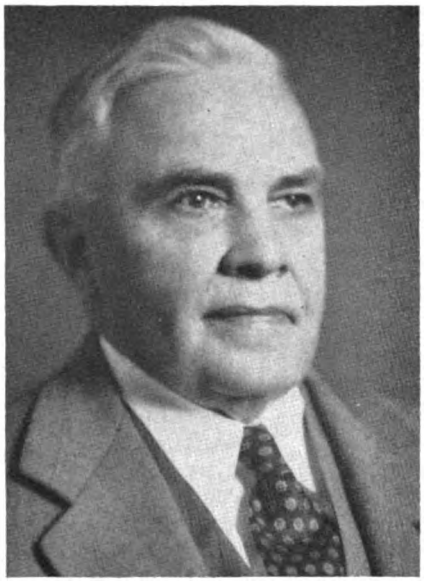
Agents in Training

THE month of June brought the faces of 5 new "chilluns" to the Michigan Extension family. Serving as summer county 4-H Club agents were Rhoda Kelly, Phyllis Pearson, Janet Doremire, Leo Corriveau, and Paul Worthington.

All 5 assisted their counties with 4-H Club meetings, camps, fairs, and trips, and other countywide activities. It is felt that this work gives the young people a chance to get acquainted with the opportunities of a county extension worker.



James Sorter (left) La Salle, Mich, is being coached by Paul Worthington on exhibiting poultry at the State 4-H Club show. Paul is one of the five Michigan youths who participated in the agents in-training program last summer.



Meredith C. Wilson Retires

Meredith C. Wilson retired as Director of the Division of Extension Research and Training December 31, 1955, after more than 41 years in the Federal Civil Service.

"M.C." as he is familiarly known to his associates and friends, began his extension career as assistant county agent in Tompkins County, N.Y., before final passage of the Smith-Lever Act in 1914. After serving as farm management specialist in Vermont and New Hampshire in cooperation with the Federal Office of Extension North and West for nearly 2 years, he became county agent leader for New Hampshire on July 1, 1916. He was transferred to Washington, D. C., on October 1, 1918, to the position of regional supervisor for county agricultural agent work in the Northeastern States. After the consolidation of Office of Extension South and Office of Extension North and West, late in 1921, he was given responsibility for the organization and development of a program of extension field studies (research in extension).

Mr. Wilson pioneered the establishment of the present system of regional extension summer sessions, for extension workers.

For 5 years during the Second World War and the postwar period, Mr. Wilson was on leave from regular duties while he served as Deputy Director of Extension, in charge of the domestic farm labor program.

"M.C." was lent to the Foreign Operations Administration (now International Cooperation Administration) early in 1955 to make a study of the organization and conduct of extension work in the Philippines.

"M.C." was awarded the Distinguished Service Ruby by Epsilon Sigma Phi, the national honorary extension fraternity, at its recent annual meeting.

The members of the Wilson family will make their permanent home at R.D. 2, Salem, N. Y., where "M.C." has farm interests.

LEARNING EXPERIENCES

(*Continued from page 4*)

things. Give undivided attention to the source of new knowledge whether it be a bulletin, a book, observation of extension procedures or techniques, or listening to prepared talks. One must concentrate on the materials at hand. Make every attempt to put "handles" on the material. Constantly attempt to relate the new knowledge to your professional needs.

Try to identify principles as well as techniques. The importance of principles is derived from the fact that they are general rules, or well-established truths, that usually have a wide application. They serve, therefore, as highly useful basic guides in a wide range of situations. Techniques, on the other hand, usually apply to only one situation. They relate primarily to problems of how to do it. Principles relate to why, techniques to how. An understanding of both is the height of professional competency.

An understanding of principles helps extension workers to recognize differences in situations. Consequently, one is less likely to employ a technique just because it has been used before, and more likely to recognize the need for a new technique, or for variation in those normally used. An extension worker who is equipped with principles applicable in his work is more likely to be creative than one who prides himself on being practical.

Principles give meaning to technique. They are necessary for a valid appraisal of technique. One who glorifies techniques, or how, without an understanding of principles, or the why of those techniques, is really a captive of technique.

It has been appropriately said that the person who knows how will always have a job, but the one who knows how and also why will eventually supervise the person who only knows how.

TEACHING NUTRITION

(*Continued from page 15*)

ducing milk, it usually is not enough to supply needs of the entire family. Consequently, pregnant women refrain from drinking milk in order to give their children the small amount available. This is a serious problem.

"Lack of enough green or yellow vegetables during winter months especially presents another problem. Many farm families produce green and yellow vegetables for sale, rather than for family consumption. Consequently, not enough of these vegetables are eaten or preserved."

Extension workers need to get away occasionally from their own counties and talk with other extension people to get a fresh viewpoint, new ideas, and improved methods so they can do a better job.

National Training Laboratories

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 17 through July 6 and July 15 through August 3.

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 with the cooperation of faculty members from various universities. For further information, write to the National Training Laboratories, 1201 Sixteenth St., NW., Washington 16, D. C.

In TEXAS We Regularly Hold TRAINING MEETINGS IN SMALL GROUPS

WALTER SCOTT, District Agent, Texas

IN TEXAS it is necessary to do most of the training in the district because the State and the number of workers are so large. About 6 training meetings are scheduled each year. The 2 general types of training that can be given county extension agents in district meetings are subject matter and extension teaching methods. Both are very important and continuously needed.

Subject matter specialists are scheduled to meet regularly with agents and bring them up-to-date on the latest information in their field. Most training meetings are on a subdistrict basis to make small groups possible, which encourages discussion. Specialists introduce new 2 x 2 slide sets, films, or other materials useful for farmers' or 4-H Club members' meetings.

Annual field days at experiment stations located in or near the district are planned jointly by the research workers and district agents. These are attended by agents as well as farmers to see progress being made in research projects. Periodically agents are asked to suggest to the research staff problems on which additional research is needed.

It is not enough to have the information. We must know how to get other people to use it. Therefore, the second very important training area is in extension teaching methods. Extension workers generally receive very little, if any, training in extension teaching methods before employment. Subject-matter specialists can and do give some training in extension methods that are useful in teaching their particular subject. This is the main source of instruction in the use of method and result demonstrations. About every 3 years subdistrict training meetings are held on newswriting, radio, and television for all agents. Annually for the past 4 years there have been one or more training meetings on building the county extension program.

When special emphasis is given a teaching method, such as the present emphasis on farm and home development, much training is needed by the agents. To provide training in this method of extension teaching, a series of subdistrict meetings was held in 1954. The first day of the 4-day series was devoted largely to background information, objectives, and advantages of this method of teaching. The second and third days were devoted to visiting a farm and learning firsthand how to secure and utilize the necessary background information to give a basis for teaching the family to plan better living.

Immediately after visiting with the farm family the agents met in small work groups. They learned how to help the family they had visited to (1) analyze their farm business, (2) list wants and needs, and (3) make a sound management plan for their farm and home. The fourth day was devoted largely to a discussion of how to fit this teaching method into the county plan of work and a summary of the training course.

One of the great opportunities for all extension workers is to improve on the use of extension teaching methods. Both State and county extension workers need additional training in this field.

Karl Knaus Retires

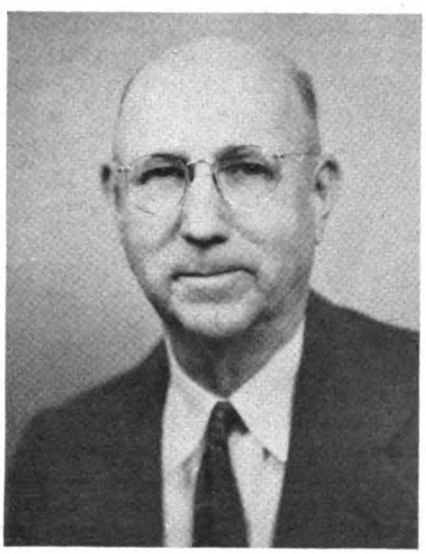
Karl Knaus, field agent for the north central States since 1935, retired November 30, 1955. He started his long and productive extension career in February 1916, when he was appointed county agricultural agent in Cloud County, Kans.

Mr. Knaus has participated in numerous national and regional programs in agriculture. He assisted in extension summer schools and in other training activities and was author or coauthor of several publications which have found a popular place in extension literature. It goes almost without saying that he was an active member of Epsilon Sigma Phi, honorary extension fraternity. He served two terms in 1944 and 1945 as chief of Mu Chapter, Washington, D. C.

In addition to his contribution to the development of extension work here at home, he spent almost 3 years in helping the agriculture of one of the new nations of the free world, Pakistan. As chief of the United States agricultural mission to that country, he made many friends for the United States.

Tracing Mr. Knaus' early career, we find him serving in Kansas and in Michigan. In 1928 he completed work for his master's degree from Kansas State College. The following year he became assistant county agent leader at Purdue and was at Purdue until joining the staff here.

Mr. and Mrs. Knaus will make their permanent home at LaFayette, Ind.



Karl Knaus

National 4-H Fellows 1955-56

4-H Fellows visit members of National Committee on Boys and Girls Club Work. Seated (left to right) Kenneth H. Anderson, Associate Director; Willa E. Morava, Bridgeport, Nebr.; and Guy L. Noble, Director of Committee. Standing (left to right) Jane L. Merry, Rochester, N. Y.; George J. Broadwell, Brattleboro, Vt.; Doris McDonald, Paoli, Okla.; Howard M. Willson, Glendive, Mont.; and Dale Apel, Longton, Kans.

We in the Federal Office profit much from these 4-H Fellows. We believe they profit, too.

WATCHING Washington work; feeling the pulse of Extension, as the heart beats come in from the States; earning a master's degree. These are the opportunities of the 6 National 4-H Fellows who come in each September to spend 10 months in the Federal Extension Office on scholarships given by the National Committee on Boys and Girls Club Work, of Chicago, and the Massey-Harris-Ferguson Company, of Racine, Wis.

Formerly active 4-H Club members, and currently successful county club agents, you all would be proud of the way these 6 award winners borrow furniture from a generous 4-H Foundation, take a refresher course in basement bargains, cooperate in trips and routine transportation so that their $1,500 can be stretched over as many exciting experiences as possible.

From the variety of graduate courses offered by nearby universities, these promising extension workers choose majors in administration and supervision, or public relations, or foreign affairs, or how to be a better teacher. How do you get folks to analyze, consider, and decide? How do you transfer information so that people will understand, remember, and want to use it? How do you work happily with people—even people you think, at first, you don't like?

While the fellows study these courses in the graduate schools, we in the Federal office attempt to set them a good example as they visit all the offices, from Administrator Ferguson's, where decisions are made, to the file rooms, where the results are recorded.

Through the friendly cooperation of the whole USDA, opportunity is also given these student visitors to meet those who have the responsibility for research, regulatory work, stabilization, marketing, conservation, credit. Unfamiliar agencies change into familiar people during these question-and-answer interviews. County problems of acreage allotments, conservation payments, school lunches blend into the national and world situation and the overall objectives.

Outside the USDA, the Weather Bureau, Bureau of Standards, Patent Office, National Education Association, and farm organizations are but samples of the variety of places that open their doors to these young people. The FBI explains their problems and system; the District Juvenile Court describes the individual background and motivations of delinquents.

One of the real thrills for these fellows has been to sit in on congressional committee hearings and to follow special bills through the Halls of Congress. Both the legislators and the Secretary's office have been most kind in supplying the background and the foreground for these young extension workers.

It is a sandwich program of classroom, conference, and special events. The setting being Washington, there is no end to the historic buildings, museums, art galleries, concerts, lectures, and national meetings. And "poured 'round all" is New York City, the Atlantic Ocean, Williamsburg, and the Shenandoah Valley. It is a busy schedule, too, especially with exams and monthly reports to worry over.

4-H Club Week Is Front Page News

WITH the 4-H flag flying high, newspapers featuring 4-H stories and photographs, and radio and television stations talking about it, 4-H Club Week will be ushered in on March 3 this year.

During the entire week each year, 4-H Club work for boys and girls in town and country receives a great deal of attention. The purpose of observing this week is to give the public a special opportunity to hear about 4-H Clubs and to recognize the achievements of the 2 million members.

January is about the time when most clubs begin to make their plans for 4-H Club Week. As a means of exchanging experiences 6 counties have been asked to recount briefly some of their activities during 1955 4-H Club Week.

In Sussex County, N. J.—Through newspapers, radio, school assembly programs, P.T.A. meetings, and a big countywide banquet we told our communities about 4-H Club work. Over the county administration building, our 4-H flag waved.

The Sussex County 4-H Council, composed of older club members, sponsored a window display contest. Eighteen clubs set up displays in eight community centers. The council committee developed rules of the contest and score cards for judging, and provided merchandise awards and ribbons. The judges' comments were sent to each participating club.

Newspaper coverage included a special feature in one paper and a full page salute by local merchants in another. Many of the radio programs lauded the work of volunteer 4-H leaders.—*Dorothy V. Smith.*

In Cortland County, N. Y.—Plans for the big week are mapped largely by the county 4-H executive committee and the county 4-H council. The latter group is made up of more experienced 4-H youth from 14 to 21 years of age.

One phase of the celebration is aimed at reaching rural boys and girls through their school assembly programs. Last year more than 3,000 heard the 4-H story in 6 large school assembly programs. Quiz shows, talks by agents and council members, and movies and colored slides of county activities were program features.

Three daily newspapers and several weeklies carry feature stories and pictures, some of which are prepared by the 4-H Club agent. They often show how 4-H Club activities affect a particular family. Radio is used for news announcements and television for human interest stories. The viewing audience for TV in Cortland County is estimated at 60,000.—*E. Hale Jones.*

In Guilford County, N. C.—To familiarize the public with 4-H Club work, we used window displays, newspaper articles, radio and TV programs, merchants' advertisements, photographs, table cards, and the initiation of many new projects, such as six new welcome signs on main highways into the county.

A large sign, 5 by 6 feet, was placed in the courthouse yard and 275 posters were distributed in the county. Club tours of the new WFMY-TV studios followed a program on the air. Six special radio programs were given by different clubs on such subjects as health, safety, and keeping 4-H records. Parent-teacher association programs were given in 4 schools, 1 club gave 2 chapel programs, and all schools featured 4-H clubs on their bulletin boards.—*Mary Sue Moser.*

Clay and Cherokee County club members presented the State Health pageant, A Place in the Sun. The script writing, backdrops, and all technical direction for staging were executed by extension personnel, assisted by the John C. Campbell Folk School staff, the local ministers, members of the State Public Health Department, and the members of the North Carolina Extension staff.—*Mrs. Janet C. Martin.*

Denton County's (Texas) Judge Jack Gray presenting proclamation of 4-H Club Week in Denton County to Dale Schluter and Peggy Schluter.

In Denton County, Tex.—A committee of 4-H Club boys and girls arranged for representatives from 14 clubs to take part on a daily 15-minute radio program. A total of 35 4-H Club members were interviewed, gave talks on 4-H Club work, and presented skits.

The local newspaper featured a four-page special section using stories and pictures of the county program. The chamber of commerce made four large signs for display on the courthouse lawn, proclaiming National 4-H Club Week.

Seventy-nine subscriptions to the National 4-H Club News were ordered during the week. Sixty-eight posters were placed in conspicuous spots and some exhibits were built around them.

In 1956 observance of the week will begin with a parade which will include floats for livestock, poultry, canning displays, clothing, and other projects.—*Betty Duncan and Jack Gressett.*

In Dodge County, Nebr.—Our rally day program in which each club participates with its best talent is the big event for us. It has been sponsored the past 2 years by the Dodge County Farm Bureau, and gifts are given each organized club by the Fremont Rotary Club. The two highest scoring clubs are eligible to compete in the district share-the-fun competition.—*Russell Hughes.*

*From talk by C. M. Ferguson at meeting of National Association of County Agricultural Agents at Michigan State University, September 15, 1955.

To All Extension Workers

Can Extension meet its great responsibilities? Let's answer that question this way. Yes, it can, provided:

(1) The extension worker keeps up with the latest applicable research findings;

(2) Uses the team approach, bringing all applicable fronts of science to bear on the problem;

(3) Taps the thinking and uses the leadership of rural people as well as those on Main Street;

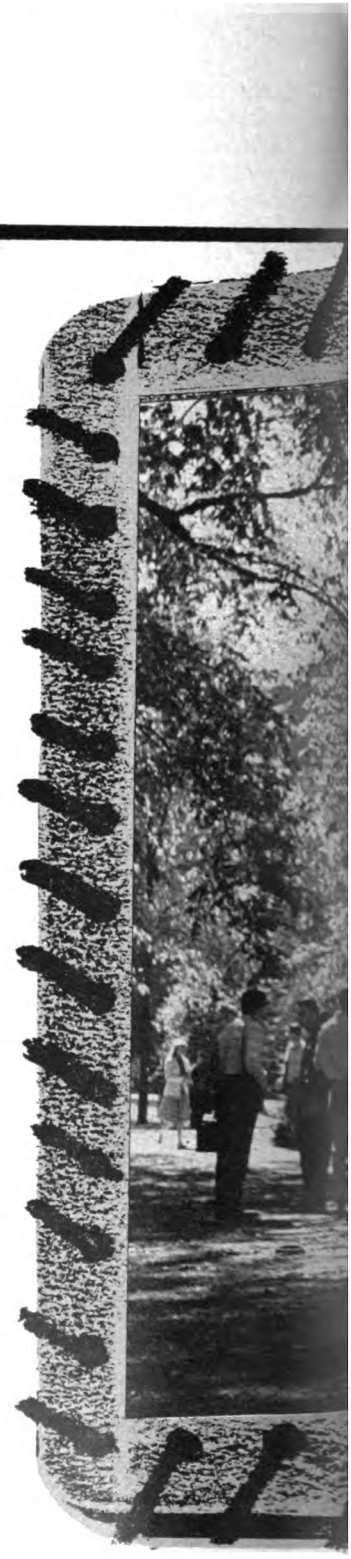
(4) Presses hard on a program of professional improvement.

Professional improvement is a necessity if we are to meet the demands of our dynamic economy. We need to realize that our audiences in the years ahead will be better trained. More of them will be high school graduates. There will be more who have 4-H Club training. And there will be more who have had college training.

You are engaged in no routine endeavor. The Cooperative Extension Service is the keystone between two great institutions, the land-grant colleges and universities and the United States Department of Agriculture. You are members of a magnificent educational team. You have this challenging assignment:

". . . to aid in diffusing among the people of the United States useful and practical information on subjects relating to agriculture and home economics, and to encourage the application of the same . . ." These words are from your charter, the Smith-Lever Act as amended in June of 1953.

The challenge to you as a professional worker and a member of a professional organization is not only that of diffusing information but to encourage its application.



EXTENSION SERVICE Review

FEBRUARY 1956

SPECIAL COMMUNICATIONS ISSUE

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FEDERAL EXTENSION SERVICE

EXTENSION SERVICE Review

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Prepared in Division of Information Programs
LESTER A. SCHULP, *Director*
CATHERINE W. BEAUCHAMP, *Editor*
DOROTHY L. BIGELOW, *Associate Editor*

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In this Issue—

EAR TO THE GROUND

To you who question your success in communicating ideas, this issue of the Review is especially dedicated. It was written for those county extension workers who still strive for a well balanced communications program.

In planning this issue, the advice of many persons was sought and help from several score persons was generously given. For every idea and contributed article, we are most grateful.

Judging by the number of excellent stories received, there's a lot of communicating going on. It was to be expected that repitition would occur which necessitated trimming and cutting. When the dummy was made up more bits here and there had to be sacrificed to make the articles fit the space. A number of good articles were held over for the March issue.

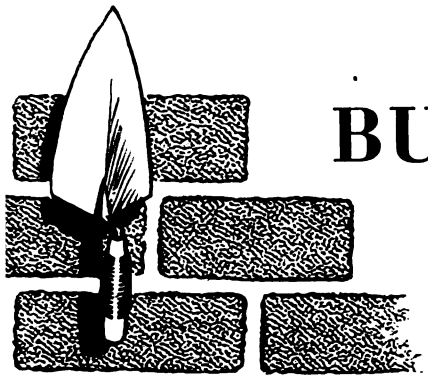
Consequently, many of you who took the trouble to write for this issue may find that your handiwork has undergone Operation Blue Pencil. I hope the total result will be good and you will take pride in having contributed to this effort to help all extension workers communicate more effectively.

We have tried to give you a definition of communications and some ideas of what a balanced communications plan is and how it supports your total program. You will find two articles illustrating this. In two or three articles you will get help in analyzing your audience, which is the first step in making a communications plan.

Following these are examples of agents' experiences using different media. And in conclusion, we recommend Dr. Wiebe's advice to "count your cash" . . . CWB.

COVER PICTURE

Leo Sharp, left, farm adviser in Fulton County, Ill. assists Jerry Bidle, farm program director for Station WBYS at Canton, Ill., in interviewing Jesse Schwartzbaugh on his farm tractor at night.



BUILD-IN Your Communications

LESTER A. SCHLUP, Federal Extension Service

MOTHER used to say that a watery stew can't be saved by dumping in a bunch of carrots. That pungent observation would apply equally well to communications. All of the ingredients should be considered at the start if communications are to be brewed with the flavor that whets an appetite for the fare you are serving.

The essential ingredients are covered in this issue of the Extension Service Review. Naturally, one issue is too short to cover the entire front. For that reason, perhaps too much prominence has been given to mass methods, which is only a part of the total. So, let me hasten to add here that mass methods are primarily stepping stones which strengthen and supplement your face-to-face contacts and widen out your audience way beyond those you can reach personally. They are important, surely, in a well-balanced communications program. But teaching that encourages changes in people demands strong individual and group contacts to which the mass contacts are cued.

Communications, it is unnecessary to explain, is a gilt-edged word which means, simply, all kinds of contacts with people. The meaningful ones help you and your audience to link minds. The Smith-Lever Act says that it's your responsibility to communicate helpful information in ways to "encourage the application of the same." Just putting out information is relatively simple. But it's in that quoted phrase where we get into the human relations challenge of developing communications that encourage people to take action. People are elusive. They just won't stay put. Nor will they fuss if you serve them an unpalatable fare. But they'll turn their plates down. This reminds me of the needle that C.B.S. research psychologist Gerhart D. Wiebe stuck into us recently when he said, "Your public won't struggle to get your message." So the burden is on us to get the information across . . . clearly, concisely, convincingly.

But let's pause, climb to the top of a silo, and take a crow's squint at your communications terrain. With the folks who are on your county extension advisory committee, a program has been developed. This mirrors the problems and objectives in your county. It is now your desire to focus on these problems all of the technical and economic information you can corral. Naturally, with the help of your supervisors and specialists, you bring that knowledge down to practical real-life situations. So we all agree, I imagine, that your communications program rests on these two sturdy legs . . . . first, a sound extension program worked out with people, and, second, a practical application of the knowledge siphoned from research reservoirs.

But you still need a third leg to steady the other two in supporting a well-balanced communications tripod. That leg is the methods approach to people. So using the problems and objectives in your county extension program plus the knowledge that can be applied to them, you build a plan which meshes the two in a unified approach to people, using every effective method. Included, no doubt, would be the direct approach, the group approach, the mass approach, the approach through organizations, business, and so on. Your aims, your messages to further your aims, your various audiences, your channels to them, the contacts you intend to make and the best time to make them . . . these would be carefully chosen in advance to bring about the results you seek.

Boiling these ideas down to their residue, then, you would want, I assume, to answer for yourself such questions as these:

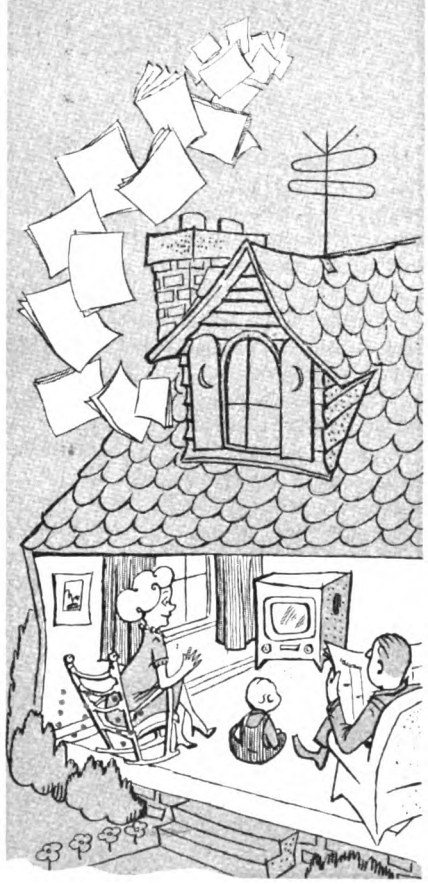
- What are the deep-seated problems that people seek my help in licking?
- What resources of knowledge, skills, and channels do I have in helping to solve them?
- How can I bring this knowledge together and focus it effectively to bring about the results I am seeking.
- Am I clear in my own mind about the significance of what I want to transmit to bring about changes?
- To whom should I transmit this subject matter? Are the targets for it outlined sharply?

Then after you have answered those questions, and then only, here are a few more you will wish to tussle with:

- What group of communication methods (demonstrations, meetings, radio, press, etc.) will best contact the target audience and lead to action? Remember that repetition through many channels roots ideas, but an ever fresh approach is the spice that may influence decisive action.
  How can I word and/or visualize my messages so they will have real meaning to the recipients?

Sound complicated? Maybe. Yet many extension agents do these very things most successfully and, perhaps, less consciously than the pattern outlined. You'll find some good examples in this issue. Linking knowledge to folks isn't so tough when you have a sincere interest in their struggles, when you know how they look at things, how they like to be approached, and when you have the missionary urge to help them. A communications plan should strengthen still more the magic you pour into rural progress.

"they're coming through the WINDOWS"



ROBERT W. BLACK, Department of Extension Teaching and Information, Cornell University, Ithaca, N. Y.

THE MOST effective information media for the Extension Service is agent-farmer conversation. But agents and farmers do not always have time to talk, especially during the busy planting and harvesting seasons when the most information is needed.

To replace agent-farmer talks, M. E. Hislop and his 8 associates use a combination of all communications media.

Hislop, who is county agricultural agent in Oneida County, New York, uses effectively newspapers, radio, television, service letters, local bulletins, posters, circular letters, displays, demonstrations, the telephone, and the county's Extension Service News.

Unknowingly perhaps, Hislop is following a principle of getting information to farmers which was laid down in 1896 by the late Liberty Hyde Bailey, one time dean of the New York State College of Agriculture at Cornell University. Bailey, writing in an extension bulletin, said, "The results of experiment station work must be carried to every farmer's door; and if he shuts the door, they must be thrown in at the window."

Farmers seldom shut their doors to information these days, but if they do the Oneida County information program goes into their homes right through the window via three radio stations and one television station.

Doorstep delivery of information goes to Oneida County farmers through three daily and three weekly newspapers, by mail, and by person-to-person contacts.

When he can't go into the home with his information, Hislop uses eye-catching posters and displays or well-planned and executed demonstrations to bring the farmers out of doors.

Although his quantity of information is high, Hislop has a quite different standard. And that's quality.

Oneida County farmers are not bombarded with information. The material comes to them in easily handled portions.

Hislop has analyzed each of the communications media and he makes them work to the best advantage of the farmer and consumer.

The television show, a cooperative effort of three counties, is keyed to consumer interests.

"Because our TV show is on the air in the afternoon we know that we aren't going to reach farmers," Hislop said. "We know that our audience is composed mainly of housewives. We give them consumer information which will help both the housewife and the farmer."

Newspapers are used to reach both the farmer and the consumer.

Hislop and his associates, however, are not concerned only with farmers. Oneida County has two metropolitan areas and the total urban population in the county is 159,000. There are 16,600 persons living on farms.

The Oneida County program is being planned to take in another large block of the county's population—that "in-between" group of rural residents. Some 47,000 persons are living in rural areas but are not farming. "We must adapt our program to meet the needs of these people," Hislop said.

A good many of the telephone calls which are made to the county agent's office during the summer come from these rural non-farm residents and from city folk. They are interested in keeping their lawns in good shape, or in getting the most out of their small gardens, or in finding out what they can do to keep "that lone apple tree bearing fruit." Hislop and his assistants answer the questions or recommend extension bulletins which will help these people solve their problems.

Often the city dweller's problem will come to the attention of the daily newspapers. The reporters turn to the county agent for the answer.

"We work with the reporters as much as we can and sometimes we can give them a tip on a good story," Hislop said. "All of us in the office carry cameras when we go out in the field and if we get a news-worthy picture we offer it to the papers."

The papers also call on Hislop and his staff to localize State and national news stories. "The papers, just like our office, are interested in how Oneida County will be affected by what happens in the State and in the Nation. We try to interpret the stories for them and to help them adapt the material to local conditions," Hislop pointed out.

Summing up his information program, Hislop said, "Getting information to the people is the main function of our office. We try to do an efficient job. It takes planning, cooperation, and time."

In talking with Hislop, I found that he handles his problem of time very well. He makes each of his information efforts do more than double duty.

Often Hislop will turn a well written newspaper story into a radio script, a segment on the tri-county TV show, a service letter to farmers and the basis for a display or exhibit. He makes good use of all his material to reach as many people in as many different ways as possible, and that is the aim of the Extension Service.

DO YOU WANT TO REACH 60 or 6 million?

HAROLD B. SWANSON
Extension Editor, Minnesota

LAST summer and fall a county soils agent, a county agent, and two University of Minnesota specialists presented a dramatic demonstration called "Corn—Yesterday and Today" that has attracted nationwide attention.

That demonstration offered concrete proof to Minnesota farmers that modern methods will more than double corn yields and triple returns over 30 years ago.

But even more important perhaps to extension workers was other proof it presented. It showed that even the most modern demonstrations in themselves will reach only a few people—that Extension must use the communications and teaching methods of the fifties, not the twenties, to tell its story.

A crowd of only 60 appeared at the well-publicized field day, climaxing the demonstration last October 7. In spite of all this the planners of the demonstration weren't disappointed. The field day itself was only a small part of their plans for a bigger audience and better teaching results.

Today a conservative estimate of the people reached with the message totals over 6,000,000. And that figure may yet reach an amazing 60,000,000!

It all started last winter when Goodhue County Soils Agent Arnold Wiebusch, County Agricultural Agent G. J. "Dick" Kunau, University of Minnesota Soils Specialist Harold Jones, and Extension Agronomist Edwin Jensen decided to give a new twist to an old teaching tool—the demonstration. They wanted to dramatize to farmers that modern methods do pay.

They decided to raise corn on one plot by methods common 30 years ago and corn on an adjoining plot by 1955 practices. Walter and Paul Wenzel, farmers near Red Wing, agreed to cooperate and provided three acres of land.

The *"Corn Yesterday"* plot was not fertilized, except for manure; open-pollinated (Minn. No. 13) corn was checked in rows, 12,000 plants per acre; and the corn was cultivated four times.

The *"Corn Today"* plot was fertilized three times—before planting, at planting, and after the last cultivation; insecticides and herbicides were applied; a modern hybrid was planted on the contour, 18,000 to 20,000 plants per acre; and cultivation was limited.

"Corn Today" showed its superiority to "Corn Yesterday" in many important respects, including the following:

Higher yields, 123 bushels per acre compared to 59 bushels.

Greater returns, $90 per acre compared to $35. Higher yields offset the higher cost of production per acre which was $39 for "Corn Yesterday" and $64 for "Corn Today."

Lower bushel costs, 52 cents compared to 66 cents per bushel.

Fewer weeds, 60 per cent less than the "Corn Yesterday."

Fewer barren stalks, only 2 per cent compared to 13 per cent.

Less lodging and fewer broken stalks, 5 per cent compared to 16 per cent.

Both the old and new methods were given a fair trial. Every step was outlined in advance for the entire year and every practice reviewed. Wiebusch then had the responsibility for carrying out the practices and planning the final field day.

However, the county agents and specialists didn't stop with planning the demonstration. Working with the State information staff, they planned their teaching aids and informational activities at the same time.

They made arrangements to take color slides and movies throughout the season and to tell the story widely through newspapers, maga-

(Continued on page 43)

Paul Wenzel, Red Wing farmer, and Arnold Wiebusch, Goodhue County Soils Agent, show practices and results of the demonstration.

To be effective, news stories must be

As Regular As Monday

Countless story potentials

A COUNTY agent's job is to teach improved methods in agriculture and since people in my parish read both newspapers and magazines pretty regularly, I find these two media excellent channels for reaching them with useful and practical information.

Feature articles can be written by an agent on innumerable topics, such as how to get high cotton yields; why southern winter peas are the ideal soil builder; and how a group of cattlemen met their drought feed needs by purchasing a blackstrap molasses storage tank to supply feed at cost. Many other timely topics form a reservoir of subjects from which agents can choose. There is never a dearth of material, as an agent uncovers countless story potentials every week. Farm people are hungry for such information, and magazine editors have found the reader interest in such articles very high.

The county editor welcomes such feature articles since he, too, wants to provide farming information to his readers. The articles should give new ideas and inspiration, create desire on the part of farmers to improve their own operations, and at the same time provide directions for carrying out useful practices.

Editors of farm magazines are always looking for articles that will be of benefit to farm people. They call these "service articles" because readers can emulate many of the farm practices suggested in the stories.

Feature articles, as written by agents, can also be used for radio broadcasts. By adding in or taking from and using a prop here and there, a TV show can also be worked out that further tells the story contained in the feature article.

I started diffusing extension information 10 years ago, and I know that the pioneer who proclaimed "Advertising Pays" knew what he was talking about! — **Guy Luno, Extension Agent, Franklin Parish, La.**

Tell what farmers do and how

THE several hours I spend each week preparing Farm and Home Development stories for the local papers pay big dividends.

When the Farm and Home Development program began in Butler County, Ala. in August 1954, I realized that in some way we must familiarize the people in our area with this new phase of extension work. One of the best ways to tell them was through the two weekly papers of our county. Having written a weekly 4-H Club column for over 12 years, I naturally couldn't pass up the chance of letting both the farm and city people know all about this new endeavor.

My first articles explained the purpose of farm and home development. Later articles told about the families enrolled. And more recent stories tell the achievements of these families.

A camera soon became part of my regular equipment, and with it came an opportunity to do a better job. On farm visits I carry along the camera, because Farmer Jones will probably be building a new farrowing jacket for his sows, or performing some other farm operation that I'll want to write about. One picture of such an operation will help tell the story much better than many articles.

Just tell what the farmers are doing or have done and you'll have folks reading it. But don't just tell that a farmer or farm family have done so and so; tell *how*, give the details, be factual. Readers want information they can apply to their own operations . . . And, of course, that's just what we want them to want.—**George McMillan, Assistant County Agent, Butler County, Ala.**

Success stories spur action

SINCE farm and home development work was begun in Kentucky 7 years ago, 81 Hart County families have completed the intensive course in farm and home development, and an average of about 150 other families have visited and inspected the farms and homes of each of the 81. We believe that a major part of our success in enrolling new families in farm and home development work has been due to stories of the work carried in our two weekly papers, the Hart County Herald and the Hart County News.

As leaders in their communities, these families realize their obligation to share with others the methods they learn for improving farm and home life. This spirit of cooperation makes it easier for us to write success stories from farm and home visits, office calls, and field meetings. Before and after pictures have been particularly good for illustrating our stories.

Human interest is paramount. We feature the people, the methods, and the results.

Both of our weekly papers are most cooperative. Often the stories are published at weekly intervals if they form a series or sequence, but most often they are written monthly and on a seasonal or timely subject.

What is to be written and when are decided in our weekly office conference. We secure the necessary information as we carry out our regular work. The actual time required to get the facts for the story may be over a period of a week or more. Usually the mechanics of writing the story take about half a day.

Success stories have stimulated so much interest in farm and home development that the work is well known throughout the county. We are sure the success stories have been instrumental in the recognition of the leadership abilities of the farm and home development families. — **Jane Jones and Free W. Wallace, Extension Agents, Hart County, Ky.**

Tell and sell balanced farming

A GOOD teacher must be a good salesman. Feature stories help extension workers sell themselves, their recommendations, and the services they offer to help people help themselves.

Before our Home Agent Winifred Yancey, Associate Agent Bradley Priesz, and I used feature stories, we assumed their preparation would be difficult. On the contrary, much satisfaction can be derived from such reporting.

Any contact can provide leads. And there's always an abundance of information about people in our office files. All year long we collect and use material about demonstration plots, projects completed by individuals or groups, youth activities, marketing, and balanced farming families.

Some stories are built around livestock enterprises, water management, farmstead arrangement, field crop yours, and high crop yields. Soil testing records are kept on file. And these reports lead to many articles about soils and crops. A new house, a remodeling or painting job, the installation of cabinets, work saving arrangements, utility rooms, and water systems are a few of the home improvements which can be discussed.

The home agent and I each have a weekly newspaper column in which we feature short, timely stories of local people who are making particularly successful use of one or more recommended practices. These columns appear in the two county papers, whose editors have been most cooperative. This same personal approach is used in our twice weekly radio programs.

On our trips through the county, we carry cameras so that we can photograph subjects selected and planned in office conferences. However, we often come across subjects unexpectedly which will tie right in with our feature stories. For instance, Bradley got an outstanding picture showing soil being washed onto the highway from a cornfield which had been planted up and down the hill. Of course, we did not use the name of the landowner, or rather the "landloser." After a bit of experience, one learns to recognize effective picture material. Excellent pictures can be taken with an inexpensive box camera.

This year we prepared a separate special balanced farming edition for each of the two papers. These stories and pictures, with allied advertising, made up an 8-page section which was mailed to subscribers with the regular issue for that week.—**Allan W. Sudholt, Pike County Extension Agent, Mo.**

Pike County, Ky. extension agents, Manuel B. Arnett, county agent (left), and Mrs. Opal Mann, home demonstration agent, look over pictures of recent extension activities with James Turley, editor of the Pike County News.

Rely on regular news releases

SIX or eight news releases are sent every week to newspapers, radio and TV stations that service farmers. This is an important part of the extension program in Henry County, Ill. This news service, supplemented by two personal regular 15-minute radio programs per week and two personal TV programs per month; includes 7 weeklies, 8 dailies, 16 radio, and 2 television stations.

Extension news to these outlets generally falls into three general categories. First, on-the-spot news, submitted for immediate release is of current interest for farmers, for example, reports on meetings and results of judging contests and fairs. Since weeklies in this area go to press on Wednesdays they may not always use these releases. However, most of them will rewrite the release to suit their needs.

Second, news items promoting or developing an interest in an event or meeting are sent to all outlets and may or may not carry a release date depending on the timing. If the event to be promoted is of major importance, such as a "Meat Type Hog Promotion Day," a series of eight to a dozen advance stories may be used. These include items on general program, prizes, why the promotion is important, highlights and sidelights. Follow up stories giving results are important.

Third, items of an editorial nature such as, corn borer situation and control, or how to control box elder bugs, go to all outlets with release dates.

Newspapers like brevity and prefer to have the first or lead paragraph cover the entire story in a summary form with the remainder enlarging on each item in order of importance. The extension worker who follows this form closely will be rewarded by having most of his news published. Here is an important place to give your volunteer local leaders lots of credit. Pictures are a big help in making news service more effective.—**Dare W. Fike, County Agent, Henry County, Ill.**

IN A COLUMN - IT'S Variety + Personality THAT COUNT

That Personal Touch

WRITING a regular weekly column shouldn't be regarded as an "I must do it" chore. Instead, it is something of a challenge, an opportunity, a means of reaching certain people not regularly contacted in other ways. These are my firm beliefs after having written a weekly column for more than 15 years.

To maintain reader interest, a column must be regular. Even a short column every week, one that readers come to expect, is more widely read, I'm sure, than the best column written irregularly. Try to make the column about the same length each week, so that the editor may count on that amount of copy.

In my column "Around Sac County," I try to include three things. First, something educational because that's the major reason for news items in extension work. For example, I mention Merrett Cook's fine farm home near Nemaha, pointing out that it faces the entrance driveway instead of the conventional arrangement where the front door faces the highway and is used only for weddings and funerals. Yes, a column provides a fine opportunity to put across an idea, a management practice or suggestion.

Second, I include something personal or light to relieve weight in the column. Oftentimes these are the items mentioned when a reader says "I saw in your column . . ." Folks know of my daughter Sandra's '41 car, painted a vivid pink that only an 18-year-old could endure, and they learn of my boys' pets, including snakes. At least some of the readers (judging from their comments) must enjoy the kidding I do with my friend Jack Hogue, especially when it comes to the annual Sac City-Odebolt football game. Maybe this "stuff" has a part in developing a column's personality, I don't know.

Third, I make it a point to say something about coming events in Sac County and new publications which are available. Unquestionably these reminders help attendance and over-all participation in our extension program.

A column is a valuable news medium, something to complement an extension worker's regular news releases. And it's fun! Folks in Delaware township learned of my dislike for parsley and my belief that it is best to sneak it off the banquet plate and hide it as gracefully as possible. So at a community supper, all present donated their sprigs of parsley and, after gift wrappings, it was presented to me with appropriate ceremony, at a later leader training meeting.

Yes, writing a column will bring about many surprising results, educationally and otherwise—TRY IT!—**Kenneth A. Littlefield, Sac County Agricultural Agent, Iowa.**

Remember the Reader

THE time I spend writing my personal column pays more dividends in motivating people than any similar amount of time spent on other information media. A column must do more than merely reach people. It must bring about a response on the part of the reader. It must motivate the reader. Unless I am quite positive that the material for my column meets the above qualifications, it is not used.

It is entitled, "Day By Day With the Farm Adviser." As the name implies, it is brief accounts of what I have read, said, heard, seen, and thought during the day.

The reader is constantly kept in mind as the column is being written. I realize that my column must compete with columns written by professionals. I must catch the reader's interest and then hold him there for a few minutes. The content must be such that he will feel it is vital. It must be good enough to keep him coming back for more.

I use many names in my column. That makes it interesting. Most everyone likes to see his name in print. Comments by extension specialists, speakers at meetings, 4-H members, farmers, homemakers, and others are woven into the article.

I use considerable subject matter contained in the extension editorial office news releases by weaving it into the column to fit the day's activities. For example, a news release on spraying weeds would be used in part in a column about a conversation I had with a farmer on killing weeds. Or an article on soil testing may be woven into a column pertaining to a discussion of some soil test reports prepared on a certain day.—**Ray T. Nicholas, Lake County, Ill., Farm Adviser.**

What Makes a Good Column

WHAT kind of success can you expect from the use of a column? In Redwood County, 67 percent of the rural men and 59 percent of the rural women read my column. Those figures are based on a readership poll taken by the twice-a-week Redwood Falls Gazette. With a rural circulation of 3,000 that means 2,000 families reached. Urban folks read it, too, 31 percent of the men and 20 percent of the women, an additional 540 families.

Added to this are the readers of seven local weekly papers getting the material. Five of these use my column often and two, occasionally.

Where can you get the information? The best source we know are farm people themselves, at farm and home visits, at meetings, and from letters. We aim to listen, with pencil and notebook handy. Thus we seldom miss getting a bit of information, an original remark that is useful in writing the column.

Another good source are 4-H records and reports. You may be surprised how many good items you can get here. Neither should we forget information letters and releases sent out by the State office or visits by specialists. They are an important source of new facts. And facts are what our people look for.

Now for what goes into a column. Short, timely items of interest and bits of information are good, especially those that can't be used in a longer news story. If John Smith has success with a practice, tell about it. Personal experiences add credibility.—**J. I. Swedberg, Redwood County Agricultural Agent, Minn.**

Set a Regular Time

REGULARITY is one key to the success of a weekly news column, says Vermonter William W. Stone, Windsor County agricultural agent. Stone sets aside the same time each week to write his chatty column and he sees to it that his daily and weekly editors always get copy on schedule every week.

This Vermont agent says that periodic visits to editors is good use of an agent's time. These friendly visits allow opportunity to talk over common problems, to bring the editor up-to-date on the county's extension program, and to iron out any difficulties in the county information efforts.

The column heading is furnished in mat form in single and double column sizes so that individual editors can select the one most suited to their paper's layout. The mat includes a photograph of Stone, his by-line, title, and the column caption, "Your County Agent Says."

He has the art work on the mat changed every couple of years so that it will give a new look to newspaper readers. Stone feels that the addition of the photograph on a column heading is particularly important for the column of a new agent. For it serves to introduce him to the people of his county.

Stone's column goes into over 15,000 homes of his county each week and hits a potential audience of over 50,000 readers. The column is an excellent medium to keep extension teaching before the people of a county. Used regularly, and written for easy readership, the weekly news column serves a vital purpose in this Windsor county agent's plan of work.

"You mentioned in your column . . ."

A weekly column entitled "Among the Farm Folks" is in its third year and is bringing results far beyond first expectation. With four county weekly papers using all of the column and two other weeklies using parts, the Extension Service enters 8,000 homes every Thursday. The weekly column is now such a part of our extension program we would be at a loss without it.

The column consists of 4 to 8 interesting and timely items. It's headed up with a 1-column cut of the writer's picture and the title. The column brings many favorable remarks. Frequently, letters start out with the words, "You mentioned in your column . . ." Drug stores report their customers often bring the column along when making a purchase of some chemical or other drug recommended. One lady has clipped the articles and made a scrapbook for herself and her neighbors.

Walter Peterson, right, Brainerd farmer, asks Ray Norrgard, Crow Wing County (Minn.) Agent's advice on the control of the weed he found on his farm.

Material is gathered throughout the week and jotted down. This is habit forming, and usually instead of searching, you are wondering what to leave out. Another trick is to answer the questions you have been asked the most, and call it the "Question of the Week." When mentioning a circular or bulletin, make sure you have a good supply. We've learned the hard way on this, and sometimes yet we get caught without sufficient copies.

Columns lend themselves to variety. You can go all the way from digging potatoes to plugging farm safety. A weekly column also lends itself well to a campaign. In 1955, one of our goals was to increase the acreage of alfalfa. With the exception of one letter to the 50 farmers in the Balanced Farming Association, we depended on the weekly column. Each week a new slant was used, and before long soil samples were being received for testing. It was not unusual when the samples were brought in to hear, "I want to try some alfalfa which the county agent has been talking so much about." At the end of the year, our acreage of alfalfa was more than double. One seed dealer requested he be informed a year ahead if another campaign was planned, so he could get sufficient seed.

After hearing that extension workers are in a rut, I decided to find out if this weekly column was just that. The next copy plainly asked the readers what they thought about the column and if they thought it should be continued. After all, it had been appearing for almost 2 years. When the letters, cards, telephone and office calls were added up, the weekly column appeared to be in a good rut to be in. Try it! We hope you will be pleasantly surprised.—**Walter F. Heidlage, Bates County Agent, Missouri.**

Wherever you go

THERE'S A RADIO

Glenn L. Schrader (right), Minnehaha County Agent from Sioux Falls, S. D., and E. C. Stangland, KSOO farm director, get together every Saturday from 12:20 to 12:30 for broadcasts of interest to rural persons.

Be Friendly

RADIO is used extensively in Newton County, Mo., to visit with farm people. We use it to teach why, when, and where. But not how.

Radio is a way to make friends with the farm family, and to let them know about and kindle interest in new practices. It can help establish the Extension Office as the place to get reliable information from the college.

Our radio programs are kept brief and carried on in a person-to-person style. We have to remember occasionally that we are talking to a person or a family, not an auditorium full of people.

Newton County agents use seven broadcast periods each week. To avoid the problem of having to be at a certain place at a certain time, a tape recorder is used for most broadcasts. Stand-by tapes are maintained to avoid further inconveniences to the agents.

The 4-H agent and home agent divide a 15-minute program each Saturday morning at 9:00 a.m.

Each Wednesday the county agent has a 7-minute spot over a large city station in an adjoining county that covers a fourteen county area. Five other counties have a similar program on a different day at the same time to give continuity to the program. This program precedes the farm markets and news.

On the local station in Neosha, a 7-minute program Monday through Friday at 12:30 follows the local news and precedes the farm markets.

We try to talk about the things farm people want to talk about. This is accomplished by making note of questions that are being asked at the office. Usually, these are typical of many persons' problems.

To avoid monotony and repeating the same subject too often, a 4-H calendar is hanging on the wall by the recorder, where we jot down what we talked about.

We try to develop a desire for what we have to tell. Results are sometimes startling. On a Thursday in November, the balanced farming agent talked about the balanced farming program. He suggested anyone who would like to take part in the program should stop by the Extension Office. The following Tuesday, a farmer came in and reported that he had heard the program and would like to get a group started in his community. In fact, he had already lined up 2 of his neighbors, and listed 4 other good prospects.

Our staff has found that this type of program will develop a lot of friends for the Extension Service and provide a quick way to get news and information out on the farm at a minimum of time and expense.—**W. M. Howe, Newton County Agent, Neosho, Missouri.**

Be Yourself

ARE you the Neal Dry that I hear on radio?" This question has been asked so many times that I do not doubt the coverage that radio programs have in this area. I get real joy out of broadcasting a live 15-minute program 5 days a week. I arrive at the station at 6:15 a.m. which gives me 30 minutes to organize the material for the show, known as "The Farmers' Viewpoint." Card and letter response lead me to believe that city people as well as rural people like to hear about agriculture.

The general format of my show will cover coming events in my parish, conditions of crops or livestock when seasonable, and what individual farm persons are doing and why. I use a lot of material from good bulletins and from specialists. I try to work into the discussion information about subjects brought to my attention by questions the previous day. The program is concluded with the market report and weather.

The one practice I am a little emphatic about is *not* reading. I try never to read a news item. I talk informally as if I were having breakfast with my audience. A live program is appreciated and the county agent is considered an authority by most people, which eliminates the need for a lot of guest interviews.

Salesmen who work farm areas tell me they listen regularly and that it helps them in their discussions with farmers. City people tell me they listen regularly because they like to hear farm talk.

The Extension people here work with the two professional radio farm directors to give additional publicity to events and matters of special interest.—**Neal Dry, Agricultural Agent, Caddo Parish, La.**

You've Got To Know Your Audience

To Ranchers, Homemakers, and 4-H'ers

EXTENSION farm and home radio programs in New Mexico date back to the "twenties" and the advent of the crystal sets. County extension agents in the State were among the first to take advantage of this new tool for reaching more people with up-to-date developments in farming, ranching, and homemaking. Today, many agents periodically visit with people in their areas by remote setups in their offices, tape recorded, or "live" broadcasts.

A good example of how New Mexico extension agents use radio to good advantage is Dick Marek, Eddy County agent, who airs one of the oldest community service programs in the State. It's a 30-minute package dubbed "The Farm and Ranch" program and is broadcast at 6:45 a.m. each Tuesday over Station KAVE, Carlsbad. For the past decade, or so, a large company has purchased the time and made it available.

The program is a roundup of cotton markets, prices on the local scene, and the whens and wheres of farm-connected meetings in Eddy County. For the city dwellers, Marek gathers and presents information on gardening, raising flowers, planting and caring for trees and shrubs, methods of pest control, and fertilizers.

Frequently, he interviews agricultural specialists who have a message of local significance to farmers, and ranchers or urban people in the county. And from time to time, he features information of general interest to members of women's extension clubs and 4-H Club boys and girls in his county.

In Town and Country

IN St. Louis County, Minn., we are finding it harder and harder to get people to come to meetings. We used to have good turnouts, but due to successful radio and TV, it is easier to sit at home. So radio always looms important in my extension program. I like radio and consider it an excellent tool for reaching people. Because of my radio work the urban people of Duluth, as well as farmers in the area, know that the Agricultural Extension Service exists. They know where the county office is and they certainly make use of it.

Headquartered in Duluth, a city of 100,000, we reach city and country people. We have considerable small-scale dairying, some truck gardening, and some part-time farming. All of this, of course, affects my approach to my audience.

By being constantly on the alert for material, it takes me very little time to prepare my radio talks. I have a special drawer in my desk where all possible radio material is put. Telephone calls and letters in which questions are asked also are valuable as a basis for radio discussions.

I prepare 6 broadcasts at one sitting, usually in the office on a tape recorder. My programs have all been taped in recent years, no live programs at all. It takes me about a half hour or so to get the programs for the week lined up, and then it takes about 50 minutes to do the recording.—**D. T. Grussendorf, South St. Louis County Agent, Minnesota.**

Several county extension agents in New Mexico sit in their offices and visit each day with farmers, ranchers, and homemakers in their counties. Their chatter is transmitted over "remote" radio setups such as the one being used by Jacob Tejada, Dona Ana County agent at Las Cruces. Tejada, the 4-H Club and home demonstration agents, and assistants alternate on the broadcasts.

• Farmers and businessmen in Buchanan County, Iowa, learned a lot about each other's work one day last fall. For a Farm-City Week program, County Agent Jay I. Partridge (left) and local helpers planned an exchange. Twelve farmers and twelve businessmen traded places for a day.

A week later the 24 "exchangees" made up a panel which reported their experiences with great interest to the nineteenth quarterly farmer-businessman meeting.

• Getting "checked out" on the mechanical features of a tree planter are two northern Minnesota bankers—Leonard Machart, Pine City, (center right) and Robert Nelson, Hinckley (right). Explaining how it works are Pine County Agent Erwin Wamhoff (left), and his Extension Forestry Agent Lansin R. Hamilton (second from left), both of Hinckley.

• Editor David Reynaud relates readers' enthusiastic response to the columns written by Mrs. Ruth Heagy and Kermit Coulon, home demonstration and county agents, of St. James Parish, La. He says, "The only stipulation we made was, 'Let's keep the column full of local names.' The agents are welcome additions to this paper." Visits to the newspaper plant are made frequently to strengthen the bonds of fellowship.

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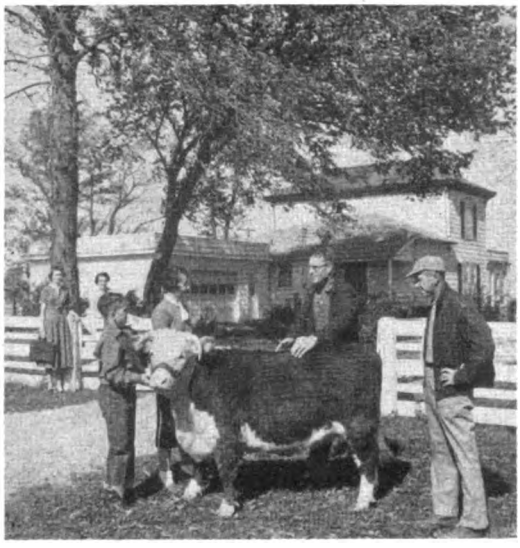


• M. A. Caldwell (second from right in foreground) Boone County agricultural agent, Ind., looks over a prize Hereford heifer owned by a 4-H Club member, Richard Harmon (left foreground). Interested bystanders are Marsha Wall (second from left in foreground), another 4-H member, and Dr. R. H. Nelson (extreme right), a dentist who owns the farm where the picture was taken. In the background are Sue Young (left) home demonstration agent of Fountain County, Ind. and Mrs. Nelson.

• With farm families comprising 50 percent of his church membership, Father Richmond Hutchins, rector of a church in Trumansburg, N. Y., finds County Agent E. J. Coke, Tompkins County, an encyclopedia of knowledge. To minister to his agrarian parishioners he has to understand farming . . . since it's as much a way of life as a business.

• Oneida County, N. Y. agricultural agent M. E. Hislop (second from left) and Farm Radio Director Robert Kilgore (left) discuss general farm business with farmers, George Fehr and Charles Fehr.

← Extension workers are welcome to reprint the center illustration for similar picture stories in local papers or other publications.

"Across the Fence"

LLOYD R. WILLIAMS, TV Specialist, Vermont Extension Service

HOW would you like to have a captive TV audience? It isn't quite that simple, of course. There is always some competition for the viewers' attention whether it be from an outside channel or the crying of a baby in the next room. But we do have a situation in Vermont that may be somewhat unique among the 48 States.

Unlike many of our neighboring States, television operations in the Green Mountain State are confined to one station, WCAX-TV in Burlington. Beaming forth from 4,393 foot Mount Mansfield, at the very top of Vermont, the station covers 12 of our 14 counties as well as 3 New Hampshire counties, northern New York State, and parts of Ontario and Quebec.

An opportunity like this was too good to pass by. Early in February we made arrangements with WCAX-TV for "Across the Fence," a Monday through Friday 12 to 12:15 p.m. farm and home public service program featuring members and guests of our Extension Service. Naturally, this was to be an educational program, but recognizing that even in rural Vermont the number of non-farm people greatly outnumber the farm viewers, we decided to make our basic appeal to a general audience, using the program as a public relations vehicle for Vermont agriculture.

By attempting to appeal to the masses we had to broaden our base and to vary our approach and use of subject material. In all cases we had to answer the question, "Can this topic be presented to have interest and value to a general audience?" A few of our more specialized extension topics were eliminated, but usually the answer was in the affirmative. Demonstrations by county agents, extension specialists, and 4-H Clubs have been our main stock in trade, although frequently we have moved outside the extension field to include other agricultural agencies and topics of general interest to town and country viewers.

Last February the job of producing a 5-day-a-week television show looked like an overwhelming assignment. We wondered how our county agents and other specialists would respond to the bright lights, whether we could get enough suitable topics, if our type of program would really interest a general audience. None of our fears seems to have been justified. The county agents who are doing a good job in meetings and demonstrations have been doing an equally good job on television, the list of good topics seems to be inexhaustible, and the reaction of viewers has been most encouraging.

A recent WCAX-TV pulse rating showed that 13 percent of the homes with TV sets in the iewing area were tuned to our program, indicating a daily audience of over 50,000 people.

Particularly gratifying to us was the fact that our rating compared very favorably with local and network entertainment features supposedly having a much larger audience than an educational program.

Two baby spring lambs, "Fuzzy" and "Muzzy" appear with their mother on "Across the Fence," Vermont TV program. Emcee Lloyd Wiliams (left) and Don Balch, Assistant Animal Husbandman.

Idol of the Air

EARL RICHARDSON, Extension Editor, Michigan

YOU, too, must have worried about your radio or television program being shifted about the calendar or clock to make way for a commercial commitment. Most every extension agent has.

But the agents in the Grand Rapids, Mich., area have partially whipped this problem with a gimmick which has created a lot of interest.

It's a small Bantam rooster, who after training, crows on cue to put "Tele-Farm Visits" on the air. Rarely will "Prince of Woodland" (the Station call letters are WOOD-TV) miss getting in his loud and lusty crow. And he is an idol of thousands of young and old listeners in the area.

Although the program has been shifted from noon-hour to mid-morning and then to 6:45 to 7:00 a.m., the 15-minute program continues to pull mail.

After the area extension television committee agreed to the rooster idea, they ran a contest to name the bird.

This brought 975 letters from about half of Michigan's 93 counties. A film of the Apple Smorgasbord, held annually by apple growers in the Grand Rapids area, resulted in 300 requests to the station for apple recipes. Regular mail pull covers a 100 mile-radius area.

The bird is not the only feature on the show; there is a variety of home economics, agricultural, and 4-H Club information, educational features, and market and weather reports. Agents from a number of counties cooperate with the local Grand Rapids (Kent County) staff which carries the bulk of the load.

Mail pull has caused the station management to have high regard for the show and a pulse rating of 4.7 last spring when the program ran adjacent to "home," which had a rating of 4.9, was additional recognition of its popularity.

So if you are concerned about the the problem of keeping the same time with your radio or television show, why not figure out some unique feature for your show that will pull listeners, regardless of the time the show is aired.

Training for TV

MAURICE E. WHITE, Radio-TV Farm Director, Wisconsin Extension Service

WHEN extension agents in Wisconsin and Michigan had a chance to appear on TV, they appealed to their agricultural information offices at the University of Wisconsin and Michigan State University for help. "On camera" workshops were held for them at both Wausau and Marinette, Wis.

In these two-day workshops, the tried and true method of learning by doing was found most successful.

A minimum of time was spent in acquainting the agents with the medium itself. More effort was put into making and using visual materials, but the real drive was devoted to actually planning and presenting programs by the agents.

Agents were divided into teams of three or four and assigned the task of preparing a 15-minute program with a deadline which allowed from one to two hours to get ready. To provide balance in visuals suitable for television, each team was assigned the task of building a program around particular visuals. One group used slides, another film footage, a third group used charts, stills, flannelgraphs and flip boards, while a fourth group was assigned models and live visuals.

At "deadline," one team at each workshop presented a program on "closed circuit" at the television station. This was done with the program director actually calling the shots with the camermen and floor crews on duty. The audience of agents alternated between the studio and control room.

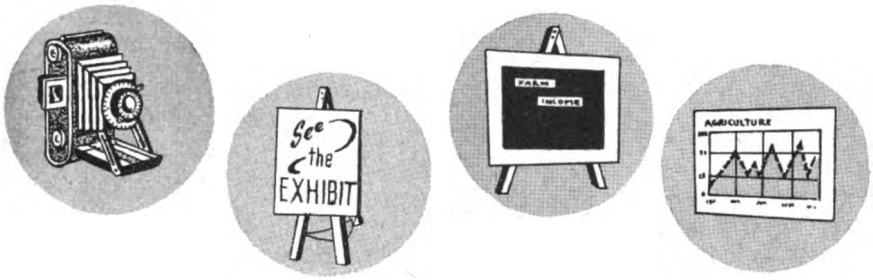
The other teams presented their programs at the courthouse meeting rooms under simulated studio and camera conditions. The audience of agents and workshop staff then did a critique on each performance. All agreed that there could be no more critical audience. The agents unanimously agreed that this type of programing under pressure was exactly what they needed. They also gained confidence and a better understanding of the mechanics of television from the closed circuit presentation and viewing live programs from the control room.

Both workshops were carried out much the same. Perhaps unique was the workshop at Marinette which was a cooperative effort between Michigan and Wisconsin. Three counties each in Wisconsin and Michigan are teaming up on a regular program schedule. And at the workshop, information specialists from both States took part.

John Saemann, forestry agent of Marinette County, Wis. gets instructions on the techniques of a TV closeup at the Marinette workshop. To the right of camera are Margaret McKeegan, extension television editor for home economics at Michigan State University, and Maurice E. White, radio-television farm director, University of Wisconsin.

Visual Aids—
Can't Do Without Them

OSWALD DAELLENBACH, Clay County Agent, Minn.



VISUAL aids have been a great help in effective Extension teaching in Clay County, Minn. But experience has taught us that it takes many different kinds of aids. Some stories are best told using one device; others require entirely different ones.

In a series of meetings on interior decorating, entitled "Color in the Home," former Home Agent Eleanor Fitzgerald found the flannelgraph extremely effective. Almost any color combination anyone thought of could be created in a few moments. Some were in harmony. Others clashed. But when it was over most homemakers knew and remembered better what colors they wanted in their own homes.

Two very alert 4-H Club boys worked out a series of charts which they used in a tractor maintenance demonstration. County Club Agent Bob Gee learned the value of these charts when he conducted a series of 4-H tractor operators' schools at trade centers throughout the county. With repeated reference to the chart before them, club members found it easier to follow and remember adjustments and operation as the agent went through them step by step.

In many other cases, we have found several uses for the same visual material. Last June we went out with a camera and took pictures for a TV show on grass silage. They were enlarged to 8" x 10" on matte paper and mounted. With the television camera on the picture, a pointer could be used along with the discussion. But these pictures served another purpose when placed on the office bulletin board through the "grass silage" season. They were a ready reference for the farmers interested in low cost silos and low cost handling.

On another TV program on egg quality, we used placards, each with one main point. These were held on the table before us which meant a minimum of moving around. It also meant that we could jot down a few notes on the back of the cards for reference if they were needed. Later on we found these same placards worked in very nicely at small, informal meetings out in the county.

Displays tell stories, too. The winning 4-H booth at the county fair went on to the State fair and back again into the window of a local department store. It told farmers and townspeople alike the story of 4-H leadership.

Colored slides have been especially useful to all agents. Pictures of 4-H projects, tours and other activities have been used not only among 4-H people but also with civic and service groups in acquainting them with club work.

Slides taken by the county agent while harvesting a potato variety plot in September will come alive on a cold January evening meeting. Supplementing the slides will be samples of typical tubers selected in the fall from each variety row.

On another night, slides of a grain variety plot at different stages of growth will add color to the winter landscape. Here again will be samples, both in the sheaf and of threshed grains, that will further appeal to the eye.

And it appears that people's eyes are more responsive than their ears. This is especially true when the visual devices are tailored to fit the problems or situations at hand.

EXHIBITS HAVE TO TALK FAST

STANLEY W. IHLENFELDT, Clark County Agricultural Agent, Wis.

A GOOD exhibit can tell a story quicker than any other media. In a matter of seconds the well planned exhibit can convey a message which might require many minutes by movies, demonstration, radio, TV, a talk, or the reading of a newspaper, magazine, or bulletin.

On the other hand, an exhibit trying to tell too much or one that is cluttered is often confusing and not worth its cost. For this reason, we consider that planning is the most important step in developing an exhibit. In our office, we first of all consider the five W's: Who, What, When, Where, and Why.

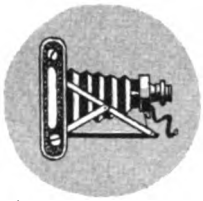
After our idea is developed, we make a scale drawing of the exhibit, keeping in mind the location and portability. Opinions are obtained from professional people and specialists in the field. If revisions are required, another scale drawing is made. This drawing is then shown to several laymen to check the understandability of the exhibit.

However, if commercial display concerns are available, they certainly should be consulted. Our electrical gadgets have been handled by the manager of the local Rural Electric Administration, who makes electrical gadgets his hobby. With his help, we have been able to develop a large flying bee, large prints of butter revolving, a talking farmer, and lights flashing on and off in a series.

Our local florist is quite a hand at making figures and characters out of styrofoam. We let our local sign painter use his judgment on the style of letters.

Prior to the production of an exhibit, costs are estimated and approval obtained from the local agricultural committee. In the case of exhibits for the State Fair, a guaranteed premium is offered so that a booth is budgeted around the premium. In other cases, costs are discussed along with when and where the display will be used, the story we're trying to tell, and who our audience is. In some cases, county funds have been used for exhibits.

From our experience it seems that the secret of attracting people to an exhibit at fairs and other large gatherings is to have something for the children. I've seen children literally drag their parents considerable distance to see such animated objects as a honey bee or farm equipment. Children will watch animated objects for some time, and consequently the parents are required to do so, too.



TV Pictures Plan

HARMON BOYD, Union County Agricultural Agent, South Dakota

DO you want to get an idea across so people will understand it? Okay, then you'd better take your camera along and get a shot or two of the subject that you have in mind.

Pictures have always been one of Extension's best teaching tools. On TV a good series of pictures, well narrated, is the best way to tell your story.

I have used successfully either the actual on-the-spot demonstration or pictures of field demonstrations when it was my turn to put the Siouxland Farmer on over KVTV, Sioux City, Iowa. Weed control, erosion control, contouring and terracing were some of the subjects covered with pictures this year.

Here's how. First, figure out what one of the most urgent agricultural problems is for that particulor time of year, something that people are really interested in.

Second, decide where to get pictures to illustrate the points you wish to emphasize.

Third, get a helper or two and go out and shoot your series of pictures.

Fourth, get your pictures developed, sort them (you can't use all of them), and then arrange them in the order that you want them to come on your TV program.

Fifth: write your narration. Be able to tell the people what you want them to see in the pictures you show. Practice, and then practice some more, so you know what you are going to tell about. Don't wait for an inspiration after they put you on camera.

Equipment? I use a good 620 camera, light meter, and when necessary, flash pictures. Have them developed to jumbo size which costs 6 cents a print. That's all the size you need for perfect TV pictures. Always take the pictures horizontally as a TV camera is made that way.

Slides can be used too, but they're not quite as handy and available normally as ordinary good black and whites. Use these, plus a little imagination and lots of preparation, and you can have a TV show that people will look at and listen to.

Hubert E. Ball (right), assistant county agent in Pike Co., Ky., gets a picture of county agent Manuel B. Arnett (left) and James Turley, editor of the Pike County News. The photograph was used in the Extension Service column of the local paper.

City Council Buys Camera for Agents

FOR several years Pike County, Ky. extension agents have prepared a news column for the local newspaper. In June 1954 the Pikeville city voted $150 to the local Extension Service office to further extension services to the people of Pike County.

After discussing several uses for the money the agents and the editor agreed to buy a Polaroid camera. Pictures of extension activities could be used with a related story to start each weekly column. The newspaper would share the cost of making the cuts.—**Manuel B. Arnett, Pike County Agricultural Agent, Kentucky.**

County-made Publications

ALBERT G. VOLZ, Extension Director,
Stanislaus County, Calif.

BULLETINS, circulars and pamphlets are important tools in carrying out an effective extension program in the county. A check of the distribution file in the farm advisor's office last November showed that there were 1,078 different bulletins on hand and available to local people at that time. In analyzing these bulletins currently available for distribution, there were 585 bulletins and circulars printed and distributed by the University of California, 233 Federal bulletins from the U.S. Department of Agriculture, and 260 circulars and pamphlets developed and written by the local staff. In other words, approximately one-fourth of all the bulletins, circulars, and pamphlets which are given out are prepared in the county.

Stanislaus County has a farm and home advisor staff of 17 people with 6 stenographers. The county is located in the center of the Central Valley of California, and is highly diversified and productive. There are some 85 commercial crops produced in the county. County produced publications are needed because State and Federal bulletins are not available on the production of all the local crops.

All farm and home advisors have been urged to write their own circulars to meet their needs. During the past year each staff member has written at least 1 circular or bulletin and several have written as many as 10. The bulletins have covered a wide range of subjects, including a 28-page "Pictorial Annual Narrative Report" which was sent to 1,000 farmers and businessmen in the county. A keen interest on the part of the secretarial staff to constantly improve the quality of the work has helped to make this project a success.

The equipment used in the printing of the bulletins is a multigraphing machine purchased in 1950 at a price of $1,300. The larger model sells for $2,000 and is the machine best suited for this type of work.

Aluminum plates on which photographs and drawings as well as typing can be photographed are used on the machine. These plates when made up by a local commercial concern cost in the neighborhood of $5 to $6 a plate. Paper plates for use in short runs and where no photographs are used can be had for about 10 cents a plate. The aluminum plate cost can be reduced by 50 percent by the use of a $90 exposure frame. The stenographic help can then make the plates in the office and the cost is only for materials. Another piece of equipment which is used in the county but is not absolutely essential is a folding machine. This machine costs $350 and is a great timesaver. The other machine which is a help is a foot-operated stapler used to staple the pages together.

The information specialist staff in the State office has assisted to a great extent in giving suggestions on the layout and the proper makeup of the material which has been published.

Through the Sagebrush

GEORGE M. DELANY, Chairman, Extension Agents, Grant County, Wash.

OUR problem in Grant County, Wash. was how to place timely information in the hands of potentially 1,900 new farm families in the Columbia Basin. Many of these families were new to the farming business and would have to start with sagebrush lands, clear and prepare them for irrigation and build a home.

Every means was used to put a copy of the "Farmers' Handbook" in the hands of every new farmer before he started development of his new farm. This was a 115-page manual covering such topics as crops to grow, preparing land for irrigation, farm family living, livestock, credit, and financing — subjects that the new settler needed to know in making decisions when development started. These were given to office callers, mailed to landowners writing for information, handed out to veterans at farm selection meetings, and given to farmers in the field by agents making farm calls. Also wide publicity through regular newspaper stories and radio programs told of their availability.

After four years we find many farmers still using and quoting from this bulletin. This stimulated the request for many more specialized bulletins and in the past four years almost 25,000 bulletins have been distributed to these farmers.

We found early in the development that newspapers and radio alone couldn't be relied on to get timely information to these people after they moved to the area on their farm. They were too busy to listen to radio and hadn't developed interest in local papers. This called for another means of reaching them and the circular letter has been found the most effective.

During the last three years an average of nine of these per year have been used to bring short, timely bits of information to this group of

farmers. The "Water Users Letter," as it has been called, carries notices of meetings, new information, timely reminders, and suggestions on how to do a better job of farming.

When 1,814 copies of the letter went out in October, 1955, the Grant County Extension Staff decided it is the best read publication in the county, because of the complaints received when a small group received blank copies through an error in mimeographing the last issue.

Better Informed Consumers

This new leaflet recently released by the Federal Extension Service contains a brief report and some interpretations of the findings in an evaluation study of the Extension Service Marketing Information Program for Consumers at Louisville, Ky. The findings have application for any of you interested in reaching an urban audience with consumer marketing information. The leaflet contains information on what was the most effective way to reach consumers, what their food-buying habits and problems were, what use consumers made of the information, and what they think of this type of service.

If you would like a copy of this leaflet, send your request to Distribution Section, Federal Extension Service, Washington 25, D. C.

Circulars for Special Groups

J. C. POWELL, Edgecombe County Agent, N. C.

WE find that we get our best results from circular letters when they are sent to specialized groups with which we are pushing a definite program. Our beef cattle producers are an example of such a group.

We have about 150 farmers who, in varying degrees, are interested in growing beef cattle. In connection with these, we have a definite three-point program that has been adopted by cattlemen. We have used circulars very effectively in keeping these three points before the group, and in getting a good cow-calf program started. The three points stress the value of:

1. Abundant pasture and grazing.
2. A rigid breeding program.
3. Good purebred bulls of the right type.

We try to send beef cattlemen two or three letters a year at appropriate times to remind them of the things they need to do then, and also keep before them three cardinal points.

One of the big problems with a circular is to get it read before it is thrown in the wastebasket. Two methods are used in our beef cattle letters in an effort to get this done: We try to engender the spirit of competition and stress the "dollar angle."

Most circular letters are better if kept to one page. However, if we think the material is interesting enough to be read, and more space is needed to get the idea across, we don't hesitate to use more. We also try to put as much personal appeal in the letter as possible. We've found that a good strong opening sentence has been helpful.

In writing circulars we mentally address one person and write to him. I expect we violate many of the principles of good letter writing, but we have been well pleased with the results of our beef cattle circular letters. In our opinion, it is the next best thing to personal contact.

REACHING 60 OR 6 MILLION

(Continued from page 29)

zines, radio, television, and university publications. Here are some of the results.

1. A 45-slide color slide set, "Corn—Yesterday and Today." Wiebusch is using this set in small neighborhood meetings throughout the winter. Because of statewide application, the State office duplicated 16 sets. Commercial firms and other States have already purchased a half dozen sets. Ten sets are available to both county agents and vo-ag teachers for use in their educational programs.

Lecture notes prepared by Wiebusch, Jensen, and Jones accompany each set. In addition a tape recording featuring these three plus Ray Wolf, extension radio specialist, is available for use with the set.

2. A short 10-minute sound movie is available for meeting and TV use. This was produced with the help of Visual Specialist Gerald McKay.

3. Newspaper and magazine articles carried the demonstration results across the State and Nation.

4. Radio network programs on ABC, NBC, and CBS featured the demonstration. Moreover, nearly every radio station in Minnesota carried the story as result of a statewide tape service or personal interviews.

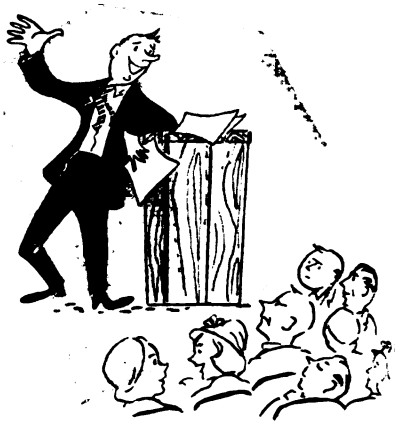
5. The story of "Corn—Yesterday and Today" will be covered in a University publication, "Minnesota Feed Service." Reprints of this pictorial and graphic article will be available and be used as posters.

6. Figures and facts on the demonstration are being used in agronomy and soils classes in the University's College of Agriculture.

Certainly very few demonstrations or field days lend themselves so well than an audience can be expanded from 60 to 6,000,000. But careful advance planning to use mass media and visual and other teaching aids can do it.

You're not born a GOOD PUBLIC SPEAKER

IVAN D. WOOD, Federal Extension Service



LIKE most all things that we attempt to do, successful public speaking requires a good knowledge of fundamentals. I have been greatly disappointed many times in listening to talks by men with national reputations. There was too much repetition, too much fumbling with notes, too much "ahwing" and "uhming," and often too much encroachment on the next speaker's time. We in public life ought to do better than average, and in most cases we do.

In giving a talk in public, there are three things to be considered: You, the speaker; the talk you have prepared; and the audience, whom you hope will listen. They *will* listen, if you have mastered some of the fundamentals.

Mind Your Mannerisms

You, the speaker, are on your own as soon as the chairman introduces you. No one can help you now and you succeed or fail, depending on how well you know the rules and how well you have prepared yourself for this moment. How about your mannerisms? Are you a "necktie twister," a "key swinger," a "change counter?" Do you hitch up your pants, take off your glasses and put them on again a hundred times, or is your favorite diversion "fountain pen fondling?" In other words, are your hands in the way? Since you cannot get rid of them, learn what to do with them. Many speakers find that holding their notes neatly placed on cards, in the left hand helps this annoying habit some speakers have of handling everything in sight. Standing behind a rostrum also helps if you do not lean on it like you were exhausted before you start.

Speak Up

My greatest criticism of speakers in general is their reticence to talk loud enough to be heard beyond the first six rows. One's voice does sound loud and must be to reach to all parts of a room if no public address system is available. If new in the business of public speaking, have someone in the back of the room signal you as to voice level until you learn how much power it takes under different conditions.

Some speakers put the audience to sleep by talking too slowly. If the listener is forming the sentences in his own mind before you do, he is often lost or tires of the process and goes to sleep. Good enunciation is important. Three common faults are running words together; swallowing the words; or keeping the sound in the throat instead of the resonant cavities of the head; and finally, the fault of not opening the mouth wide enough for the words to get out.

All words should be properly pronounced. Watch out for such words as GOVERNMENT, CONGRESS, GRATIS, ARCHITECT, ALBUM, BUOY, and SECRETIVE. Above all, develop a friendly quality to the voice. This usually captures the attention of the audience and puts them on your side.

Be Yourself

The listening public is quick to detect affectation on the part of a speaker. A recent radio poll of listeners scored women as the worst offenders on this point. Be yourself and use the same tone and words you use in talking to a friend. You must believe in what you are saying and you must feel the same as you wish your audience to feel. As the Negro preacher once said: "I reads myself full, prays myself hot, and then talks myself empty."

Self-confidence, of course, comes with experience and good preparation. It is well to remember that you, as the speaker, often know more about the subject under discussion than anyone present. Alertness helps. Watch the facial expressions of the audience. Keep them looking at you. If they seem to be inattentive, tell a story or change pace.

Outline Your Talk

Most speakers have their own system for preparing a speech. I like to outline the talk completely and think it over for a few days. Then I write it out in detail and later condense it on small cards which are carried in my pocket or held in the hand during the talk. Some people seem to think a speech will come to them from thin air after getting up before the audience, but this seldom happens.

In preparing a speech it is well to read a great deal more background material than will be used. Often someone who knows something about the subject under discussion will ask a question which may prove embarrasing unless the speaker can demonstrate that he knows what he is talking about.

Watch Your Diction, Sir!

Technical language has no place with most audiences. Technicians may use technical language with each other. Some speakers seem to think that big words will impress an audience, but this is seldom the case.

The first words a speaker utters from the platform are often the most important ones. It is necessary to get the attention of the audience immediately. I have some don'ts so far as my own talks are concerned. Don't start with an apology. "I really did not expect to be called on;" or "I am a poor hand at public speaking," and other such statements are weak beginnings. Don't start with such statements as "I am really complimented to be allowed to speak to you." The audience is not interested in this and considers it so much chaff

Complimenting the audience is usually considered in the same light. I never start a talk with what I may think is a funny story. The audience may not think so and my morale would be badly hurt.

Successful starts consist in noting some achievement of the community or by some of its young people. I often recall some important historical fact that has affected the community or State, some little-known fact which will be of interest. Sometimes a reference to something which has just happened, like a big storm, a flood, or fire, which is still fresh in the minds of the people, makes a good start.

The body of the talk should, of course, be arranged in logical order and should present a new viewpoint. This will take some study and some ingenuity. Nonessentials should be omitted and there should be no hedging. In most talks, it is necessary to concentrate on main ideas. Bringing into the discussion unrelated ideas only serves to confuse the audience and sometimes the speaker. Change of pace will keep the attention of the audience. If the speaker has been concentrating on several important facts, he should relax his listeners with a story.

Use Visuals Discreetly

Teaching aids such as charts, slides, and models have an important place in presenting ideas. I am afraid that some speakers of late have attempted to substitute gadgets for good public speaking with results which have not been too satisfactory.

In concluding the talk, be sure to conclude it. Don't announce the end and then continue to talk for another half hour. Summarize briefly to bring the audience up to date. It is well to save a few good statements for the last. Leave a good taste in the mouth of your listeners.

Watch the clock. I have long since lost patience with long-winded speakers who encroach on the time of others. Usually the long-winded speakers are the poorest on the program. The old fashioned hook with which poor actors were removed from the stage in Shakespeare's time might well be revived with good results.

One Way To Measure the Value of Mass Media

ARLIE A. PIERSON, County Extension Agent, Plymouth County, Iowa

EVALUATING extension communications by mass media presents a tough job for county extension workers. At least it is for the staff in Plymouth County, Iowa.

Several things make it tough. In the first place, we're not social science investigators, nor are we statisticians. We don't know how much stock we can put in the casual comments we hear on our mass media work. You could add a lot more reasons.

Last year the Plymouth County staff did a mail survey that was pointed toward some answers in this area. We don't know how far a statistician would let us go on the findings. But we did get some answers that help us . . . and help our program development committee in tying mass media into the educational program.

Here's what we did: We framed questions on four areas of mass media activities and included them in a questionnaire on program planning information. These mail questionnaires went to all farm families in Plymouth County. The responses totaled 305, a little over 10 percent.

Extension staffs of Plymouth County and our neighbor county, Cherokee, have been presenting 4-H subject matter by television. We have taken a program before the cameras of KTIV, Sioux City, regularly each month, with the 4-H Clubs of the two counties holding their meetings at the same time. Club members have met to view the program as a group and then moved into discussion of the subject.

The survey showed that 210 families, including many without 4-H members in the family, regularly watched the program. Forty-eight families did not.

The extension staff has participated regularly on an agricultural television program on KVTV, Sioux City. Survey results listed 162 regular viewers and 116 nonviewers.

Each of the three extension workers on the county staff has written a regular weekly column. Here are the readership figures on them:

- County extension director's column, read regularly by 226, not read by 62.
- County extension home economist's column, read regularly by 138, not read by 115.
- County extension youth assistant's column, read regularly by 165, not read by 96.

The staff has been doing a regular Saturday radio program. Seventy-three of the survey respondents checked that they heard it regularly, 205 did not listen.

From a purely scientific standpoint, of course, we can't take these as concrete, expandable findings. We didn't make a second mailing to bring in more questionnaires, and we didn't study a sample of the nonrespondents to get an idea about the folks who didn't send their questionnaires back.

But in Plymouth County the information we got is valuable. It helps us evaluate the work we've been doing. Our program development committee was particularly pleased with this indication of the acceptance of our mass media activities.

Such a survey is fairly simple to make and reasonably low in cost. Our staff feels well rewarded for the time and expense that went into it.

Industry Backs Agriculture

LOUIS H. WILSON
Secretary and Director of Information, National Plant Food Institute

IN THE FIELD of agriculture, public relations have been measured for years by the yardstick: "If it's not good for agriculture, it's not good for the industry that serves agriculture."

In helping our land-grant colleges build a sound land management program, we are helping to build a sound program for business. Most industries whose customers are farmers realize that prosperity for the farmer means prosperity for the associated industries of agriculture.

Progressive, prosperous, and productive agricultural industry representatives long have familiarized themselves with the land-grant college program. They have encouraged worthwhile research at our great experiment stations and they have supplemented the educational efforts of extension workers. They have provided grants in aid and they have added to the "tools" available to the county agent in translating the complicated findings of research at the farm level.

Farmers themselves say they are farming only half as well as they know how to farm. For example, in the United States farmers are using less than half as much fertilizer as their experiment stations and county agents say they could and should use profitably.

Selling agricultural research and the Extension program should be a basic part of every trade association whose members depend upon farmers as their customers. In fact, agricultural research takes on increasing significance and requires more effort than ever before in view of the fact that farmers represent only about 13 percent of the total population.

In the past, we in agriculture have been a little guilty of talking to ourselves. We've done a pretty good job of putting science to work on the farm, but we have been woefully lacking in our customer relationships —relationships that mean telling the story of upgrading the American diet, telling why we are the best fed, the best housed, and the best clothed nation in the world. Unless we do a better job in the field of agricultural public relations, we may soon find ourselves having to justify financial investments we have made in our agricultural research and educational programs, notwithstanding the fact that we need to strengthen our agricultural research and educational programs now more than ever before.

So, we find the need for allying ourselves with the land-grant colleges more compelling, working closer with the county agents and supporting sound agricultural research—all telling the story of the farmers' march of progress and how their achievements have contributed to our high standard of living. Good public relations means telling the truth about agriculture.

Despite our past efforts, there is a time-lag of about 15 years between research findings and their application on the farm. This means that our job of extension education is cut out for us for many years to come.

Our programs and projects designed to increase the efficiency of the American farmer represent a continuing operation for the county agent and agricultural industries. Too often, all of us in agriculture overlook the fact that we have a responsibility to the consumer. As we recognize these elementary truths, we find ourselves telling the story of agricultural efficiency before the city as well as the farm audience.

Agricultural industries are proud that the land-grant colleges, the county agent, and the experiment station workers have opened the doors for all who are willing to work for better farming and for a self-sustaining agriculture. All forward-looking leaders in the field of agricultural industry will welcome opportunities to supplement your productive programs, for they recognize that their own prestige and their own prosperity, in no small measure, are geared to the success you achieve in building a better tomorrow for farmers.

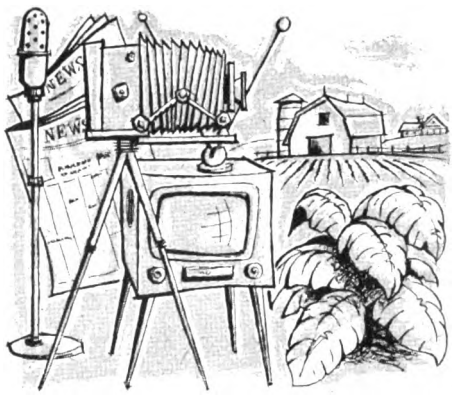
Happy Birthday!

WHEN a newspaper in any land anywhere celebrates its 99th anniversary, that's news! But it is not just news, it is an occasion for a celebration. At least that was the conviction of the Franklin Parish (County) Home Demonstration Council members.

The Franklin Sun, Winnsboro, La., was unceremoniously observing its birthday just 1 year shy of the century mark, when home demonstration clubwomen, bearing luscious refreshments, descended on the employees and staged a surprise party. The women stated that they wished to congratulate the paper on its great service to the people in that parish. They said they wanted to try to show their appreciation for the splendid coverage the paper consistently gives the agricultural, homemaking and 4-H programs. So over a delightful party menu they "socialized" and thus tied the friendship knots tighter.

This is a good piece of public relations, one that might well be emulated by other agents. Too often agents take editors' cooperation as a matter of course and fail to take advantage of opportunities as the Louisiana clubwomen did.

Communications Program Parallels Community PROGRESS



J. C. BROWN, JR., Associate Extension Editor, North Carolina

BEFORE 1949, Rockingham County, N. C., had no long-range program for rural development. County Agent Ed Foil recalls, "We just met the problems as we came to them." Neither did the extension agents have any regular contacts with the newspapers and radio stations that serve the county.

Whether or not there's a cause and effect relationship, the county now has one of the State's most successful blueprints for agricultural development, and one of the best working relationships with editors and broadcasters of any extension office in the State.

Foil feels there's a strong connection. "With anything this big (a long-time progress program), we had to use mass communications, not only to get information across, but to let one community know what others are doing and keep the communities active through a spirit of competition."

In 1952, the county won first prize ($1,000) in the State for having the most outstanding rural progress program.

In 1949, the local extension workers met to analyze the county's situation and seek ways to strengthen its rural weaknesses. It was a veteran staff, well-acquainted with the people of the county, and this knowledge was supplemented by census studies.

Located in the rapidly-industrializing Piedmont area, Rockingham was and is well salted with full-time farmers, rural residents who work in nearby towns, and part-time farmers. Most of these residents maintained their social ties with one of the 25 or 30 community organizations that provide the climate in which leaders grow, yet the agents felt the county was restricted in its agricultural development by the lack of local leadership.

Rockingham County is blessed by the proximity of three major cities, Greensboro and Winston-Salem, N. C. and Danville, Va. Discounting tobacco sales, Rockingham County was doing little to supply these markets with farm products.

The agents also observed that Rockingham was well-balanced between agriculture and industry, but there the balance slipped badly. Farmers were getting about 92 percent of their income from 20 percent of the land, that in tobacco. There were only 16 Grade A dairies in the county, and local poultrymen supplied only a small percentage of the eggs consumed in the county; there was no egg-grading station. There was a wide variation in the acceptance of extension recommended practices. Some farmers made $900 an acre on their tobacco, others only $400.

Shortly after this initial meeting of extension agents, Foil and Home Agent Marion Bullard, since succeeded by Isabelle Buckley, and their assistants invited representatives of various commodity groups, agricultural agencies, civic and business interests, and farm organizations to a meeting, and put the problems and possible solutions before them.

It boiled down to a problem of farm income far lower than it could be, and a solution that rested in organized, continuing local action. In all, 10 of these meetings were held, each attended by 8 or 10 persons who examined particular phases of the county's agriculture. Due note of the meetings was made in the local press and local radio stations, and the idea of community development attracted considerable interest by June of 1949, when the agents invited 100 key people to attend a meeting.

Out of that meeting came Rockingham's "Farm, Home, and Community Development" program. The delegates voted to develop a plan, print it, and present it to communities as a pattern for organizing and developing local programs.

The area was served by one local daily and two weekly papers, and larger dailies in Greensboro and Winston-Salem, and four radio stations. The extension staff took turns handling a daily radio broadcast over a local station. Any story they had to tell went to all outlets in the county.

Reaction from communities was heartening. The agricultural workers received immediate requests from communities to discuss the plan at local meetings. Where the people were interested, they organized, elected officers and named sub-committees on commodities and enterprises.

Of the 25 or 30 communities in the county 22 are now organized. Thirteen participated the first year the plan was in operation. Business people offered $2,000 a year to local communities that show the most accomplishment. They also helped establish an egg-grading station in the county.

One of the requirements before a community can enter the county progress contest is that it have an active reporter.

Foil considers that the development of local leaders is the main accomplishment of the Farm, Home and Community Development plan. This has contributed to more tangible results, which can be measured statistically.

From the first, mass media helped immeasurably in clearing the initial hurdle in a progress program, getting the people to recognize their needs and opportunities. The Extension staff is sure that the job couldn't have been done without the regular use of all communications channels, nor could the program be kept alive without it.

Counting Your Cash

DR. GERHART D. WIEBE
Research Psychologist
Columbia Broadcasting
System, New York City

AGRICULTURAL extension people seem to me to fall about midway between teachers and businessmen. In common with teachers, they have a high dedication to service—to helping others achieve a better life. They do so by making their own expertness available as a resource that others can draw on in striving for improvement.

But, on the other hand, extension people have a very definite impact on the economy of our country. They have to do with production and distribution and consumption. In this sense, in coming to grips with immediate issues of profit and loss, they are like businessmen.

When I was a kid in Nebraska, there was a saying, "Don't try to teach Grandma to suck eggs." At the risk of getting into a field in which you are expert and I am not, I want to challenge you to reexamine the businessman part of your job. Specifically, to make the issue sharp, I wonder if there are not a lot of extension people who have many fine products on their shelves to sell. But is it not true that they seldom or never check up to see how much they have sold?

Your products, including conservation practices, new ways of making draperies, methods of increasing the yield of milk, low budget recipes, and countless others are a wonderful line of merchandise for better living. But isn't it true that the tendency is to display your goods without checking to see whether people "buy" them?

This idea doesn't come out of the blue. For, besides being a little like teachers and a little like businessmen, I think you are also a little like broadcasters. Broadcasters too are inclined to prepare their material with care, then distribute it—over the airwaves—and then to figure that the job is done. But the sponsors don't go along with this inclination. The sponsors teach us a hard and constant lesson. They tell us that you can't say that you have done a good job until you have gone out and found that people really take in what you have put out—take it and *do* something about it. Maybe you do some of that through talking with people, through observation, through the letters that come to you from people who have acted on your suggestions. But have you done enough and have you done what you have done thoroughly? This is the challenge that I would like to pass on to you. You put out speeches, conversations, pamphlets, broadcasts, you conduct demonstrations and meetings, you distribute your products in many ways. You prepare them with care. You dedicate them to a better life for others. And you send them out.

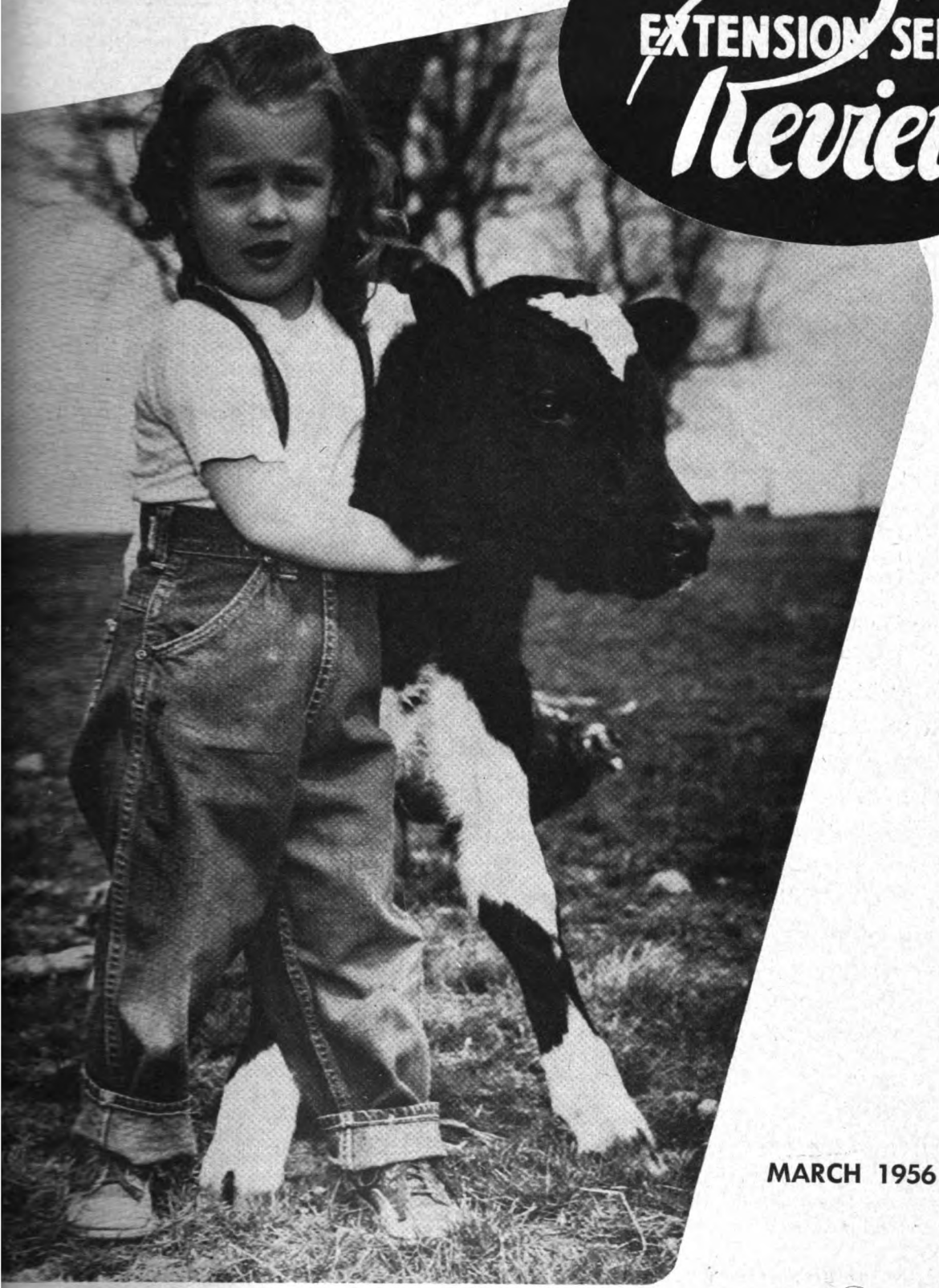
Then what?

Do they get it? Do they understand it? Do they think it is important for them? Do they accept it? Do they do anything about it? The answers to such questions as these are analogous to a shopkeeper counting up what is in the cash register at the end of a day. The payoff is constructive changes in the lives of those you serve.

I know you are *interested* in the "cash." But don't forget to count it.

Are You Getting Through?

EXTENSION SERVICE Review



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LESTER A. SCHULP, *Director*
CATHERINE W. BEAUCHAMP, *Editor*
DOROTHY L. BIGELOW, *Associate Editor*

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In this Issue—

COVER PICTURE

Brenda Kay Black, who lives on a farm near Columbia, Mo., makes friends with a 2-day-old Holstein calf. The calf's father is one of the many bulls belonging to the MFA Artificial Breeding Association. The cooperative breeding association makes it possible for farmers to get the services of some of the Nation's finest bulls without the expense and trouble of keeping a bull on their farm.

EAR TO THE GROUND

• It has come to our attention that some Extension workers are not receiving their personal copy of this magazine. The Extension Service Review is issued free by law to all workers engaged in extension activities, and we want each one who is interested in receiving the magazine to get his own copy.

Because of the many changes made in county Extension staffs, the Review is addressed not to the individual but to his position. In the last 2 years many counties have added personnel faster than the new positions could be recorded accurately on our mailing keys. If you know of any Extension worker who is not getting the Review and wants it, please tell him or her to drop us a card, addressed to Editor, Extension Service Review, Federal Extension Service, U. S. Department of Agriculture, Washington 25, D. C.

By the way, extra copies of the February Review on Communications are available to those who have special need for that number. It contains much practical information for the Extension worker who wants to improve his methods of reaching people.

• In this issue of the Review you will find some emphasis on the leadership qualities of county Extension workers. We are indebted to Tom Ayers, Assistant to the Administrator of the Agricultural Conservation Program Service, USDA and a former extension worker, for his inspiring article on the agent's role in developing leaders.

Illustrations of this leadership quality among our Extension people are found in Elsie Cunningham's article, also in James Robinson's review of the growth of cooperatives, and in Russell Miller's account of the county agricultural agent's achievement in bringing about better markets for the farmers.

• Next month's Review will be the special Home Demonstration number in which Dorothy Simmons of Minnesota leads off with a trends article entitled "Beyond the Looking Glass." In the articles that follow hers, you will read how some home agents have adapted their work to our changing world. CWB.

The Great Potential in FARM LEADERSHIP

THOMAS L. AYERS, Assistant to the Administrator, Agricultural Conservation Program Service, USDA

EXTENSION workers have an unequaled opportunity to be leaders of leaders.

By virtue of their jobs, they are in position to locate potential leaders, help them grow into good leaders, and then help provide opportunities for them to keep functioning. This is one of the principal responsibilities of extension workers.

When I was a boy, farmers acted alone on most of their problems. Schools, churches, and roads were about the only services provided through group action.

Today such things as agricultural credit, electricity, marketing and buying services, conservation services, and other essentials for production and good living are being made available in a large measure through community action. Each of these is managed by a local group selected to serve for the others and expected to give leadership.

Leadership in big things is developed by doing many small jobs. Each of these groups offers an opportunity for extension workers to help develop potential leadership among those they are serving.

The Agricultural Stabilization and Conservation farmer committee system offers an extra special opportunity to extension workers. That's because of the unique position that county extension agents and State directors have in relation to these committees.

The system of farmer committees which locally administer the Agricultural Conservation Program and other national agricultural programs is credited largely to earlier extension effort. The State director is a full member of the ASC State committee. The county agent is an ex officio member of the ASC county committee or is secretary to it. The close relationship with the people of the community in carrying out duties as members of these committees enables a director or agent to have a tremendous influence.

This direct relationship with the farmer committee system goes back to the very beginning of farm adjustment programs from which evolve the present-day ACP and the production adjustment and price support programs.

In 1933 when many steps were taken to bolster farm income, State extension directors generally handled the program activities as an adjunct of their own offices. As the workload became heavier, more of the production adjustment and conservation programs were administered by committees.

The original State committees were composed of a farmer and State statistician of the Crop Reporting Board, in addition to the State extension director. By 1935 the State committees were composed of farmer members and the extension director, with advisory help from others.

During that 2-year period, county agents got together local farmers to elect committees to represent them and their neighbors to the Government and to represent certain Government programs to their neighbors.

The original temporary committees were appointed. However, as soon as time permitted and program objectives became more widely understood, farmer committees were chosen by the more democratic process of elections. County agents called meetings and helped otherwise in this process.

A report of the Administrator of the Agricultural Adjustment Administration to the Secretary of Agriculture for the first 9 months' operation of the AAA program said:

"The 2,200 county agents constituted the 'shock troops' out on the firing line in these campaigns. It was through them that the Administration made its direct contacts with the farmers . . . If they had fallen down on the job, the whole efforts would have been imperiled . . . The success attained is evidence of effort put forth by the county agents and their spirit and ability."

There are some 98,000 farmers with 64,000 alternates elected to serve on ASC county and community committees every year. Committeemen serve an average of about 3 years.

The county agent, as chairman of the county election board serving with representatives of other agencies and organizations, is in a unique position to spot farmers who are leaders or potential leaders in their communities. In so doing the agent helps assure farmers the opportunity of selecting from among their neighbors those who can best serve.

The farmers who are elected to these committees are expected to serve both their neighbors and all the people of the Nation. How well they serve depends largely on their knowledge of their duties and their understanding of farm problems and programs and the relationship of these programs to the welfare of both the community and the Nation. Here

(Continued on page 61)

The KEY man in County Marketing Groups

RUSSELL L. MILLER, Crawford County Agent, Ohio

THE county extension agent is the logical person to assist farm marketing groups to get organized and carry on their services. He is an educator who is supposed to understand the pros and cons of a situation, and he is respected and trusted in the community. Also important is the fact that he is an unbiased source of information on all phases of marketing and production.

For 20 years I have worked with the North Central Egg and Poultry Cooperative at New Washington, Ohio. During this time the work of this group has grown from a small weekly auction of 50 to 100 cases of eggs to a highly successful egg-marketing center where 30 persons are employed and 12 truck routes are managed. This amounts to a $2¼ million annual business handling and marketing "Heart of Ohio Eggs."

At the beginning, I got acquainted with the members and invited their participation in Extension's educational events on poultry and egg production. Through correspondence I reached new members with a discussion of the market problems and pertinent quality egg points, and encouraged their participation in the county program. We invited the leading members to help plan the county extension poultry program and meet the college specialist, who got acquainted with the group and talked to them on pertinent subjects. We followed this with countywide poultry meetings with illustrated lectures and demonstrations on equipment.

Then too, we kept a steady flow of news articles going to the local paper about members' progress, volume increase, marketing outlets, and plant improvements. The poultry specialist arranged tours to neighboring States for agents and boards of directors to study other plants and markets.

Circular letters to producers gave them information on quality egg production, that is, on the egg-holding room, cleaning eggs, detergents, cooling and washing eggs, and other subject matter from the experiment station.

The auction manager and I planned a schedule of days when the vocational agriculture teachers and their students could visit some of the plants and study egg grading and marketing. We also furnished programs for local civic clubs demonstrating differences in egg quality with broken eggs, boiled eggs cut in halves, and USDA charts of egg standards.

Skill in Writing Grows Like Topsy

WHEN Fred T. Grimm, Ottawa County, (Ohio) agricultural agent, was asked how he developed his skills in communications, he said, "If I have any they grew like Topsy rather than developing from a plan. We follow a system for reaching people in Ottawa County, but we have much to learn about doing it professionally."

Each agent in Ottawa County writes his or her own personal news column. In addition, the agents write news articles about subjects they work with. From 4 to 10 different stations, depending upon the importance of the subject, receive radio releases. Each agent is on a TV program at least once a month.

When a new agent is employed, he is introduced to the editors of the 5 weekly papers, and all agents visit the editors periodically to discuss their contributions. Mr. Grimm also spends 1 day a year with a farm editor from the city paper in planning a series of articles and a number of radio recordings. Whenever possible, the agents take pictures for use with their news stories.

In cooperation with the Ottawa County Fruit Growers Association, the extension agents put on a consumer information program last summer called Food Editors Holiday. The editor of the Ottawa County News invited 22 food editors to be extension guests on a tour of grading, packing and refrigerating fruit. This tour resulted in 19 articles in 4 city papers each well illustrated, and 5 radio and 3 TV programs.

These are a few of the many ways an extension agent can work year in and year out with a marketing organization to keep both the membership and the public informed on mutually helpful subjects.

There's a close tie between . .

Extension and Farmer Cooperatives

JAMES L. ROBINSON
Federal Extension Service

Twin boys and twin heifers. Bill (left) and Will Cornelison, who live on a farm near New Franklin, Mo., admire twin heifer Holstein calves at the Missouri College of Agriculture.

FARMER cooperative organizations are a horizontal integration of many small firms into associations that enable them to effect vertical integration in carrying on large businesses. A co-op is an association of farmers providing services for themselves at cost. Usually they adjust operations to cost through distribution of a patronage payment, and most of them follow the one-member, one-vote plan of control.

They can provide services not previously available; they can narrow wide margins by competition and get the farmer a higher price for a quality product; and they can attain considerable bargaining power through volume control. Co-ops cannot always get the farmer more for his product or obtain his supplies or services for less. Ordinarily they cannot obtain monopoly power or advantage, and they cannot control production and so raise price.

Government has encouraged farmer cooperatives in several ways. All States have passed special acts for incorporating cooperatives. Courts have made clear their rights to do business. Congress has passed a number of laws for their benefit including: (a) farmers' rights to organize, (b) special research and educational service, (c) special credit facilities, and (d) services on the cooperative plan for credit and electricity.

Farmers now have $3 billion invested in their cooperatives; 10,000 marketing and purchasing associations do $9.5 billion of business; farmers get about one-half of their insurance, irrigation, and electricity through mutuals; and three-fourths of the artificial insemination service is handled by cooperatives.

The information on this page is a summary of panel talks held for the Federal Extension staff at one of its monthly meetings. Those participating were: Kenneth Stern, president of the American Institute of Cooperation; Joseph Knapp, Administrator of Farmer Cooperative Service; John Heckman, Chief, Membership Relations Section, FCS; Kit Haynes, Director of Information for the National Council of Farmer Cooperatives; James L. Robinson, Federal Extension Service.

A number of problems exist in extension work with farmer cooperatives. These include:

(1) The highly technical nature of cooperative problems associated with the growing integration of business in federated and regional organizations.

(2) Limited experience of farmers with cooperatives in some parts of the county and considerable areas not covered by purchasing associations.

(3) The limited amount of training of extension workers, particularly county personnel, in the economic field.

(4) Improvement in quality of his products often does not increase a farmer's income unless an aggressive organization is set up to sell them.

(5) The break in personal acquaintanceship due to a new generation of managers taking over co-op operations and new agents and specialists filling extension positions.

(6) The current misunderstanding regarding farmer cooperatives on Main Street in many farmer market towns.

(7) Weakness in communications with resulting lack of knowledge concerning resources available to Extension for educational work with cooperatives.

Some of the answers lie in a closer tie with all research agencies, the Farmer Cooperative Service, the experiment stations, and other USDA research groups.

Research is not done in a vacuum; it is tied to service and education. Among Farmer Cooperative Service functions are the maintenance of statistics on farmer cooperatives and making studies of financing cooperatives, farmers' investment in them, problems of management, areas for improvement, membership relations, and incentives. These studies constitute the major research base for educational work in the United States in the field of farmer cooperatives.

(Continued on page 56)

He Worked for a MARKETING AGREEMENT *on* AVOCADOS

FRANK B. BORRIES, JR., Associate Extension Editor, Florida

IN THIS country's total agriculture, avocados don't loom large or important. But to growers in Dade and Highland Counties, Fla., the "alligator pears" bring from 1½ to 2 million dollars a year. And the industry is enjoying rather stable conditions largely because of the efforts of Charles H. Steffani, who retired September 30 after 26 years as county agent and 3 as assistant agent in Dade County.

On 9,000 acres in Dade County, there grow more than 85 percent of the avocados produced in Florida, its 1954 harvest being 432,000 bushels. The industry began in Dade County over three decades ago and grew somewhat on a hit-and-miss basis. Marketing problems were ever present and for 30 years the industry made sporadic efforts to solve them. But growers and shippers seemed reluctant to get together on any cooperative program that would benefit the industry as a whole.

An avocado exchange was started, reorganized three times, finally folded; two cooperatives later were organized, and some individual packers and shippers built individual clienteles. But attempts to get together on regulations still failed.

In 1948 conditions were such that avocado industry men were losing money. A spot check by Steffani's office showed, for instance, that 17 different-sized containers were being used by packers.

Because of the confused conditions in the industry, Mr. Steffani's office began work on a marketing agreement. First step forward came when, despite opposition to changes, grower and shipper groups admitted there was a need for an orderly marketing program.

Mr. Steffani says, "More than 50 varieties of avocados mature from late June until February, and 20 of them are important commercial types; about 5 varieties constitute about 50 percent of the production. We polled about 100 shippers and growers on shipping dates of these various varieties, analyzed the figures and presented the data. We had the increase in acreage and the increase in production to show it was possible to set up a shipping program based on dates of maturity of each variety, and data to prove the need for a standard package and standard grades. In a general industry meeting, growers and shippers supported a marketing agreement program."

A committee of agricultural specialists drew up a marketing agreement which the USDA and the industry approved.

Now, after 2 years of operation, there are standard avocado grades; 1 shipping lug or flat of the same width and length but with 3 different depths; and a 40-pound box. The industry in 1954 shipped 432,000 bushels of fruit that met approval of the trade, found a wider distribution of marketing through chain stores, and resulted in a better quality fruit.

In addition, the avocado committee induced the USDA marketing service to study maturity standards of avocados; research transportation and cold storage data; and helped to get additional laboratory and office space for the program.

The Dade County agent's work in avocados, however, was only one field where his guldance was prominent.

He helped diversify Dade's crop production early in his tenure by showing that manganese added to Dade soils developed better plants. The county's farm economy expanded from tomato production to potatoes, beans, limes, mangos, and a host of other truck and fruit crops.

When insect and other pests threatened Dade production, Mr. Steffani helped develop control programs that probably saved the truck garden industry.

In a phase of avocado production his efforts were also successful. After 5 hurricane years had nearly wiped out the industry in Dade, he developed techniques for resetting, topworking, and rehabilitating storm-damaged trees. He taught growers to graft and bud their own trees and sold the program by personally putting in 1,000 buds. All of them lived. Later, he successfully fought black spot and anthracnose in the crop. One variety of avocados today is called the "Steffani" in his honor.

When alkaline soils, hurricane damage and ground water problems caused a decline in the county's citrus industry, Mr. Steffani pioneered in the move to convert to lime production. Now county production of limes is 80 percent of the national total.

He also helped develop production of many less important fruits, urged use of cover crops, found that the summer cover crop sesbania would control nut and Bermuda grass, raised Dade milk production by a first-rate pasture demonstration that included a 120-acre grass nursery and was active in groups to streamline harvesting and marketing of Dade crops. He also helped get the Sub-Tropical Experiment Station at Homestead established in the late twenties.

He holds the distinguished service award of the National Association of County Agricultural Agents and the superior service award of the U. S. Department of Agriculture, and has been active in many agricultural societies and organizations.

Four State Staffs Pool Ideas for

A REVISED 4-H FOODS PROGRAM

- Dr. Ruth Radir, Washington
- Lillian Johannesen, Idaho
- Mary Loughead, Montana
- Frances E. Cook, California
- Fern Shipley, Federal Extension Service
- Inez M. Eckblad, Washington
- Mrs. Mary Jane Hess, Idaho
- Geraldine Fenn, Montana

EVELYN BLANCHARD and FERN SHIPLEY, Federal Extension Service

WANTED by 4 Western States: A 4-H foods program that will appeal to the average youngster of today and teach him the fundamentals of good nutrition.

Meeting together at Pullman, Wash., nutritionists and 4-H workers from Washington, Idaho, Montana, and California, plus their counterparts on the Federal staff, pooled their experiences and ideas to formulate a suitable, modern pattern for a 4-H foods program. The results were based on the carefully studied needs and interests of boys and girls at different age levels.

In preparation for the meeting, the extension workers interviewed many representative persons interested in this subject to get their ideas and observations. The California State 4-H and nutrition specialists talked over the problem with home advisers. Extensionists in Idaho and Washington had gathered material by questionnaire to find out what food 4-H members eat, how they help prepare meals, and what they would like to learn to do. The answers revealed that among other things 4-H boys and girls wanted to know more about preparing outdoor meals, picnics, snacks, and quick meals.

Incorporating this information and also recognizing that the program must be planned around the interests of different age groups, the committee discussed the stages of development from 10 to 20 years. For instance 10- to 12-year old boys and girls are interested in learning to cook as a new experience and to please their parents. On the other hand, the teen-agers are more interested in entertaining their friends or family with special foods on special occasions.

Before proceeding further, the group determined the goals which they hoped to reach at different age levels, then attempted to plan a program correlating these with the interests of the young people. They considered also some of the changes that have taken place in family eating patterns, types of foods available to most families today, and the changes that may take place by the time the children are homemakers themselves. The projects need to be flexible enough that boys and girls from different economic and cultural groups can adapt them to their own situations.

How to put these factors together presented a challenge. The group decided that they would work out 3 foods and nutrition projects for the younger members 10 to 13 years of age, and 3 for those 14 years and above.

Instead of building the unit around breakfast, lunch, and dinner, they built it around activities such as picnics, out-of-door meals, quick meals, snacks, entertaining friends, and special meals for the family. These were listed in a row at the top of the blackboard. Down the side were written such titles as breads, salads, vegetables, meats, fruits, main dishes, and desserts. This technique led to a more orderly discussion.

With this framework as a starter, the committee chose the foods and

(Continued on next page)

Marian Rismiller (right) of the North Central Egg Cooperative talks to Mr. and Mrs. Woodrow Kohlman about egg cleaning. Commercial exhibits got much attention at the Ottawa County Poultry Institute, which Fred T. Grimm, Ottawa County agricultural agent, helped to publicize.

FARMER COOPERATIVES

(Continued from page 53)

Farmer cooperatives join State and National councils for the same reason farmers join co-ops. Many jobs can be done better working together than alone. Legislation and public relations are two of these jobs.

These councils encourage, inspire, and assist their member cooperatives to do a better job in public relations. One of a co-op's first jobs is to keep its own members informed of what is going on, what its problems are, and what they can do about them. With the best in public relations, members are well-informed, enthusiastic, and loyal.

Some of the joint jobs done by councils for member co-ops are advertising campaigns, educational publications, and youth activities. A motion picture is now being produced nationally. They also work together to keep legislators informed concerning cooperatives and their needs. The National Council and several other groups of cooperatives do the same on the national level.

The American Institute of Cooperation with its professional staff of six people devotes all its attention to education. Its major effort is the annual summer session held on the campus of one of the land-grant colleges, followed by the publication of the papers in its yearly volume, American Cooperation. Its staff includes Howard McClarren, who leads a national youth education program.

Constructive suggestions for improving cooperatives include:

(1) Extension workers and cooperative personnel should push from both sides for closer acquaintanceship and understanding.

(2) Continue cooperation and development of joint educational programs by extension services and councils of cooperatives (a) with cooperative and extension personnel, (b) with co-op members, (c) with young people, and (d) with the general public.

(3) Continue and improve the Extension Workshop associated with the summer session of the American Institute of Cooperation, and special "quickie" courses both on and off the college campuses.

4-H FOODS PROGRAM

(Continued from page 55)

activities that fitted the project suiting them to the ability and interests of the boy or girl.

Following this discussion, it was necessary to decide how meal planning, food service and courtesies management, selection and buying sanitation, and safety could be incorporated into the projects.

The next step, which was pursued in the individual States, involved the specialists in writing these plans into a project; then testing it for flaws. The group agreed 100 percent that the finished copy should be attractive and easily read.

It was also agreed that the leader's guide for the project should be planned simultaneously to give the leader help in teaching the members. Already some of the participants in the workshop have issued new 4-H foods literature based on the cooperative thinking of the workshop.

Those present at the meeting were: Dr. Ruth Radir, Extension 4-H Club Specialist, Washington; Lillian Johannesen, Assistant State 4-H Club Leader, Idaho; Mary E. Loughead, Nutrition Specialist, Montana; Frances E. Cook, Nutrition Specialist, California; Inez M. Eckblad, Food and Nutrition Specialist, Washington; Mrs. Mary Jane Hess, Nutrition Specialist, Idaho; Geraldine Fern, Associate State 4-H Club Leader, Montana; Fern Shipley, Associate Leader, 4-H Club and YMW Programs, Federal Extension Service, and Dr. Evelyn Blanchard, Nutritionist, Federal Extension Service.

Western Training Laboratory in Group Development

To assist leaders in agriculture to operate more effectively in group situations, University Extension is presenting the Fifth Western Training Laboratory in Group Development August 19-31, 1956, at the University of California's Santa Barbara campus.

Participants in the laboratory will study ways to increase their effectiveness as group members and leaders. Training activities will focus on both increasing understanding of oneself and others and developing skills for dealing with various group problems. As in the past, participants will be selected from a wide variety of occupational backgrounds and personal interests. The training staff will be made up of faculty members from various leading universities as well as group leaders from a broad range of professional and business areas. For further information, write to the Department of Conferences and Special Activities, University Extension, University of California, Los Angeles 24, Calif.

Suburban Youngsters Like 4-H Clubs

MIRIAM HALL, Information Specialist,
Oregon State College

More than 2,500 are enrolled in 300 clubs in Portland and Salem, Oreg.

RAPID expansion of suburban America is providing a new chapter in 4-H Club work that is not typified by the country boy and his sleek steer.

City and suburban kids are coming in for their own share of recognition and are bringing with them new problems for 4-H extension agents faced with organizing clubs and training leaders.

A time-tested example that suburban youngsters are interested in 4-H and that the Extension Service can do the job is found in Oregon where the first city 4-H program was started 37 years ago in Portland. Today, more than 2,500 club members are enrolled in 300 clubs in Portland and in the smaller capital city of Salem, that has a similar program.

Success of the Oregon program, say city 4-H agents, stems from a recognition of what club projects are feasible for city and suburban youngsters, of how club leaders can best be recruited and trained, and of how interest can be sustained among both club members and leaders.

The first problem, that of club projects, is the most easily solved. Poultry and rabbit clubs in suburban areas are good substitutes for rural livestock projects.

Flower and vegetable gardening and home beautification have been well-liked projects. In the arts and crafts field, knitting, leatherwork, and flower arrangement are popular. Home economics projects, of course, are the same in the city as in the country.

The first essential ingredients, interested youth and worthwhile projects, are readily available. The big problem is how to provide good leadership.

Ed Shannon, city agent in Portland, says that the same type of local leader is found in the city or suburban area as is found in the country. They are community leaders wherever they live.

Club Agent Hattie Mae Rhonemus, who works with suburban 4-H'ers in Lane County, looks for 4-H leaders who really like and understand boys and girls, have free time when the youth have free time, usually after school, and are willing to spend some time in learning the club member's family background. She adds that a superabundance of patience is helpful. Leaders are often recruited through parent-teacher associations, Dads' clubs, and service groups as well as from interested parents.

The problem of finding leaders in the city is much the same as in the country—the job is to keep them. Cities and suburbs offer a wide range of alternate social and cultural interests. A well-organized leaders' association, carefully planned training meetings, and plenty of personal consultation are necessary to meet the competition. Ann Bergholtz, who has worked as Salem agent, found that a good way to keep leaders is to make their work as easy as possible through workshops and training sessions. "One of the first things to remember," she says, "is to involve them actively in leader association committees and activities." By giving them responsibilities gradually, they learn their own importance as leaders. "Don't let them flounder, guide them with support by letter, phone calls, and home visits."

The best training meetings are those which are timed to fit leaders' schedules. Women like morning coffee sessions, and men attend afternoon or evening conferences.

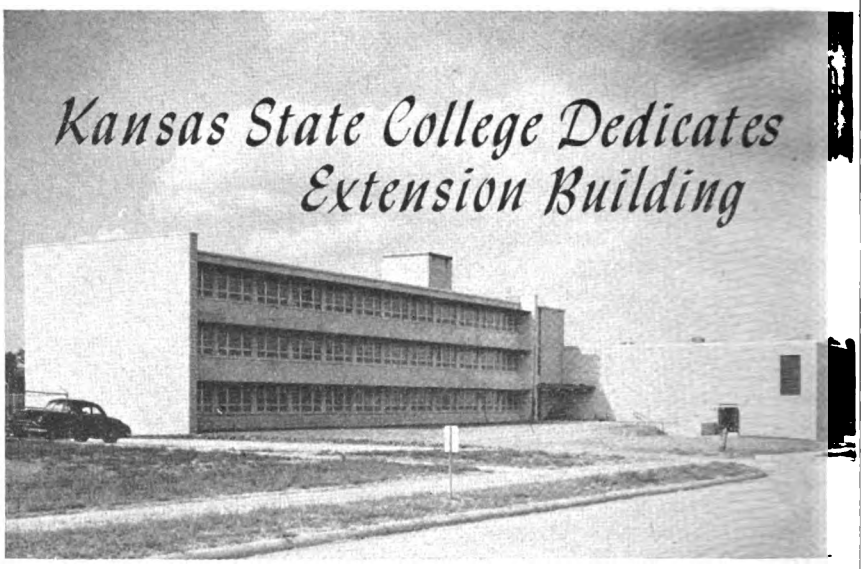
Meeting time may be spent in demonstrating subject matter, evaluating club activities with leaders' discussion of common problems, or just giving encouragement when it's needed.

If good meetings are planned, says Miss Bergholtz, leaders will know it and return for more. Success depends on getting new leaders out and having a good program when they come.

(Continued on page 59)

Oregon 4-H Club Agent Hattie Mae Rhonemus (right) counsels with new club leaders in a Eugene suburb.

Kansas State College Dedicates Extension Building



Excerpts from address by F. D. FARRELL, President Emeritus, Kansas State College

On this occasion it is appropriate that we remind ourselves of the major purposes of agricultural extension work in its various divisions—agriculture, home economics, rural engineering, and 4-H Club work. This fine building might well serve not only as headquarters of the Extension Service of Kansas State College but also as a constant reminder of those major purposes.

The basic purpose of agricultural extension work might be stated briefly thus: To stimulate and aid in the improvement of the intellectual status, the competence, and the lives of rural people.

From the very beginning of what we now call agricultural extension work, a major purpose has been to improve understanding. Almost 90 years ago, by means of what were called farmers' institutes, this college helped rural people to improve their understanding of certain forces with which they had to deal. In the beginning, attention was devoted almost exclusively to physical and biological forces involved in the production of plants and animals. Later, as farmers' institutes evolved into modern extension work, increasing attention was paid to a third category, economic forces. Still later a fourth category, human relations or social forces, began to receive attention. Much remains to be done to give this category the prominence its importance warrants in the extension program. Supplementing all these, and increasingly important, is the general extension program now in vigorous development here.

Better Living

By far the most important specific purpose of agricultural extension work is to stimulate and aid in the improvement of the quality of rural life. No matter how successful we are in the production and marketing of plants and animals and in the conservation of our land and water resources, our success is meaningless unless it is accompanied by improved quality of rural life: better home and family life, better schools and churches, better health and medical service, more zestful, enjoyable, and useful living. As I have often said, if we live badly we are poor, no matter how much money we have.

To ascertain the progress that has been made, particularly since the passage of the Smith-Lever Act in 1914, one has only to compare contemporary rural people with those of, say, 56 years ago.

Looking Back

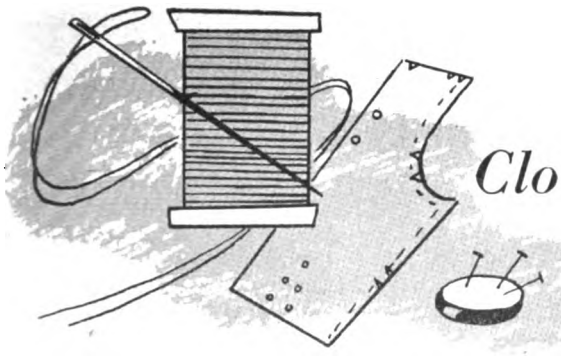
Fifty years ago many cattlemen believed that blackleg could be cured by implanting a small silver coin, usually a dime, under the skin of the sick animal; many rural parents sought to protect their children against diptheria by attaching malodorous asafetida bags to the children's necks; many farmers declined to buy tractors because the machines produced no manure for use in soil improvement; planting potatoes and dehorning cattle in accord with the signs of the zodiac were common practices.

Conditions suggested by these few examples contrast impressively with present-day knowledge and understanding among rural people. Nowadays many farm men and women, and even farm boys and girls, use scientific terms and apply scientific truths that were unknown, even to scientists, 50 years ago.

For the marked improvements in farming and rural life, agricultural extension work is extensively responsible. It has given wide dissemination, often by means of convincing demonstration, to scientific truth discovered and tested by research workers and to knowledge of many improved practices developed by individual farmers or by small rural groups. In this way it has served and is serving increasingly its basic purpose; to stimulate and aid in the improvement of the intellectual status, the competence, and the lives of rural people.

It is fitting that this building be named for Dean Umberger. For 2 years Dean Umberger was director of extension here. Before becoming director, he gave distinguished service in various capacities in Kansas extension work. Also it is fitting that a portion of the building, its auditorium, bear the name of one of Dean Umberger's closest associates, Dean L. C. Williams, who was engaged in Kansas extension work for 40 years and who succeeded Umberger as dean and director.

A sort of modern Damon and Pythias, each willing to sacrifice himself for the benefit of the other, these two devoted friends and colleagues were preeminent in the development of Kansas State College Extension Service. They, more than any two others, led in the development of that service toward an ever-increasing degree of success in achieving the major purposes of agricultural extension work.



Clothing Workshop for Leaders Multiply Agents' Time

ELSIE CUNNINGHAM, State Home Agent, New Mexico

IN CLOTHING workshops in New Mexico during the past 4 years, many leaders have learned to make garments by new construction methods and techniques, so that they in turn can teach others.

The program was initiated in the spring of 1952 by Rheba Merle Boyles, extension clothing specialist. During the first year, three counties cooperated. Since then the program has spread to more than half the counties in the State, with two pilot counties beginning a second series of workshops.

The women chosen to be project leaders had done some home sewing and were interested in the plans. They agreed to teach only recommended methods and were willing to take the necessary time to hold at least 1 workshop for 6 women in their communities.

The workshops were held progressively. The first year, simple cotton dresses were made. More complicated dresses were made the second year, and tailoring was taken up the third year. Those who had made cotton dresses were eligible for the next year's project. Following its completion, the person should know the basic techniques and skills in handling materials, and be ready to do a professional tailoring job.

Each year the program builds on previous training. The project leader knows the background of each member of her class and loses no time in assisting those who aren't ready for the work.

Before the workshops begin, preliminary meetings are held so that members might help in choosing the pattern and receive information on selection of fabrics and equipment. One style-pattern was used by all members. This system had its advantages, as it was possible for the leader to give demonstrations to other club members as her class progressed. Results were satisfying because the garments were individual looking. They were made of different materials, finished differently, fitted to suit each individual, and worn with different accessories.

4-H Leaders Attend

In each phase of the program, the clothing specialist had assisted in training the first group of six leaders. After that, county agents trained additional leaders to give help to all who wanted it. Although the program was developed to meet a request of homemakers enrolled in home demonstration clubs, it also provided training for adult 4-H Club leaders. Two or more 4-H Club leaders were members of each workshop.

Learning Multiplied

By providing clothing workshops conducted by trained club leaders, more women may be reached than if the workshops are conducted only by home demonstration agents. Mary B. Nelson, home demonstration agent in Chaves County, figures that the 3-year series of workshops took 64 days of her time, in which she conducted 16 workshops, with 96 women participating. These women conducted 26 workshops, in which 126 more women received training. During the 3 years, Chaves County leaders devoted 328 days to the workshops.

"This type of project work done by a trained leader stimulated more interest in a community than if it were given by the home agent because the women usually know the local leaders," Mrs. Nelson says. "Good basic information on clothing construction and selection is available in every part of Chaves County and can be passed along to others without too much additional time by the agent."

The clothing workshops have met a real need of New Mexico women, but much remains to be done. The 1955 survey of the membership of home demonstration clubs showed that 50 percent of the enrolled homemakers had "much interest" in knowing how to make clothes.

Homemakers who participated in the clothing workshops became interested in solving problems other than those related to clothing construction. They have asked for club programs on foundation garments, children's clothing, accessories, pressing equipment, home lighting, and sewing centers.

SUBURBAN YOUNGSTERS

(Continued from page 57)

But training is done in places other than meetings. Agents make home visits to first-time leaders after the first few club meetings have been held. They answer questions, give more encouragement, and help with organization.

New leaders are encouraged to attend meetings of other groups that discuss youth problems such as church groups, parent-teacher associations, and civic organizations. Agents report it helpful to keep a memo pad of these scheduled events for quick and easy reference.

Oregon agents suggest that extension leaders who work with suburban clubs get as much training in counseling and guidance as possible and point out that "they need to understand themselves to better understand the youngsters."

For Well Balanced Communications

Know Your Editors and Station Managers

RICHARD SWANSON, Anoka County Agent, Minnesota, Home Agent Marie Stanger, and 4-H Club Agent Fred Kaehler, who won the press section of the University of Minnesota's 1954 Information Contest, have developed an interesting pattern of newswriting and newsplacing.

Swanson has developed a strong personal philosophy about relations with editors. He feels that they "must understand extension work, and to do that, they must cover some extension events themselves."

He informs the editor in person or over the phone of newsworthy events. He has this added incentive: If one of the two Anoka weekly editors comes in and gets a story and a picture of some event, it's his exclusively. Swanson doesn't send coverage to the other. However, when Swanson takes a picture of some event that neither editor will or can cover, it goes to both. Swanson feels that if he can get a paper to cover an event, it will get the editor's viewpoint and probably a refreshing angle.

His relations with one paper are such that they sent their photographer to teach a class in photography at the county 4-H Club camp. During his visit, the photographer took enough shots for a good picture story in his paper. For the past 15 years, each of the Anoka papers has given a $5 prize to the best 4-H Club reporter.

Every week two of the three agents write a column for each of the Anoka papers. The column, under a humorous two-column heading with caricatures of all three agents is the work of one agent and is different for each paper each week.

What is his concept of a perfect—or near-perfect—news story? One that has an example, or perhaps several examples, of a recommended procedure some farmer is following. This should be tied to an event— and it should be something that almost every farmer can do. And, of course, it should be clearly documented, with enough details so that a farmer reading about it and wanting to try it would be impelled to call and ask the county agent for more facts.—**Harry R. Johnson, Extension Information Specialist, University of Minnesota.**

Coordinate Staff Efforts

OUR favorite recipe for helping others learn about Extension work is to get more mileage out of our communication efforts. That's what we try to do in Wasco County, Oregon.

With two or more agents, it calls for the following: (1) Coordination among the staff—who will be using what media when. We work for a balanced information program; (2) Coordination in timing releases for the daily and weekly newspapers and in scheduling staff programs at two radio stations; and (3) Coordination in use of subject matter to get the most mileage from material we have prepared or from the notes in our pockets. We usually use all or parts of our weekly column material for the radio.

Staff coordination is perhaps best demonstrated in use of radio. It has resulted in good "noontime" spots for each of us to reach farm and home listeners. And it puts Extension on the air five days a week.

And then, of course, there are circular letters and news letters, which our secretaries illustrate to help attract attention. Occasionally, too, we remind our readers about the wealth of information available at the Extension office in books and bulletins.

No matter how much time it takes out of an already full schedule, we believe it pays to coordinate the county's communication program so that people know what Extension agents do and what the Extension Service represents. We only wish we knew how to do a better job of it.—**E. M. Nelson, Extension Agent, Wasco County, Oregon.**

Use All Media

I believe a good communications program must reach three types of people to be effective: Those who will read, those who will see, those who will hear. This calls for a combination of media, namely, daily and weekly newspapers, radio, TV, circular and personal letters, color slides and motion pictures.

For example, in September a field meeting was planned to observe results of trials in chemical weed control of Johnson grass. Several days before the meeting date a circular letter was sent to all farmers interested in Johnson grass control. This was followed by an article in the local daily paper. Preceding the meeting a program was given on TV showing samples of Johnson grass and telling about the field meeting. Despite a sudden cloudburst, a good crowd was on hand. A number of farmers said they came because they heard of it on TV.

Another time we depended on several media for more effective communications. We were concerned with the use of heat lamps and farrowing crates. The problem of crushed pigs had been earmarked for emphasis in the swine program during the year. Early in February, before the early pig crop arrived, the agent and a photographer from the local TV station, took pictures of heat lamps and farrowing crates in use. These became a part of a TV program. At the same time, news stories were released to local papers and a radio broadcast was devoted to the same subject. Following this, numerous calls came to the office for information and plans. We felt that the results justified the effort.—**Bob Miller, Wicomico County, Md.**

Do Newspapers Use Your Pictures?

PENNSYLVANIA county agents who make press photography an important visual aids medium in their information work were prepared to get a better picture story on their program among farm people, following a photo conference held especially for them at Pennsylvania State University last spring.

Arranged by Dr. George F. Johnson, in charge of extension visual aids at Penn State, the conference dealt with use of cameras, use of photographs, cooperation with newspapers and the farm press, some of the technical problems involved in photography, and the use of photographs on television.

Nearly 50 extension workers, including one home economist, attended. Practice photography, panel discussions, and critical examination of their product gave the 2-day conference a practical and professional touch. More than 75 pictures were taken of dairy, poultry. home economics subjects, and others on assignment the first day. The photographs were appraised by means of opaque projection on the second day.

Designed as in-service training, the conference was the first of its kind ever held for the university's agricultural and home economics extension personnel. Assisting with the program was M. R. Lynch, extension visual aids specialist.

Pennsylvania extension workers attend a photo conference to learn how to prepare better picture stories of extension work. Demonstrating is M. R. Lynch, visual aids specialist.

We multiply our efforts ON TV

C. E. CRAVER, Associate County Agent, Blair County, Pa.

BLAIR County extension workers have shared a 15-minute TV program with 5 other counties over the past year. Before that time the author appeared on an extension TV program in Lancaster County for over a year and a half.

Before arriving at a decision in regard to a TV program, most extension workers have several questions in mind to be considered:

How much time does it take?
Is it worthwhile?
How can TV be used to help our extension program?
What type of programs could or should we put on?

Since we have been through the TV mill, we'll share our thoughts and answers on these questions.

The "how much time does it take" question is rather a hard one to answer, for our first TV program seemed to require hours of work. The actual preparation for the program in getting materials ready and the points in mind requires some 6 to 7 hours. However, this preparation time should not all be charged against the TV program because the subject and visuals can be used many times for a regular extension agricultural or homemakers' meeting.

Through our TV program we reach people whom we have never reached before. We acquaint people with the extension program and services that have never heard of the Extension Service.

Our TV station has potential viewers of 1 million sets. If 1 percent of these sets are on and people watching, that means that probably 10,000 people are seeing the demonstration or the information we are presenting. We feel that this is one of the best extension meetings we could possibly have.

Urban people are becoming increasingly important in our extension program and through the TV program we try to provide the answers to some of their problems. In our TV shows we always aim our programs at the audience likely to be watching at that time.

FARM LEADERSHIP

(Continued from page 51)

again the county agent, because of his unique position as educator and part of the committee, helps more than anyone else.

As a committeeman increases in understanding and performance, he becomes better able to serve in an expanding capacity. Here, also the county agent performs a service. He encourages the committeeman to accept assignments that cause him to grow through experience. And he helps the committeeman carry out the assignments by helping him to learn better methods of leading meetings, making speeches, and talking to neighbors about conservation and other programs. With this sort of help, the committeeman can go on to broader fields.

Many years ago, Seaman A. Knapp recognized such opportunities of county agents when he counseled, "Your value lies not in what you can do, but in what you can get the other people to do."

We thought we couldn't but we did—

WRITE for the NEWSPAPER

C. J. GAUGER, Story County Agricultural Agent, Iowa

WHAT runs through your mind Monday morning as you stare at that blank sheet of paper before you? Do you look at the job of writing news stories with real anticipation? Do you accept it as a difficult, but a pretty important part of your job, or do you resent the task ahead, both for the effort it takes and the uncertainty of its usefulness?

Most of us take the middle road. The job is a little foreign to us, but we recognize news stories as effective tools that we can and should exploit.

There's ample evidence of the effectiveness of telling the extension story in the local paper. Farm families have told us in many surveys that news stories and other mass media rate high among the methods we use to introduce new ideas and new practices. The surveys show that news stories do a particularly good job in arousing interest in new techniques.

The extension staff in Story County, Iowa looks upon news preparation as one of its most important weekly jobs. Local editors are one of the best avenues for reaching people in our county. Collectively they have the means for putting facts and information before a high percentage of the persons in our county. And they do it every day or every week. Their one-issue circulation totals almost 15,000.

Our present relationships in Story County are good although not as good as we hope they will be with continued effort. Visits to the newspapers were among top priority jobs when we came into the county 5 years ago. There were two purposes in these visits. We wanted to meet each editor and get an idea of what the objectives of his paper were. We wanted to explain our program—how it also aimed at some of the same objectives —and to offer our cooperation.

With a limited time available for news work, we concentrated on the 2 daily papers. They offered the biggest range of contact and widest spread of information. Every week we prepared 4 or 5 stories and 2 columns, one on youth and another on the adult program with emphasis on agriculture. These were used by both dailies on their "farm news" day each week. Of course, we gave them additional releases as news occurred.

Happily, in these 5 years we've seen a decided shift in the type of service and help the 2 dailies want. At the start, the extension staff did most of the writing. We wrote advance and follow-up stories on events in the county program. When we could grab the time, we wrote additional information releases that tied in with the program. And we used releases from Iowa State College, revising them to add local interest when we could.

Both dailies have shown increasing interest in our activities and now are providing their own news coverage. Our main job is keeping them posted on extension activities. Here's an example: The staff used to write all the advance and follow-up publicity on our annual 4-H award banquet. That was quite a job. This year both papers were represented at the banquet by reporter-photographers who gave the event front-page coverage with pictures. One reporter followed up by rolling out of his bed in time to drive 7 miles and cover the 5:30 a.m. departure of our Club Congress delegation.

Right now the coverage of extension activities by dailies in Story County leaves little to be desired. However, we haven't been as effective with our weekly papers. With the pressure of writing for the dailies relieved, our staff is now giving some attention to the 7 weekly newspapers. Incidentally, their combined circulation totals over 6,000. First, we looked over the kind of news work the weeklies were doing themselves. The two didn't show too much in common. So we looked for solutions.

The weekly editors in our county were interested in local people and local activities. Of course, persons from their areas were taking part in extension programs, but the full list of persons and full report of the entire event was too much for their space limitations.

We're now offering the weeklies a regular column. And each one gets a column that's a little different. They get brief comments on all phases of the extension program. Besides that, when we can, we send special items in each column that report the extension activities that involve persons in that particular locality. For example, the follow-up of our 4-H awards banquet gave each weekly paper the award list only for the folks in his area.

To squeeze out the time to get this column idea moving, our staff dropped a column which had been running in the daily newspapers. But the better service to weeklies as part of establishing firmer relationships with them seemed to be a logical step in our program.

We in Story County believe the heart of the county extension news program rests in the relationships with the men who put out the papers. When we understand them and they understand us, we're set to make news really work for extension.

YOU

CAN DO IT, TOO!

JOHN B. MOWBRAY
Associate Agent
Warren County, Ohio

THERE are many ways to develop skills in the communications field, and they all have one in common. They require plenty of hard work and practice.

The end product is worth all the hard work because it usually determines whether it is "our county program" or "the county agent's program." People will only support a program that they know and understand. Therefore, it is a challenge to us as extension workers to see that this vital part of the program is accomplished.

Warren County, Ohio, is probably typical of many counties all over the country. For our county coverage we depend upon news releases to our two weekly newspapers and the information these papers send to city dailies that have a circulation in our county. We also send newsletters to our mailing lists and present radio programs. We have access to television outside the county now and then. The bulk of our coverage is with news articles, so we have concentrated our efforts on them.

There are many aids available that can be of invaluable assistance in helping extension workers develop writing skills. First of all, most colleges and universities offer general courses in journalism that are designed specifically for individuals who want the basic fundamentals of news writing. Ohio State University has a good course of this nature for agricultural, engineering, and home economics majors. Some States have training courses for new extension service personnel that include writing fundamentals. The University of Wisconsin offers a fine course in newspaper writing, radio, and television, and I'm certain that many other schools have similar courses. Another opportunity for assistance is at summer schools.

The USDA has several publications available to extension workers as a help in developing writing skill. Your State extension editor will help you with your problems and have many valuable suggestions.

Local newspaper editors usually are happy to offer assistance. The better job you do the less time has to be spent on rewriting later. Three years ago when I started writing a column the editors of our three weekly papers gave me several suggestions on what should be included, length, and similar, information.

After the basic who, what, when, where, and why have been mastered you can add your own seasoning or personal touch. The comments people offer are a big help in deciding what should be included in news releases and the best way to say it.

Six years ago I bought a press camera with very little working knowledge of it. I believe this has been one of the best investments I ever made. I try to take at least one picture each week on agricultural or home demonstration activities.

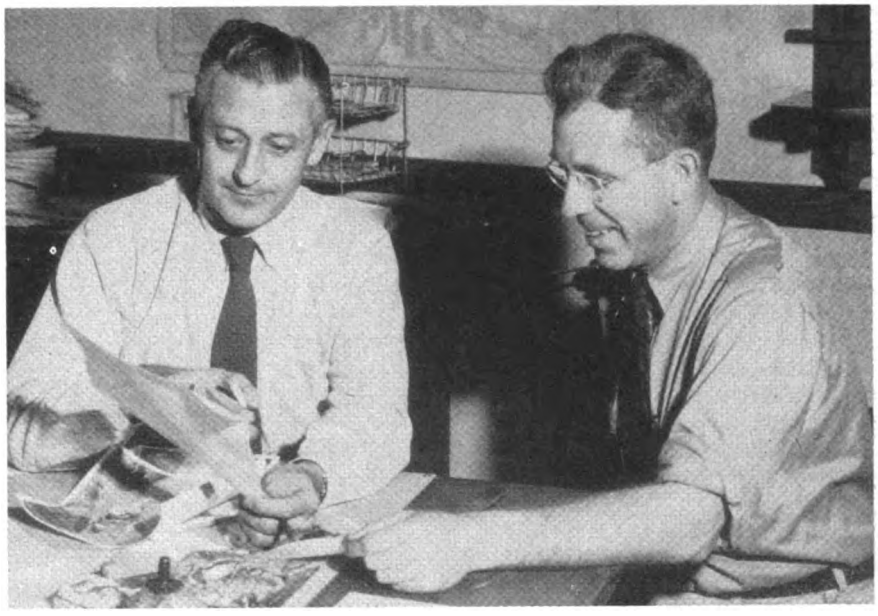
I have learned to use the camera and do all of my own developing, which I feel is quite an asset. I can take a picture at some function, develop it in a few minutes when I get home, let the negative dry overnight, run off a print before breakfast, dry it while I am eating, and drop it off at the newspaper office on the way to work. Sound complicated? Actually, it isn't nearly as difficult as it may sound.

Taking pictures and processing them is a simple operation, and most extension workers can get the necessary know-how in a short time.

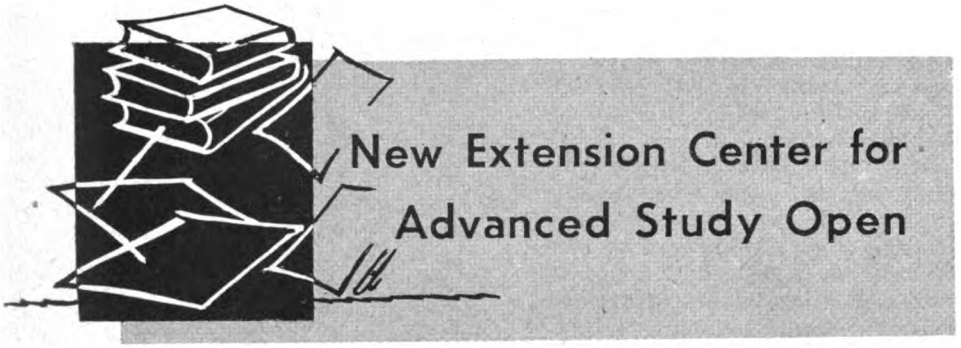
Many good courses and workshops are offered where extension workers can learn these tasks. The various film and camera companies provide us with film and instructions on its use, on processing, kinds of paper to use, and any other necessary instructions for doing a good job. Many simple, practical manuals are available to provide additional information.

The aids for helping you become more skilled in communications are at your *beck*, but you must *call* for them.

VERMONT AGENT AND CITY EDITOR CONFER FREQUENTLY ON EXTENSION NEWS STORIES AND PHOTOGRAPHS



Ray Pestle (right) Windham County, Vt. agricultural agent, shown with the city editor of the Brattleboro Reformer. Ray furnishes 3 to 8 photographs to the Reformer and writes a first-rate column each week and daily news events.



New Extension Center for Advanced Study Open

THE National Agricultural Extension Center for Advanced Study, located in Madison, Wis., opened officially February 6, 1956. The first workshop will be held for extension directors April 16 to 27.

Robert C. Clark, director of the center, has announced that the advanced study program is well underway. The first group of five fellows are enrolled at the University of Wisconsin for the second semester of 1955-56.

Major areas of the center's curriculum in agricultural extension administration for graduate study deal with administration, organization, supervision, personnel management, program planning and projection, administrative relationships, and budget and finance.

Admission and eligibility for grants-in-aid are open to deans and directors, associate and assistant directors of extension, State and assistant State leaders, supervisors, and other persons recommended by deans and directors.

Research in problems of administration and supervision will be an important phase of the center. Such research is planned and developed as an integral part of the graduate program. Staff members will engage also in research, in cooperation with other persons and agencies, directed toward improving the effectiveness of agricultural and home economics extension work.

Fellowships and Assistantships

About 25 fellowships are to be awarded annually on a competitive basis to degree candidates or special students. For students without other financial support, these amount to $4,000 for the 10-month academic year or $4,800 for the calendar year.

Graduate assistantships involving part-time work are available also in the amount of $130 per month, the work to be done in the center to assist with research or teaching.

The deadline date for filing applications is 6 months prior to the semester in which the student wishes to enter, or March 1 for the fall semester and October 1 for the second semester.

The Center for Advanced Study is sponsored cooperatively by the American Association of Land-Grant Colleges and State Universities, Federal Extension Service of the U. S. Department of Agriculture, the W. K. Kellogg Foundation, and the University of Wisconsin.

Persons interested in inquiring about the opportunities at the center should write to Dr. R. C. Clark, Director, National Agricultural Extension Center for Advanced Study, College of Agriculture, University of Wisconsin, Madison 6, Wis.

New Aids for Agents

Three new pamphlets for teachers and leaders of adult groups, civic and other voluntary organizations, have been published by the Adult Education Association of the U. S. A.

The second set in the AEA's Leadership Pamphlet Series, the new 48-pa pamphlets deal with:

Understanding How Groups Work: A compendium of help from applied group dynamics, telling how to handle apathy, hidden agendas, conflicts, and detailing the steps in diagnosing group difficulties.

How to Teach Adults: A guide for teachers and trainers in adult class rooms on ways to improve teaching plan learning activities, use informa methods in the classroom, and hel students evaluate their progress.

How to Use Role Playing and Othe Tools for Learning: Analyzes each step in role playing and outlines such other meeting methods as panels, symposiums, forums, clinics, and buz groups.

Previous pamphlets published by the AEA include *How to Lead Discus sions, Planning Better Programs,* and *Taking Action in the Community.* All are adapted from materials originally published in Adult Leadership, monthly publication of the AEA at 743 N. Wabash Ave., Chicago 11, Ill.

EXTENSION SERVICE Review

APRIL 1956

UNITED STATES DEPARTMENT OF AGRICULTURE • Federal Extension Service

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LESTER A. SCHLUP, *Director*
CATHERINE W. BEAUCHAMP, *Editor*
DOROTHY L. BIGELOW, *Associate Editor*

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In this Issue—

Ear to the Ground

"Today's Home Builds Tomorrow's World" is again the fitting theme for National Home Demonstration Week to be observed April 29 to May 5. Taking a tip from this theme, and noting that attention is usually focused nowadays on the family as a unit, this issue of the Review presents articles that we hope will give all extension workers some encouragement and ideas for helping families achieve more satisfying living, both at home and in the community.

In planning this issue the editors and the home economics staff explored the problems that seem common to most home demonstration agents in an attempt to offer some solutions that might be adapted to your own situation. How to make the most of one's time, energy, and money is an urgent question . . . for farm men and women as well as extension workers.

Simultaneously with a study of these questions, we observed also that extension people generally are pausing to take a new, quizzical look at extension work, appraising it in the light of our deeper, more thorough program projection efforts. We meet at the conference table more often, stimulating each other to examine more critically the services we offer and the methods we use. It is intended that this thoughtful group approach to our problems be reflected in this issue of the Review.

**Next month the magazine will be devoted to 4-H Club work. Current methods for meeting the new and old problems of training leaders, developing programs that will hold members, and making participation possible for more young people will be discussed.—CWB

COVER PICTURE—Our cover picture is an attempt to depict the increasing tendency of farm couples to work together as partners in home and farm business. The sketches in the background represent a few of the current trends which are significant in extension work. For a thoughtful discussion of sociological changes that have implications for extension workers, read Dorothy Simmon's article, Beyond the Looking Glass.

BEYOND THE LOOKING GLASS

DOROTHY SIMMONS, State Home Demonstration Leader, Minnesota

EXTENSION workers have heard, read, and seen with their own eyes that we are living in a period of rapid social change. Many of the social changes grow out of the rapid technological developments of our time. Extension workers have helped to hasten some of the changes and, faced with the new situations that result, are studiously searching for the different ways women can best utilize the advantages and adapt to the disadvantages.

Let's look at some of the obvious changes taking place.

Labor-saving household equipment and commercial goods and services for family use have resulted in *higher cash living costs* at all stages of the family life cycle—and greatly *reduced "housework"* in some stages of the cycle. A further result of this is that more and more women have *jobs outside their homes*, and because jobs are available for married women, *earlier marriages* are taking place.

Medical progress in conquering disease, the low birthrate of the 1930's, and the high birthrate since World War II have distorted the normal age distribution of the population; we have *more old people and children*, also *many women in their mid-forties* whose children are grown up, or nearly so.

Technical developments in agriculture result in the larger farm unit, smaller numbers in the farm population, and higher capitalization and increasing complexity of farm business management. The generally higher level of income resulting enables farm families to share more fully in the technological improvements outside of agriculture that contribute to higher levels of living.

Extension of electric lines to over 90 percent of the farm homes permits improvements in farm housing, especially the water supply and labor-saving equipment. These stimulate further improvements on the house itself.

Social security extended to farmers may modify the "pressure to save" which has characterized the farm population and often encouraged the postponement of comforts in living until middle life or even later.

Improvements in transportation and communication permit most families to function in a larger community. City workers often live in the country; farm families use resources of the city. Town and country living are coming to be more alike.

Larger numbers are attending high school. Improvements in all of the mass communications media and other opportunities for continuing education result in a better educated and informed public.

Television is affecting patterns of both work and recreation in the home and is bringing a wide variety of information to all levels of the population.

Small wonder that home demonstration programs are changing, and they will change further, to meet the new conditions. County committees are responding with enthusiasm to the suggestion of deeper study into county situations as a basis for program determination. Concern is evident for improvement in health and nutrition; in better use of family resources; in more adequate farm housing; in better environment for children; in good family and community life; in recreation facilities for all; and better community services of

(*Continued on page 82*)

EXTENSION OPENS THE DOOR

to Experience ▶ Confidence ▶ LEADERSHIP

MARIAN COTNEY
Shelby County Home
Demonstration Agent, Alabama

BY TAKING on some leadership responsibilities in their home demonstration clubs, many of our members have gradually gained confidence in themselves and accepted more demanding leadership roles in the community.

On the basis of their interest in particular subject matter, the women agree to attend leader training schools. Eleven demonstrations on basic subject matter are given at the beginning, followed by county workshops where they may learn a craft or two. Once the women get the knack of teaching, they conduct workshops for their neighbors.

Club members trained several years ago will continue to attend workshops for new lessons, yet if there is a demand for lessons to be repeated from the year or several years before, the women give the same demonstrations again. Last year local leaders gave 240 demonstrations.

Committees from local clubs represent all members at the quarterly council meetings where suggestions, needs, special interests, and problems are discussed. In Shelby County, special consideration in program planning is given to changes being brought about by part-time farming and by the increasing number of women working in industries outside the home. This is a growing problem because four new industries have recently located here.

Leadership competence carries over, with advantage to churches, parent-teacher association, and other community organizations and activities. For example, after a year's work as a leader in her club, a shy retiring member agreed to teach a Sunday School class.

The McLendons, who converted two rooms into a large, attractive living and dining area, opened their home to about 300 persons interested in the project. Since holding the open house, the McLendons have agreed to assist about 30 people with plans for remodeling.

Older club members enjoy teaching new members how to do some of the projects they are experienced in. Recently when a new member expressed interest in a demonstration on reupholstering a sofa, a club member who had given the demonstration several years ago, offered to help her learn how to do the work.

Of special value to the community is the leadership given in youth work. Youth chairmen conduct training meetings for the youth leaders who, in turn, direct the program in each club. Leaders who have been trained through the years enjoy working with 4-H'ers at the summer neighborhood meetings and during the club year on special projects in sewing, cooking, health, home improvement, canning and freezing foods.

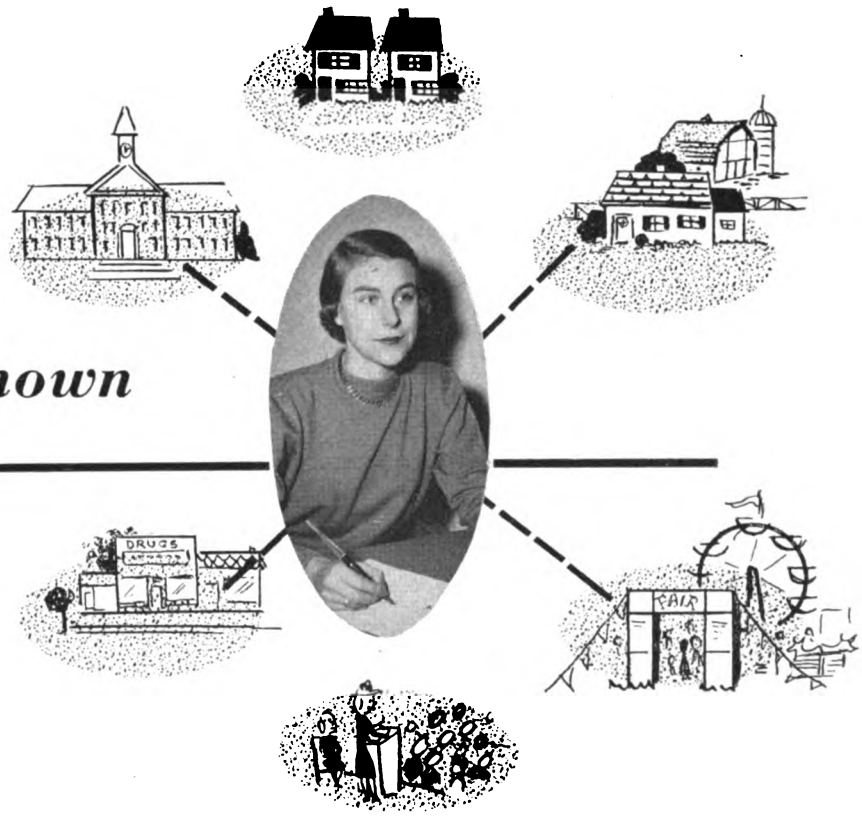
Interested, trained leaders are a big factor in the number of project completions and county and State winners. Last year four Shelby County boys and girls were winners in State projects and were awarded trips to the National 4-H Congress.

How to make it possible for homemakers with young children to attend club meetings and take advantage of the many practical demonstrations has long been recognized as a difficult problem. Recently the youth chairmen agreed to sponsor a nursery at each club meeting.

Of home demonstration work, the council president says, "Through the broad and varied program I have become aware that a rural woman's life is no longer bound by the walls of her home. I have been made aware of my responsibilities and privileges in the civic affairs of my community and county. I have had the satisfaction of seeing the job of achievement on the faces of 4-H'ers. Through the community activities program I accept my responsibility to be helpful to other people, and to make our community a more satisfying, attractive place in which to live. Through the home demonstration club I have made new friends.

Some of Shelby County's young people in a planning meeting. Left to right: Helen Norris, Mary Butler, Mrs. Douglas M. Kent, county youth chairman, Sherron Holbrooks, and Edna Sue Norris.

It's your business to *Be Well Known*



MRS. ELAINE WENDLER, Home Adviser, Madison County, Ill.

MADISON COUNTY is known in Illinois as a "city county." It is near St. Louis, Mo. We have a large urban population, heavy industrial and manufacturing developments, and a large nonfarm population. There are also many farm families who are dependent on income from general, dairy, and truck farming.

When I came to the county 6 years ago as home adviser, I realized that if the extension program was to reach people with such diverse interests I must use some means other than organized homemakers' groups and 4-H Clubs.

My first move in attempting to reach more people was to spend a large amount of time strengthening the training and services of local leaders. To do this, the women in the county helped the assistant home adviser and me to establish 5 all-year-round committees on finance, 4-H Club work, program, membership, and information. Members were chosen from the officers and activity chairmen of the 6 districts in the county. The past presidents of the county sponsoring organizations, acting as an advisory group, had already established districts and officers, and activity chairmen were on the job. Without the enthusiasm and constant help of these district leaders in addition to the county home economics extension council and the unit officers and activity chairmen in planning, publicizing, and carrying out the program, the advisers could not have found time to do some of the other tasks necessary to reach larger numbers of people.

The next step was to establish better relationships with the press. In the past, it had been very difficult to get stories in the newspapers of the county. I started first with the county paper and arranged for a weekly personal column in which I try to speak directly to people as consumers. After a few months, I was asked by other papers to do a weekly column and now, 6 years later, I carry a weekly column in six newspapers in the county. Rarely does a day go by that representatives of the paper do not call to get additional information.

My next move was to contact local merchants as well as homemakers for advice as to the kind of information homemakers need in buying. The local merchants have been very cooperative in featuring, as specials, foods recommended in my articles. It has also been much easier all over the county to borrow exhibit materials from local merchants for home adviser and local leader lessons for community and district meetings.

News stories have also paid off in other ways. Since my personal column is headed with my picture, I am recognized by people all over the county. They know where I am located and more about what we do in an extension program. As a result of news stories on the value of 4-H Clubs to young people, a homemaker recently came to the office to learn what she could do to be a 4-H leader.

In addition to my weekly personal column, feature stories before and after all major county and district activities are written by district information chairmen sometimes with the advice of the home advisers. One of these activities was a series of district consumer meetings on selection and use of cheese. Over 900 people attended these 6 meetings. A countywide cooking school on meat cookery was sponsored with emphasis on use and care of equipment as well as care and wise use of food.

Exhibits and displays have been increased. As a result of a well-planned

(Continued on next page)

4-H exhibit in a city bank window, thousands of people were made conscious of 4-H. Two new clubs were organized in an area where there had been no clubs for 10 years. A merchant called asking that his window be used for display next year during National 4-H Week. Local 4-H Clubs placed exhibits in 25 cities and communities in the county.

The dress revue phase of the county fair is a very big event. Over 1,000 attended the dress revue each night of the 1955 fair. To attract larger numbers of people, the advisers have worked on quality performance by doing dress rehearsals, using an attractive elevated T-shaped parade area. A loud speaker was used to broadcast descriptions of the girl and her costume, so that everyone could hear as well as see the program.

We also use radio and television. I gave weekly radio programs for 4 years, and on request from a St. Louis station, I now provide as many television programs as time permits.

Since Madison County has many dairy and hog farmers, articles for the press and radio and television programs feature information related to dairy and pork products. This information has also fitted in with the national dairy and pork promotion programs.

Madison County also has a large number of truck farmers, so our local programs and those at district and county meetings, as well as articles in newspapers and programs on radio and television have "played up" the fruits and vegetables grown locally.

We have made a good start in reaching more people, but much more attention in the future needs to be given to indirect methods of getting information to people on the farms and in the cities of Madison County, Ill.

In the past 6 years, enrollment in youth and adult groups has increased. Office calls have tripled. We are receiving six times as many telephone calls. We have distributed on request much more printed and mimeographed material as well as answered many more personal requests.

Here are a few figures which show some of the results: In 1950 there were 368 boys and girls enrolled in 26 home economics 4-H Clubs with 40 adult and junior leaders. In 1955, these figures increased to 594 boys and girls enrolled in 30 home economics clubs with 133 adult and junior leaders.

In 1950, there were 650 homemakers enrolled in 29 units with 286 leaders. In 1955, numbers had increased to 954 homemakers in 31 units and 810 adult leaders.

The bulletins distributed in 1955 had increased from 8,500 in 1950 to 34,000 in 1955. There were 1,048 office calls in 1950 and 3,905 in 1955. There were almost 2,000 telephone calls in 1950 and over 6,000 in 1955.

Thanks For Helping

WHEN County Agent William O. Mitchell, Clearfield County, Pa., enlists the help of others for an event his part of the job isn't finished until the "Thank You" letters have gone out the next day.

Whether simply good manners or smart public relations, Mitchell doesn't say what impels him to write the gracious notes of appreciation that warm still further the ties of good feeling between his staff and their host of volunteer helpers, but none will dispute their effectiveness.

This year Mitchell, Peggy Thompson, extension home economist, and others on their staff needed a lot of help to put on a big countywide grassland field day. They didn't let a drizzle of rain interfere with their plans, although at times the weather became a bit disagreeable.

Next day to all who had helped, Mitchell wrote:

"Dear Friends: With the sun shining so brightly this morning it looks as though we picked the wrong day. Some of you had wet feet and damp backs, but the 1,000 farm people who had an opportunity to see some of the latest developments in homemaking and grassland farming share our appreciation for your help. . . To all of you who contributed so generously of your time and effort we say THANK YOU."

Signatures to the letter, in addition to those of the county agent and Miss Thompson, included C. M. Skillington, associate county agent, and Jeane E. Beard, assistant extension home economist.

Last year Mitchell won the National County Agent public relations $100 award donated by the Agricultural Leaders' Digest. He used the money for advanced study of information methods at Colorado State's summer school for extension workers.

Merchants Boost Farmers in Weekly "Ads"

BECAUSE people . . . and situations . . . and agents are different . . . it follows that information methods and media found effective in different counties also vary widely. We can't make specific recommendations about what will inspire people to act. We can only say, "This method got results in *this* county; do you suppose it might help in yours?"

The job of Extension is as much *inspiration* as it is information. This principle is the foundation for a series of advertisements that has been running in the Johnson City Press-Chronicle every week since 1945. Sparked by County Agent Raymond Rosson, Washington County, Tenn., a group of business firms have been selling progressive agriculture to both rural and urban people.

Rosson believes that businessmen, homemakers, and professional people, all need to know more about their farm neighbors. He says, "Our progressive business people wanted to help agriculture in some way. They couldn't tell farmers how to farm, because they didn't know how. They couldn't give farmers money. They couldn't milk cows or feed chickens or "hand off" tobacco. And still they wanted to do something.

"I conceived the idea of getting them to support space in the paper, boosting the farm people. The businessmen like it or they would not have carried it along for over 10 years."

Consumer Education is woven into the PROGRAM FABRIC

IF WOMEN spend about 85 percent of the family income, as most statisticians agree, then their job of knowing how to buy the food, clothes, and house furnishings for the family is truly one of major importance.

Few women are taught to be wise buyers. Some learn by trial and error, a few read and learn, and many are unaware that they could have stretched the family dollar by spending it differently.

With the preponderance of new fabrics on the market, a wide choice of expensive timesaving equipment to choose from, and a great variety of foods and packaging available, the task of buying has become a serious responsibility. Advertising is seldom the best source of reliable information. Research studies are not widely read. Where can a woman get dependable advice?

One of the answers of course is found in Extension's home demonstration activities. Every home demonstration agent weaves into her teaching some consumer education. She can hardly do otherwise, it is so inextricably a part of home economics.

In Nassau County, N. Y., for example, where the population has increased 65 percent in the last 15 years, Extension's home department, in its 38th year, has made drastic changes in its program to adapt it to the needs of today's women.

A recent membership survey indicated that the home demonstration program must answer specific needs such as consumer education, continued emphasis of basic homemaking courses in all fields, and the inclusion of programs which stress health, safety, citizenship, and the broader phases of community responsibility.

Last year in 38 different projects, 13,288 women were helped with the selection of clothing, the use of new fabrics, wardrobe upkeep, and clothing-construction techniques.

Through projects in foods and nutrition, 6,078 women received help with food buying, preparation, meal planning, and good nutritional practices. In housing and home furnishings, 9,369 homemakers learned such skills as refinishing, reupholstering, making draperies and slipcovers, selecting and framing pictures, and making lamps and lampshades.

Basically important to all of these projects is the information the women get on how to be better buyers. Running through practically all of the teaching are suggestions on the qualifications of suitable merchandise for the purpose, whether it be a lampshade, or a winter coat, or a freezer.

Nassau County home demonstration agents, recognizing that the most successful home managers are wise shoppers, include consumer educational material in not only their project work but also in their radio talks, TV appearances, news stories, and news letters.

The extension agents on Long Island are fortunate in having the services of the Regional Food Marketing Program from New York City. In planning their leader-training projects in foods and nutrition, they mention frequently the weekly information that is always available on abundant supplies of foods.

Almost every week, consumer information is used on the radio program and in the weekly newspaper column, known as On the Home Front. Checked by the agents for timeliness and local conditions, it is distributed weekly to 13 newspapers.

A demonstration lecture on food buying is on the program for Nassau County homemakers this year. Before preparing the hour talk to be given at unit monthly meetings, the agents will consult with the food-marketing specialists in New York. They plan to emphasize comparison buying, the

(Continued on next page)

Mrs. Jessie R. Middlemast, Nassau County, N. Y., home demonstration agent, discusses the topic "What's new in household materials," which is a popular consumer buying project.

spread of costs, packaging for better consumer service, and the new products on the market.

In cooperation, the agricultural agent gives the regional food marketing specialists all the help he can on information about growing crops on Long Island, about weather conditions, hurricane damage, and other pertinent news affecting the food supply.

A lecture-demonstration on Know Your Fabrics is given almost every year to keep the women informed of changes in the field of textiles, both household fabrics and dress goods, so they will be better able to purchase clothes and house furnishings that fit their needs and pocketbooks.

In addition to providing some guidance in buying textiles, clothing, food, and house furnishings, home agents find that the women want help on beautifiers. With dozens of beautifiers flooding the market, women are in a quandary as to which are frauds and which are beneficial.

One of the goals of the clothing program is to show women how they may dress becomingly and in an up-to-date fashion without investing more money than they can afford. They demonstrated how to select accessories, budget for their purchase, and wear them with different garments.

Every month the homemakers get an attractive and readable newsletter with buying tips. In the February 1956 newsletter, for example, one of the lead articles was on the subject of electric blankets and their qualifications. Following it, apropos of February, was an article entitled, "Is This a Bargain?" in which the shopper is advised to answer honestly these questions: Is this purchase necessary, why was it marked down, and is it worth the price. Advice on how to buy scissors and shears, how to use them, and how to take care of them was in the same newsletter.

In a heavily populated area where many homemakers work away from home, buying guidance is especially essential to efficient home management. Evening programs are held for more than half the meetings. and often both men and women attend.

Emergency Services

WHEN the Massachusetts Turnpike Authority laid plans for cutting a 300-foot swath through central Massachusetts for a new toll road, farmers and other landowners whose property would be taken, needed help and counsel which they couldn't afford to pay for. They received this help from an associate county agricultural agent, Walter B. Shaw of Worcester County Cooperative Extension Service.

Walter B. Shaw simply added a new field to his endeavors. Continuing his work as agricultural engineering and farm management specialist, Shaw advised some 500 alarmed townspeople and farmers about the intricacies of land-taking procedures.

It's all a part of the job to Walter Shaw. "I asked a representative of the Turnpike Authority," Shaw relates, "to meet with a group of Warren residents."

Mainly, citizens wanted to know their rights. Could they sue if they weren't satisfied with the Authority's offer of payment? Could they prevent engineers from trespassing on their land, surveying for the highway? Could they buy back their homes from the Authority and move them elsewhere? Need they pay tax on profit from the sale of land taken by eminent domain? What would be their legal remedy for damage done by toll road employees?

For 3 months Shaw went to meetings. He answered their questions tirelessly and objectively. If he didn't have the answers, he consulted the Authority and then reported back to the landowners.

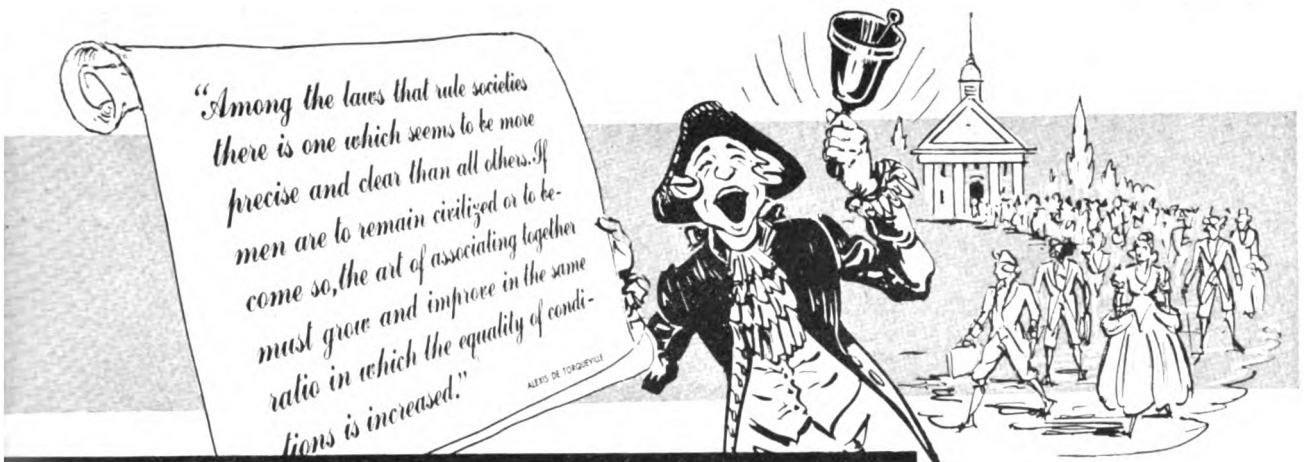
Shaw's background for the extracurricular duty came from 19 years as town moderator of Sutton, where he has lived for many years. Though the toll road meetings have been completed, he continually gets telephone calls at home and his office from persons seeking information about land-taking. And, so long as this or any other problem presents itself, Walter Shaw is ready, able and willing to help all comers.—**Robert C. Simmons, Radio Specialist, Amherst, Mass.**

Your University Comes to You

THE Wetzel County Agricultural Extension Committee, in cooperation with the Wetzel County Court, has published an excellent folder on "Your University Comes to You, Your Family, Your Community Through Your Agricultural Extension Service." Attractive, concise, and informative, it is designed to give the reader a brief picture of the activities of the Agricultural Extension Service in Wetzel County, W. Va.

The folder was mailed to families not now participating in organized extension groups. A letter of explanation went with the folder, listing names of county extension workers and members of the county extension committee, and stressing that the facilities of the agricultural extension service are available to ALL families —not just to those who participate in organized activities.

In a lecture-demonstration on new materials that are being used in chair construction, Mrs. Claire N. Bell, associate home demonstration agent, Nassau County, N. Y., is showing women the use of steel webbing and foam rubber.



ARE WE OVERORGANIZED

COOLIE VERNER, Professor of Adult Education
Florida State University

OUR local communities are jammed with organizations of one ind or another, and, as people, we re considered to be a nation of oiners. Leaders in a community are sually the first to feel the pinch f overorganization and certainly hould be the first to want to do omething about it.

Our communities are overorganzed in terms of both the sheer numer of organizations and of the deands made upon the time of the embership. In time this will eventuly destroy the organizations, not o much through intent as through efault, and the signs pointing in his direction are clear as leadership truggles to find its successors or o get done the needed work of the rganization.

With all the vast array of organiations in a given community, actully very few people are involved in hem. Recent studies of participation n communities have shown that omething between 60 and 70 percent f the population in a community re not affiliated in any organization. hus, there is a heavy concentration f membership among a very few eople. No wonder we are overrganized, at least those of us who re "joiners." Such low participation ndicates either that too few people re involved in the essential work of ommunity life or that the organizaons themselves are no longer esential.

There are many reasons why people don't participate more in organiational activities. For one thing, hysical mobility is required and consequently the two extremes of youth and age or the disabled will be less apt to belong. It costs money in one form or another to belong to the least of community organizations, so that the relatively richer will belong to more organizations than the poorer. People who have but recently moved into a community are often slow about joining organizations for their friendship patterns have not yet become established. And so it goes on and on for an infinite variety of reasons, but, by and large, the organizations themselves are the main cause of nonparticipation. They are too exclusive and unfriendly or they have no vital function to perform in community life, or the inherent nature of the organization itself discourages active participation.

Any reconstruction of community organizations must come from the groups themselves through two major courses of action: Organizational self-study and interorganizational coordination. Through self-study an organization can reassess its function and purpose in the community. This will require, however, a program of study that goes beyond the bounds of the organization itself. Since organizations do not exist in isolation, they cannot be appraised in isolation. They must study themselves as a part of their total community. In this way they can discover their relationships to other community forces as well as their own specific role in the total scheme of community life. To be of value, any self-study must be conscientious, honest, and systematic.

We can no longer afford the social waste that is involved in a multiplicity of community organizations. To avoid this, it is essential that our organizations develop among themselves effective patterns of communication, coordination, and cooperation. Such action is of inestimable value to both the organization and the community for it will accomplish the following:

Encourage the systematic pooling of ideas; diminish overlap by free consultation between organizations; guard against new evils arising in the society (such as overorganization); discover new needs; improve technical efficiency; solve the problem of imbalance and duplication in organizational services; and improve the quality of community life.

This kind of interorganizational relationship was instituted in the U. S. Department of Agriculture in an effort to eliminate confusion among its subordinate units on the local level. It has been tried with varying degrees of success in many different ways, such as professional councils and community councils. The degree of success is measured by the honesty with which the organizations approach the idea of coordination and by the degree in which they are willing to be truly cooperative.

It's a FAMILY AFFAIR

ERMINA FISHER, Marion County Home Economics Extension Agent, Oregon

When it comes to working on the family and community living committee, these Oregon folks work as family units. This group, which is one of 12 comprising the County Agricultural Council, is studying zoning.

HUSBANDS and wives are facing together a lot of problems that used to be considered the prerogative of either the men or the women. A generation or so ago the homemaker wasn't expected to know much about the family business. If grandpa were a good provider, he would protect grandma from the outside world!

Today there's a cooperative effort being made to bring those two worlds into one focus. It's evident in all our extension program-planning meetings. Although there is a constant need for technical home economics information, the challenge of facing sociological problems is our big job now, and it calls for a family approach.

The Men Came, Too

The program-planning leaders of our home extension units asked for information on wills. In meeting with the units, the home agent found that homemakers had many questions, such as: Is a will necessary if we have joint ownership with survivorship clause? Can I make my own will? How much will a lawyer charge for making it? What happens if there is no will? How can one select a lawyer?

In cooperation with the Marion County Bar Association, the Extension Service sponsored a series of evening meetings entitled, "A Look at Wills." Both men and women attended. These were some of the remarks made: "I always thought making a will was a good idea, but somehow my husband and I just never did get around to it. Now maybe we'll get it done."—"If my wife and I were accidently killed, there's one person we'd want to be guardian of our children, but we didn't realize a will was the best way to take care of it."—"I always figured lawyers were too expensive for me. Now I know they charge according to the services they give."

Another experience we have had in working successfully with both men and women has been with the activities of the county family and community living committee. This group is composed of men, women, and youth. This year for the first time, both husbands and wives were asked to serve on the committee, and it seems to have been a wise move. Including couples helps develop that family approach which is so desirable.

Home Planning

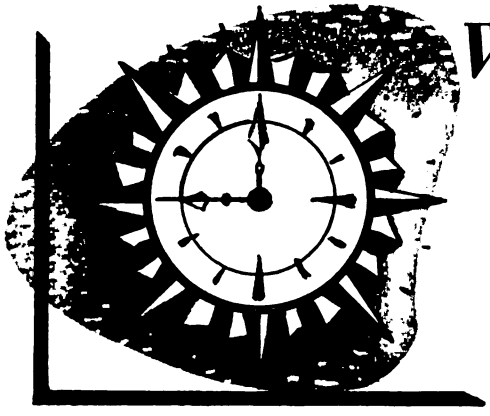
We have found that the men also have a valuable contribution to make in home planning and house furnishings. With the disappearance of the handy repair man about the house, men and women both are learning how to maintain and repair their homes and furnishings. When men are encouraged to express their ideas about a home, they usually show much imagination and good taste.

Family interest is fast extending also into the community, country and world. One of the 11 committees on the agricultural planning council of Marion County attempts to look 10 years ahead to anticipate problems which will be facing folks then. Ten years ago the primary concern was with technical matters, such as home production of food, remodeling houses, and rural electrification. Today's trend is toward problems created by sociological changes.

Community Living

Population in Marion County increased 40 percent from 1940-50. In the next 20 years a 50-percent additional increase is estimated. In anticipation of this greater population, the family and community living committee is considering such problems as county zoning and an equitable tax base for farmers and suburbanites. Parents are concerned with possible effects of certain television programs on their children. The fact that more farmers are working off-farm and more women are working outside the home is being studied. Civil defense is a concern of all.

All of the problems discussed by this committee involve sociological changes. It seems imperative that we use the family approach. Let's provide more opportunities for family units to help plan and participate in all phases of the extension program.



We Meet Regularly . . .

EVERY FRIDAY MORNING

MRS. RUTH L. WILSON
Home Demonstration Agent
Whitfield County, Ga.

WHEN our county was chosen as a pilot county for the farm and home development program, our staff was increased. What a difference it made in the efficiency and pleasure of our work. To keep things moving smoothly, good planning is still our chief asset. No longer can we meet at the desk of the agricultural or home agent. Now we meet in the conference room every Friday morning—7 agents and 2 clerks.

Whitfield County has long been known as the "Bedspread Center of the World." Our county was one of the first rural counties in Georgia to become industrialized. Forty years ago the hand-tufted bedspread led the way to the present chenille and rug industry with its more than 100 spread and rug plants.

Nearly every farm family in the county is affected by this industry, and while it adds income, it also complicates extension work. That's one reason this county was selected to do special farm and home development.

We home agents, Kate Callaway, Ava Rodgers, and I, feel that we are members of a good team along with the county agricultural agents, Burl Scoggins, Claude Herring, Cline Mahaffey, and Fred Holt. When we drive from community to community usually one of the home agents and one of the agricultural agents go together. And when our car pulls up in front of a house, it's not a signal for every one but the mother or the father to leave. Mom, dad, and all the children gather round, for they know we are there to talk to all of them—about the farm, homemaking, and 4-H. It's farm and home development.

With a larger staff, we were able to do a better job in many areas. It made it possible to divide the 4-H Clubs with 100 members each into 2 clubs. Communities that had been asking for years for home demonstration clubs got them. Community clubs were divided into two groups, so our work with families in the urban and rural nonfarm groups could be more effective. More clubs and more participation resulted.

An agricultural council was organized to coordinate the agricultural activities and agencies, improve understanding among rural urban people, and to foster the development of community organizations to which every one could belong.

This was not easy because of the mobile population. A few years ago for example, families were crowding into Dalton, the county seat, to be near their work. Now the town is crowded and families are moving out to rural sections. Some of these families, although they have no experience with farming, are becoming community leaders because of training in town organizations.

We were fortunate to have a county commissioner who recognized these trends and consequent problems and urged the county to provide a new extension building for us. Now we have ample space for offices, conferences, and storage.

The work of each agent and the meetings scheduled for the week are discussed in our conference every Friday morning. Because each person knows what the other is doing, it is much easier to fill in for someone when necessary.

When the individual schedules are put together on one large mimeographed page, they are posted in both offices. As each agent checks out of the office, she pushes a button by her name, showing the community she is visiting and the time she expects to return to the office. This board, by the secretary's desk, saves many hours of time for the secretary. It also informs the other agents of the whereabouts of her coworkers, in case she needs to know. The board was made by the county agents.

Fellowship Winners Attend North Carolina State College

TWO outstanding extension workers were awarded Oscar Johnston Cotton Foundation fellowships in the amount of $2,500 each. One is Franklin M. Kearse of South Carolina, and the other is Stephen J. Brannen of Georgia.

Both men are enrolled in North Carolina State College in graduate study programs that emphasize farm educational program development and administration, as well as economics and farm management.

Kearse, 35, has been a county agent for the South Carolina Extension Service since 1942. Brannen, 29, has served for the last 2 years as an economist with the Georgia Extension Service.

Calling All Hands

To California FLOOD AREA

HOWARD DAIL, Extension Information Specialist, California

FLOODS in California this past winter brought forth a record rehabilitation program by Extension and other university and government workers.

This situation faced us. Floods hit in 37 counties and in varying ways and degrees. Property damage passed the hundred million mark in the first week of damage, which began just before Christmas. Seventy-two lives were lost. Some families fled their homes, not to return for weeks because of continuing high water.

Extension tailored its programs in the various areas to fit the needs. In the Sutter County area, which suffered the greatest total loss of life and property, all usual communications means such as mail, telephone, newspaper, and power for radio and television were cut by the high waters.

There, 52 farm and home advisers in house-to-house calls brought flood rehabilitation information to 4,300 dwellings, both town and rural. As the usual communications outlets began to operate, they were used.

The university issued more than a million copies of 40 leaflets having to do with such flood rehabilitation subjects as Care of Flooded Orchard Soils; Financial Assistance in Flooded Areas; First Aid for Bedding, Salvaging Electric Motors, Wiring, and Appliances; and Salvaging Flooded Livestock Feed. In addition, 10,000 copies of the USDA publication, First Aid for Flooded Homes and Farms, were rushed into flooded counties.

Farm and home advisers helped farmers set up emergency flood headquarters in strategic places, obtain feed, locate other sources of assistance including financial aid, and find dehydrators to dry out household goods and furniture. In addition, they consulted with farm families on their specific problems, and sent flood rehabilitation information through all possible means.

Immediately in some areas, and as soon as possible in others, the county extension staffs used mass communications. One newspaper ran most of the USDA circular and several of the leaflets. In another area, a county staff within 5 days prepared 19 flood rehabilitation news releases, gave 12 radio programs and 3 television presentations, and distributed 900 copies of the flood circular and 15,000 of the sheets.

The staffs did not stop with personally handing out supplies of bulletins. They also called on the help of mail carriers, highway patrol, 4-H Club members, grocery stores, banks, hardware stores, and paint shops . . . all of whom gladly helped distribute leaflets.

In one of the worst damaged areas, three information specialists gave on-the-spot help, one for a period of 2 weeks. Radio tapes for State use started going out almost immediately. The radio specialists put together 29 radio and television programs for one area. News releases from State specialists also were prepared.

One of the important steps by county workers was to call meetings that brought together as a panel, representatives of various agencies and groups concerned with rehabilitation. One such meeting, chairmaned by an extension staff member, included representatives of the Farm Bureau, Bureau of Internal Revenue, Red Cross, Farm and Home Administration, Agricultural Stabilization and Conservation Committee, Production

One of the thousands of farms that suffered from the mid-winter floods in California.

Office equipment and records of the Agricultural Extension Service in Sutter County were destroyed.

larking a mattress for identification efore placing it in the dehydrator as just one of thousands of services given flood victims.

A temporary extension office was set up in a nearby school building. Help from many agencies was coordinated.

Emergency flood information was made available through merchants, mail carriers, highway patrol, newspaper, and radio.

redit Association, State Health Department, Small Business Administration, and private banks. Such panels elped answer the many questions in he minds of stricken families.

As soon as the most critical period assed, county and State workers bean to plan a longer-time program or the flooded areas. Publications on arious subjects went out in quickie form. One county started a special weekly letter to some 3,000 homes. Specialists changed their schedules to give every possible help, and sent out much information in their periodical letters.

A series of letters from the director's office passed along to all flood-struck counties ideas that had proved useful in other areas. Reports on help available from other agencies also went out in these.

Counties were urged to start a "disaster" file so that they would have literature and suggestions on hand should such tragedies strike their areas. This would enable them to start their duplicating machines, or those of a neighboring county, almost as soon as disaster occurred.

MATCH YOUR STRATEGY TO YOUR PEOPLE

PETER BIERL, Trempealeau County Agricultural Agent, Wisconsin

TO promote an action program such as brucellosis control, we have used a definite procedure in Trempealeau County, Wis. At general meetings called for some other purpose, often by some other group, the agent discussed the brucellosis program, listing its advantages. Following this meeting we mailed letters to the farmers with information about the program.

A period of several months then elapsed, giving the people time to talk it over. A steady flow of advantage stories went to weekly and daily papers. Radio was also used effectively. Finally an informal survey of reaction was made through individual contacts, small group meetings attended for other purposes, and questionnaires.

A need for the program was at last realized. When conditions were right for an all-out effort, we worked through leaders such as town chairmen and town boards. Town meetings were planned for each town in the county. Invitation letters on these meetings were sent to each person. Radio and newspapers carried stories on the program's progress.

A thorough explanation of the program was given at each meeting. Near the close of the meeting we asked for volunteers to explain the program to neighbors not present. The town chairman and the agent met with the volunteers right after the general meeting adjourned. Strategy for furthering the project was planned.

Volunteers then went out and explained the program, reporting back to the leaders. The agent kept in close contact with the leaders, using letters, cards, and personal visits to keep the program rolling.

The program was put into effect by farmers themselves because they realized a need and acted to fulfill the need. Trempealeau County was the first major dairy county of Wisconsin to adopt plan A calling for removal of all brucellosis reactors. As a consequence, today Trempealeau County is a certified accredited brucellosis-free area.

HOME WORK through TEAMWORK

ELISE THOMS,
Home Demonstration Agent, and
VELMA GRACE THOMPSON,
Associate Home Demonstration Agent, Covington County, Miss.

The Covington County, Miss., extension staff meets regularly to discuss their plans for the week. When balanced farm and home planning was started, 2 agriculture agents and 1 home agent were added to the staff of 3. They believe that close teamwork gets results.

COVINGTON COUNTY, MISS., is made up of small farms averaging 79 acres. Cotton, sweetpotatoes, poultry, cattle, and some truck crops are the main sources of income. There is an obvious need for more income on these farms.

Better management both on the farms and in the homes is a primary need. The small landowner often has difficulty in securing credit, and is not familiar with available sources. Many of the families have a great deal of sickness, and they want to learn how to keep well. They need to understand more about marketing as well as production.

Extension's unit approach to helping farm families has been tried now for a year and a half in Covington County. One home agent and 2 agricultural agents were added to the staff of 3 to work with 87 families who requested help the first year. A number of families lived in parts of the county that were not easily accessible, and they had received little if any help in learning newer and better methods of farming and homemaking.

Our first job when we met with them in their homes was to establish a feeling of mutual confidence, to let them know we were interested and sincere in our desire to help them. Once the questions started flowing, we could begin to help them figure their resources and limitations in relation to their goals.

We made home visits as often as possible because this method of teaching is the most effective of all. Of course we also urged the homemakers to attend home demonstration meettings, and encouraged the children to participate in 4-H Club activities. Newsletters, individual letters, telephone calls, and newspaper articles were also used to get timely information to them. Field trips or tours proved to be especially useful in teaching. Group meetings among neighbors were also arranged for instruction in upholstering, freezing food, recaning chairs, landscaping, refinishing furniture, and gardening. Through the mass media and by word of mouth, our information reached many other homes in the county also.

Even in a year and a half, it is possible to see some results among the 87 families with whom we have done intensive planning.

Judging the progress of a family is a difficult task. It is not fair to judge them on the same basis. We always evaluate in relation to goals that were set. However, there are families who have to be aroused to want to change. We ourselves do not change rapidly, and we must keep reminding ourselves that people may be led, if we are good enough, but they won't be pushed. Most of them shy away from paper and pencils and plans.

We have one family who made application in October 1954. They had a five-room shotgun house with window panes out, screen doors kicked out, cotton sacks and buckets on the rotting front porch, rooms not ceiled, floors strewn with clothes and shoes, and the yard grown up with smut grass and broom sage. It was an uphill job. The farm has 36½ acres. The family consists of the parents and four children, ages 3 months to 11 years. They had no cows, but there was a gallon jug of artifically flavored orange drink on the table.

During the year there has gradually come a change. Those who did not know them in 1954, would not believe how much they have improved. They have bought a cow and now have plenty of milk for the children. The screens have been fixed. They have some substantial chairs in the living room, and a slip cover on the beaten-up couch has been added. From some insurance, the homemaker has bought some conveniences for the house, including a home freezer. Her pride and joy are her living room curtains, which are a well-chosen, colorful pattern. She told me three of her neighbors have made curtains like hers. She asked me on my last visit to help her decide what color to paint her kitchen. It is small victories like these that keep us encouraged.

On the farm side they have bought more land, leased some, fenced a pasture for the cow and followed recommended practices in farming. They are eager and willing for information.

This family has progressed more because they had farther to go than another family in that area. The latter knew what they wanted and asked for assistance, but they were already using many good management practices. They were alert, eager to improve and interested in

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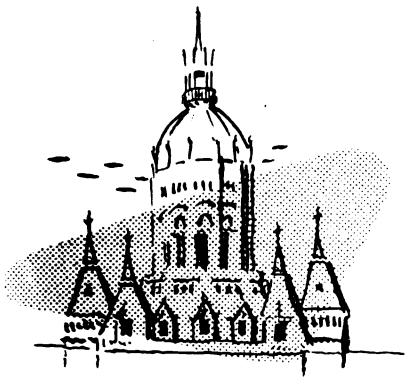


In the Shadow of Connecticut's Capitol Dome
95 Community Agencies Work Together

MRS. ELIZABETH W. GASSETTE,
Hartford County Home Demonstration Agent, Connecticut

WITHIN a few miles of the gold Connecticut capitol dome, and within the 29 "towns" of Hartford County, over 250,000 families work, play, and rest.

This is 75,000 more than there were 5 years ago. They are industrial workers; they are white-collar workers of the great insurance companies and State offices; 86,000 are rural nonfarm; and 16,000 are farm people. The area has a high per capita income, but a few—very few—are distinctly low income. Many families have migrated here from northern New England. This diversity, desirable as it may be, creates problems.

But with the problems has emerged a strong desire to find the best solutions. Generally the education level is high and the New England tradition of community spirit endures. There is community-wide desire to work together for better health, welfare, and recreational services.

The Greater Hartford Community Council is one of the major expressions of this need for cooperation. It is made up of representatives of about 95 agencies, including the Extension Service. Through it, community problems are outlined and action programs established.

For example, by 1960 it is estimated that there will be nearly 250,000 persons 65 years of age or older in the State. All agencies and organizations interested in these statistics might go their separate ways in planning for the older group, but cooperative effort has taught us that early planning is wise. The work of the Governor's committee on potentials of the aging led to a community study of existing programs and how they might be expanded and coordinated. All joined with a common purpose, and each agency, including the Extension Service, has accepted responsibility for a phase of the program which fits in with its regular work. There are many such examples.

Although Hartford County has only two homemaking agents, the system of local leaders provides a means for the maximum extension of information and training for homemaking groups. The leader network carries the program throughout the 29 "towns."

As in most leader systems, the leaders are trained by extension agents and specialists in the project subject matter. The development of these projects is a function of the advisory committee working with homemakers and agents. By cooperating with the community council it is possible to coordinate and integrate the overall program with all other related city and county programs.

The program of the older folk developed into a family life project after it was found that homemakers were unwilling to discuss with their neighbors the subject of how three generations can live together happily. However, with leadership, these same homemakers said, in essence, "Let us learn to understand ourselves and plan for our own years ahead."

The result: Extension will train leaders and the discussion method will be used in organized extension work, parent-teacher associations, churches, and other groups concerned with problems of older people. A tailormade program is integrated and coordinated on a community-wide basis.

Other examples are numerous. The Extension Service is working with the Greater Hartford Nutrition Committee on food for older people. Sample market orders are made for selected families to illustrate their nutrition needs and recipe leaflets are prepared with help from State extension specialists. Work is being done on the general problem of weight control in cooperation with the Heart Association, utility companies, Dairy and Food Council, and urban groups of women interested in this subject.

Through the American Heart Association and the program sponsored by the school of home economics at the University of Connecticut, the Hartford Extension Service became interested in work simplification for handicapped homemakers. Coopera-

(Continued on next page)

Eleven agencies in Hartford, Conn., are represented here in planning a community nutrition program.

(Continued from last page)

tive effort again is the keynote. It involves the local heart associations, the rehabilitation center, the Visiting Nurses Associations and others. Workshops are being scheduled to train extension leaders to assist local groups with simplified homemaking techniques.

Through cooperation everyone benefits. The cooperating organizations help disseminate extension information. Duplication and confusion are avoided, and the efforts of all are focused on community problems that are, in their finality, the individual problems of individual people.

Home Work Through Teamwork

(Continued on page 78)

the welfare of the family members. It is those who seem to need what Extension has to offer most that we see making slow progress.

Goals are being reached though. We have worked on the food supply this year. Only a very small percentage of the women failed to can and freeze enough food for their families. This was due in part to good weather we had for producing food.

We have seen the children get their tonsils out or teeth repaired, as set up in the plan. We have seen rooms painted, steps repaired and yards improved. Others have been dumbfounded to learn from their own records that the coffee and tobacco bills run into hundreds of dollars.

Bathrooms have been built, kitchens improved, and better meals served. The way we evaluate with them, since we believe self-evaluation is the most important, is to say to the homemaker as we summarize, "According to your plan you expected to do these things. Let's see how many of them you have been able to do." Not only do we find out what has been done but generally the reasons for failure and some planning for the future. Another question frequently used, "In what way would you change your way of doing this if it is to be done again?" "Do you have any suggestions about the procedure that might help other farm homemakers?" This will tend to clear her thinking and fix it in her mind. If a homemaker is ever able to look critically at her activities she can mend her ways, but she must feel that what she is doing is important and take pride in it.

One of our greatest problems is our inability to get to the homes as often as we need to.

In closing, the factors that make for progress as we understand it concern:

(1) The attitude of the people. Some agencies have tended to push them around, or the people believe they have. Now they are often resentful toward all government work. When they understand, they cooperate.

(2) Setting goals within their ability and understanding, being sure the goals are theirs and that they are clear in their minds.

(3 Helping them to reach the goals or move toward them. This involves changed practices and management activities. This we expect to result in more income, better home living, and increased satisfaction.

(4) Let the people evaluate their own efforts.

Banks Help Young Farmers Go to School

THE Utah State Agricultural College Extension Service at Logan gave for the first time last year a 10-day short course on modern farming for the benefit of 63 young farmers. In most cases, they were selected by a local committee made up of the county agricultural agent, the vocational agriculture teacher, and the county farm bureau president.

The school was conducted jointly by the officials of the banks in Utah and the college Extension Service. Managers of 44 banks supplied each young farmer with transportation and housing costs. Each man paid for his own meals. Teachers, guest speakers, and materials for the course were financed by the college. Approximately 35 short courses are sponsored by the Extension Service each year.

Thanks to Utah banks, young farmers attend a 10-day course on modern farming.

EAT WELL-BUT WISELY

FOLKS in Dodge County, Nebr., used to eat well, but perhaps not too wisely. Now they do both. A 2-month dieting contest early this year made them more conscious of eating well and wisely at the same time.

It was hard for anyone in the county to avoid becoming conscious of his eating habits. A daily newspaper, with a circulation of more than 11,000, published an "Eat Wisely" edition before the contest opened. More than 20 merchants sponsored Eat Wisely advertisements in the special issue, and more offered nearly 60 prizes to the winners. Prizes ranged from a pair of nylon hose to a $29.95 dress. They were awarded on the basis of each contestant's percentage of weight lost or gained.

As groundwork for the contest our home extension clubs studied wise eating habits for a month. We discussed the importance of weight watching, causes of underweight or overweight, solutions to the weight problem, why we eat what we eat, how to tell if we are underweight or overweight, and some of the misleading statements often heard about weight. I urged those planning to participate to visit their doctors for a general checkup before "weighing in" day.

The contest was open to everyone in the county. About half the women participating belonged to extension clubs. Three men started the contest along with the womenfolk, but they dropped out along the way.

Objectives in developing the Eat Wisely Program:

1. To show the relationships of body weight to good health.
2. To point out common reasons for weight problems.
3. To urge those whose weight is above normal to see a physician before starting a reducing program.
4. To emphasize that reducing requires the establishment of permanent new eating habits to maintain normal weight.

Of the 265 people weighing in at the start of the contest, 258 were overweight and 7 were underweight. Each contestant recorded what she would like to weigh. Desired total loss amounted to 7,468 pounds. Those underweight wanted to gain a total of 81 pounds.

Midpoint of the contest was an Eat Wisely luncheon. Everyone weighed in again before the luncheon, which, incidentally, we planned around low-calorie foods. Instead of dessert we sang original words to popular tunes.

Program at the luncheon included a movie on weight reduction, talks on weight control by the extension food and nutrition specialist of the University of Nebraska, hazards of overweight and underweight by a local physician, and the importance of simple exercise demonstrated by a television exercise director.

By the end of 1 month, we had lost 1,224 pounds. At the end of the 2 months, we had lost 1,533 pounds.

However, the end of the contest didn't mean the end of eating wisely in Dodge County. It stimulated more interest in the program and the organization of an Eat Wisely club in which 31 members continued dieting and/or maintaing desired weight.

This fall we'll be making a county-wide extension survey to find out how many club members have been able to lose weight by following the Extension "Eat Wisely" program. We know all of our "Eat Wisely" friends look much better. They say they feel better, too.—*Elizabeth Grant, Dodge County Home Agent, Nebraska.*

Have You Read?

Grassland Farming by George H. Serviss and Gilbert H. Ahlgren. John Wiley & Sons, Inc., New York City. 1955.

The reader who is interested in a fast-moving account of the possibilities and operation of grassland farming will find it in this little book. The authors have compressed much information into its 141 pages. The content is current but somewhat limited in application to the humid part of the United States.

As a reference book for the extension worker more detail would be desired than perhaps could be afforded in so short a treatise.—**J. R. Paulling, Extension Agronomist, Federal Extension Service.**

Beyond the Looking Glass

(Continued from page 67)

many kinds. All seem interested in fresh approaches to these and other problems.

Programs for parents of young children are important. Special activities might be set up for the benefit of the very young homemakers. They need help not only in the care of children but also in the basic homemaking skills. Many of the younger women reportedly are taking part in regular home demonstration group work. But the need of the very young homemaker with young children is so great that we should look for additional ways to give her assistance.

What Comes First?

There are many, particularly among the younger farm families, who have not yet achieved the level of living they wish, nor are their farms organized to produce the income of which they are capable. To improve living conditions at the same time that improvements are being made in the income-producing capacity of the farm requires carefully integrated planning. Improvements in living conditions usually compete with needs for farm development if money is the issue. While decisions of this sort must always be those of the family, extension agents are finding it a stimulating experience to help families see alternative courses of action; to bring them the research and other information that has a bearing on the decision at hand; and finally to see their plans materialize.

For all families—city, town, or farm—decision making or conscious planning for the best use of resources becomes more important when traditional ways are changing. Skills in selecting and buying goods will help to make available money stretch in providing for family needs. Better understanding of people will help to safeguard values that may be lost in changing to newer methods. Families working together toward a common goal develop desirable characteristics that make for good citizenship.

Many of the former functions of homes and families, such as preparation of school lunches, are now provided by other agencies. It is logical, therefore, that concern for individual and family well-being must include consideration of the community and beyond, even to the world community. Women in the post-parental years have a special opportunity to contribute in these matters of community housekeeping. Studies support the theory that women are happiest in the years after their children leave home if they are busy either with community work or are gainfully employed. A variety of activity may be a good investment in terms of happiness for old age if it broadens interests. Better education, whether through formal schooling or otherwise, should make possible a wider variety of purposeful activity all through the years.

The rising educational level will likely influence and make possible some phases of extension programs that we had not previously thought possible. It should enable us more and more to broaden understandings and deepen insights in areas where we had possibly dealt only with skills and practices. Many people may be able to get what they need through bulletins, magazines, and other printed materials. They may not so often require the demonstration or the personal contact with an extension agent. Some have always obtained their information through mass media and more may do so if the stimulation to seek out the information is supplied through the radio, television, and newspapers.

Popular Group Meetings

It seems likely, though, that women will not be willing to give up the group experience which has characterized the home demonstration program. The personal development of women taking part, and their growth in ability to assume community responsibilities of other kinds has always been an important by-product of home demonstration work. These abilities are important, in addition to the benefits of information on home economics subject matter. Certainly our challenge is to find ways to keep the organized home demonstration group work moving with less time involved by the agent herself. Then she can be more responsive to those needs which may be better served in other ways.

Have You Read?

Soil and Water Conservation Engineering. By Richard K. Frevert, Glenn O. Schwab, Talcott W. Edminster, and Kenneth K. Barnes. John Wiley & Sons, Inc., New York; Chapman & Hall, Ltd., London, 1955. 479 pp.

County extension workers, especially those with training in surveying, mechanics, hydraulics, and soils will find this an extremely useful reference. Others with less background will understand much of the material discussed and will find the clarification of the principles underlying integration helpful in developing educational activities for soil and water conservation.—*W. R. Tascher, Extension Soil Conservationist.*

Exploring The Small Community. Otto G. Hoiberg. University of Nebraska Press, Lincoln. 1955. 192 pp.

Here is basic rural sociology and welfare in brief and in readable form. This book is packed with practical principles and methods which the author has gleaned from his experiences as a university extension consultant with hundreds of towns in Nebraska, and it is also sound sociology. At the same time the underlying thread of the book is understanding the community; it is far more than simply the offering of tricks and suggestions. The book deals briefly with almost every phase of community welfare, such as the community idea itself, leadership, health services, education, church, business, social differences, cooperation, recreation, and cultural arts. Subjects are treated from the applied or practical point of view with emphasis on communities doing things for themselves. Theory is made alive by reference to many case examples and ample other supporting data. All of these combine in the book a certain human richness, practical touch, and relevant theory which make the book both interesting and helpful. Every extension worker should have this book. It can be read in two or three evenings. Once you start you will finish it and you will undoubtedly return to it many times afterwards. —*E. J. Niederfrank, Rural Sociologist, Federal Extension Service.*

Two New Hampshire Counties

Put it in WRITING

ADVICE TO MOTHERS

WHILE attending Merrill-Palmer School in Detroit in 1949, where I took courses in child development and family relations, I considered how I could best use the material and knowledge I was getting. Back in Belknap County I felt that I was not reaching as many of the young mothers or mothers of young children as I should. Knowing how difficult it is for mothers to attend meetings, it occurred to me that if I could reach more parents of young children through letters, I might help them in a small way.

When I returned to my county, I talked this over with my county council and they encouraged me with their full support and a list of mothers in their neighborhood. At first the number was small, but it has since grown from 134 to 520. While letters are addressed to mothers and dads, we call it the "Lakes Region Mothers' Chat," since Belknap County is in the lakes region of New Hampshire.

In the letters we include help for the parents of the very young baby, the toddler, the preschool, school age child and the subteen-ager. The teen-ager we take care of in another letter called "Teen-Line." We try to give help in care, feeding and behavior problems, some clothing helps, and child development. We bring in some recreation ideas for use in the home and also for traveling by train or taking long trips by car.

Recipes for the subteen girl or boy are sometimes included, especially at holiday time. We always include some safety suggestions for the youngsters to learn or for application in the home. The accident rate for children is appallingly high.

The "Teen-Line" letter resulted from the requests of several mothers for a letter just for teen-agers, dealing with their peculiar problems. This now goes to 309 boys and girls.

When we corrected our mailing lists, we received many comments on the returned questionnaires. These are samples: "I've enjoyed your 'Lakes Region Mothers' Chat'—have four girls, ages 2 to 9 years, and have received many helpful suggestions to our problems with them. I keep all your letters on file and refer back to them quite frequently."

"I look forward every month to my 'Mothers' Chat.' It has really helped me and given me many new ideas. I have a habit of leaving them where my husband will see them and time and again he has said, 'Those letters to parents are really good.' So please keep them coming to our home."

"'Teen-Line' has helped me very much. At least I'm getting over my self-consciousness, and I think it has helped my personality."

"I use the 'Teen-Line' for my teaching. I like the poems and maxims for character training and because they tell how to get along with each other in daily contact."—*Harriet Clark Turnquist, Home Demonstration Agent, Belknap County, N. H.*

MORE ATTRACTIVE PUBLICATIONS

THROUGH a Rockingham County study by questionnaire, we found that people have distinct preferences in extension teaching methods. Workshops ranked first, demonstrations second, and bulletins placed third out of 15 possible methods.

One reason for this may be that Rockingham County, which is the seacoast county of New Hampshire, has a rapidly growing nonfarm population with varied employment opportunities in manufacturing, agriculture, summer recreation, services, trades, and the professions. Thirty percent of its women are employed.

To reach this growing public with no increase in extension personnel, the county home demonstration advisory council suggested increased emphasis on extension bulletins used in conjunction with meetings. This advice was followed throughout the year.

At the 23 fall program-planning meetings a collection of bulletins was displayed and explained to help people new to Extension. As a result, 1,193 bulletins were requested.

At the 4-day Deerfield Fair, featured in Cinerama Holiday, an extensive display of bulletins on agriculture and home economics was arranged in the fair's new Extension Service building. Local leaders assisted at the exhibit while the agent judged for 2 days. Requests totaled 3,044. Registration at our exhibit numbered 761, of whom 157 were new to Extension and lived in the county; 55 were extension cooperators from the county; 258 lived in the State but came from outside the county; and 291 were from out of State.

Each month throughout the year we arranged a bulletin exhibit in the office window. The displays featured timely subjects and resulted in more than 185 requests for information.

In half of the 36 issues of the food marketing bulletins sent regularly to a list of 219, a bulletin of current interest was offered for the reader's further information. These offers and those in the monthly home demonstration newsletter brought many requests. Visits were made to nursing and convalescent homes to acquaint those in charge with available bulletins on quantity buying, marketing, and food preparation.

Bulletins were employed as a supplementary method of teaching in the following: 14 leader-training schools; 173 method demonstrations in foods, clothing, and home management, which 2,876 persons attend-

(Continued on next page)

ed; 44 subject-matter meetings; and 38 talks with 1,437 people at meetings and during tours.

The home demonstration agent presented 9 radio broadcasts and 3 television programs on home furnishings. After the TV shows that closed with bulletin offers, we have had 410 requests to date.

Bulletins were asked for in office visits, telephone calls, and home visits. They were sent to those who could not attend meetings. Neighbors who told one another about the publications also produced a substantial number of requests.

Through a weekly column and news articles, bulletins were offered in connection with subject matter. This method produced fewer requests from folks new to Extension than did other methods, probably because they did not read the extension news.

Altogether, 8,934 bulletins were given out on request in 1955. We have found that Rockingham County residents like informative, attractive, illustrated publications. — *Ruth G. Stimson, Home Demonstration Agent, Rockingham County, N. H.*

Scholarships Offered to County Club Agents

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

Men or women county club agents, associates, or assistants are eligible. Candidates may be previous Moses scholarship recipients, but 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 by the NACCA to State club leaders.

Applicants should forward completed form to State club leader who will select not more than two applications and forward them to Chairman, Professional Improvement Committee NACCA.

President Eisenhower Calls Safety Conference

● Farm safety will be an important feature of the President's Conference on Occupational Safety, May 14 to 16, in Washington, D. C. An advisory committee appointed by the Secretary of Agriculture, representing farm organizations, State Agricultural Extension Services, the National Safety Council, State Farm Safety Committees, and other cooperating organizations is arranging a Farm Safety Clinic to help farm people decrease accidents on farms and in farm homes.

Extension work has played a leading role in farm safety education for many years in close cooperation with the National Safety Council. It received additional official recognition last October when the Secretary of Agriculture assigned to the Federal Extension Service primary responsibility for and leadership in farm safety work for the U. S. Department of Agriculture. Work will be carried on in cooperation with the State Extension Services and other organizations interested in farm safety.

The President's Conference on Occupational Safety affords extension workers a new opportunity to assist farm people on farm safety through sound planning and effective action. With about 14,000 accidental deaths and 1,200,000 serious injuries occurring to farm people annually, the need for appraisal, understanding, and action is obvious. This conference will be concerned with the means to reduce this appalling toll among farm families.

Land, Pasture, Range Judging Contest May 3 to 4 In Oklahoma City

● The Fifth National Land Judging Contest and the second National Pasture and Range Judging Contest will be held at Oklahoma City's fairground on May 3 and 4, 1956.

The first day, May 3, will be used for training schools in land judging and in pasture and range judging. The land judging contest will be conducted on the morning of May 4, followed by the pasture and range judging contest in the afternoon. These two contests are separate events, and prizes will be given for both contests.

There will be five divisions in these two contests; namely, 4-H, FFA, Collegiate, Adult (men), and Women and Girls. Cash prizes are available to the 4-H and FFA divisions. with loving cups and medals going to winners of the other divisions.

As in the 1955 national contest, each State will be limited to five 4-H and five FFA teams in the land judging contest, but may enter as many as desired in the pasture and range judging contest.

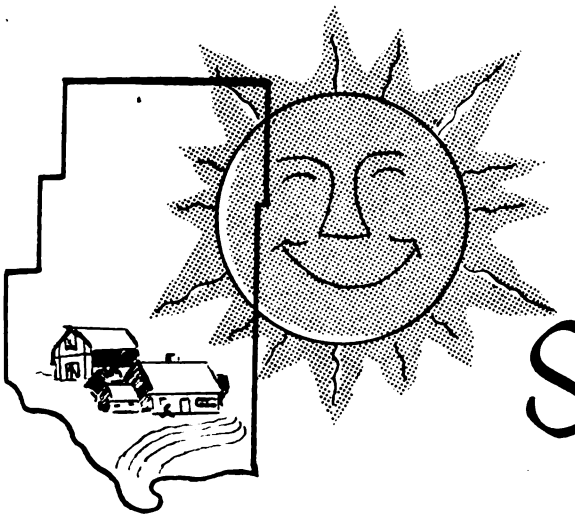
JERSEY CATTLE. Edited by Eric J. Boston. D. Van Nostrand Co., Inc. New York, N. Y. 232 pages. 1955.

Every breeder of good livestock will enjoy this very thorough treatment of the Jersey breed, written and compiled by ardent champions of these island cattle.

A chapter on the Origin of Domestic Cattle introduces the subject, taking the reader back to 4000 B.C. and agriculture in Egypt and the Near East. Stone carvings dating almost that far back show cows being milked. Butter and cheese were produced.

A very interesting discussion of early European strains of cattle and their probable relationship to an influence on the Jersey breed is presented by Mr. Boston. He submits some very interesting theories to account for the origin of numerous characteristics of modern Jerseys.

Most readers of this book will find much new information in chapters dealing with the origin of Jerseys, the various strains of cattle developing early in the different regions, and a host of other similarity of words pertaining to cattle in many languages of Indo-European origin. — *Jas. Crosby, Jr., Federal Extension Service.*



In Pope County, Arkansas it's Sunny Side Up!

MRS. HAZEL C. JORDAN
State Home Demonstration Agent, Arkansas

THE ESSENCE of extension work is to start where people are, to learn what they have to do with, and then to go on from there to help them make their dreams a reality, step by step. Home demonstration work in Pope County, Ark., is built on this concept.

Pope County has a population of approximately 23,300 people, mostly rural and small town residents. With the advent of 3 or 4 major industries in the last 5 years, 361 more families have reported working off their farm. Probably for this reason home gardens have decreased in the county from 2,234 to 1,873.

Only one-tenth of the farm homes in Pope County have running water. Over 50 percent now have electricity, which means that there's an increase in the use of electric pumps, hot water heaters, home freezers, and washing machines.

But many homes are still without these conveniences. The Agricultural Planning Committee recommended demonstration meetings on other methods of time and energy saving. This started with two leader training meetings conducted by Mrs. Dick Miles, county home management leader, and Bernice Cook, home demonstration agent. They trained 25 leaders, representing 18 home demonstration clubs, in giving demonstrations on making beds, ironing, hanging clothes to dry, and other short cuts in housekeeping. After these were repeated in the different clubs, many of the younger club members especially reported changing their work habits.

Principles of kitchen planning was the subject of another leader training meeting conducted by Mrs. Crystol Tenborg, extension home management specialist. How to make step shelves, a file rack for baking pans, cutting boards, and other pieces of homemade equipment that would lighten the work in the kitchen were explained.

To reach more women than those enrolled in home demonstration clubs and in farm and home development, radio broadcasts were given on different phases of home management. How to make inventories, keep household records, reduce housework, and what to know about making wills, keeping valuable papers, buying insurance, and other important information was also used in local newspapers.

Families enrolled in farm and home development received personal as well as group assistance in kitchen planning to save time and energy. Additional storage space is a popular timesaver, according to Mrs. Bettye Brittenum, associate home demonstration agent. Many of these ideas have been put into practice.

Home improvements of a more extensive nature often start in the kitchen. With time and ability, farm couples designed and built their own cupboards, painted the walls, and laid the floor coverings. Some families who could afford it added air-conditioning units, bathrooms, concrete steps, and other improvements.

Most of the families got a great deal of pleasure in studying their own needs in the home, determining goals, and working together to improve their family home and living. They spent much time with bulletins, clippings, pictures, and shopping advertisements before deciding what materials to buy, colors to use, furniture to repair or upholster, and other changes to be made.

Family participation in community activities receive a high priority in Pope County. August is the month that home demonstration clubs stress community-family togetherness.

A rural community-improvement program has increased interest in more attractive homes, soil testing, winter cover crops, neat mailboxes, better telephone service, cleaner highways and byways, a more interesting fair, and many other local endeavors.

Most of the clubs cooperate with 4-H Club work, and welfare work such as that done by the Salvation Army, Red Cross, and March of Dimes. The members help in the hospitals and help beautify the cemeteries, school grounds, and other public areas. One club remodeled a community canning kitchen so it could be used as a clubroom.

These are a few examples of home and community activities that can be carried on for the enrichment of family living. Most of them require a minimum of investment in money, yet they contribute to greater satisfactions and often blaze the way for more ambitious undertakings.

We, too, are learning from

Better Farming Better Living

EVA L. GOBLE, State Home Demonstration Leader, Indiana

"BETTER Farming Better Living" (the family approach in extension work) has great significance for our general program in Extension. It becomes the central furrow around which we cultivate the rest of the program in a truer fashion.

Personal family counseling gives us an insight to problems which help to clarify our own objectives in some of the other extension activities. They give us information by which we can evaluate some of the results, some of the procedures, and directions which other programs have taken. We can plow back this specific farm and family experience to make the entire program far richer.

By approaching our own jobs with the same scientific method with which we are helping farm families approach theirs, we too can enjoy the extra dividends resulting from purposeful planning and the serenity which accompanies a decision made after a careful examination of alternate choices.

Let us see what "Better Farming Better Living" is doing for the established home demonstration program. In my opinion, we have some opportunities which we have been seeking for a long time.

To enrich and make more significant the general program in the county by having firsthand information on the needs of family living—this is the technique for which we are searching. In doing program planning in Indiana, we have striven always to get each individual woman to recognize and point out the problems which she faces in home living.

We know that when women meet together, one of the great difficulties is for them to recognize their home problems and to bring them into the general discussion. This personal counseling method provides us with information that we can use for guide posts in our general program.

We have the opportunity to further develop leaders' recognition of the purposes and values of the home demonstration program. Here is a plan which has its roots in the lives of individuals and in the growth of families. By helping our people with information and counsel, we have with each small group demonstrated the great potential of the home demonstration program.

We can also profit professionally from visits to these individual families. This point I can't emphasize too much. As a home economist visits with each family individually, she comes away with a great awareness of the intricate problems of people and I hope with a great humility that they have asked her to help them.

I hope, too, that she keeps firmly before her an awareness of her function as an educator which always means presentation of information and facts, the development of people's thinking and pointing up possible solutions rather than an immature satisfaction in doing things for them. This is a test that separates the educators from the service performers. Although the line can never be drawn straight in performance, the goal must be clear in the home agent's mind.

"County Agent's Notebook"

ROBERT B. HUTCHINSON, Assistant Information Specialist, Arizona

THE little TV signal has a pretty hard time finding its way around in Arizona. Because of mountains popping up like weeds in a cotton patch, the State is broken up into three "viewing" areas. But the seeds of agricultural television have been planted and are being grown by the sweat of the county agent's brow.

Yuma County, lying next to California, was the first area to have a farm TV show. And, during the past three years, "KIVA Farmer" has more than established itself in the eyes of both rural and urban viewers in the area. Both agricultural and home economics information is presented on the weekly program.

Basically this program is beamed to farmers, ranchers, and homemakers, but the material is presented in such a way that urban viewers will understand and be interested in it. Production-wise, the extension agents in Yuma County have overcome two rather cumbersome problems. The station operates with just one camera, and the station is located across the California line about 12 miles from Yuma.

Over in the largest viewing area (the Salt River Valley), the University of Arizona College of Agriculture produced a nine-month series of agricultural TV shows over KVAR-TV, at Mesa, last year. Actual production of the half-hour weekly program was the responsibility of the extension information office, while personnel from the University of Arizona College of Agriculture extension, research, and teaching staffs were used on the show. "Across the Fence" proved the need to develop county-produced farm TV shows in the area, because it took two hours of hard driving from Tucson to Mesa every Saturday afternoon just to produce the show.

Out of this need grew "County Agent's Notebook," a weekly, 15-minute show produced by the Maricopa County extension staff. Since the "Notebook" reaches a much greater urban audience than it does a rural audience, it is built around the idea that agriculture affects everyone, one way of another. Farming, ranching, gardening, 4-H Club work, and homemaking are covered in its programs.

STORAGE SPACE

Every Family Pleads for It

MRS. GENE SMITH MOODY
Virginia Associate Editor

EVERY modern dream home has to have ample storage space. That's taken into consideration long before the blueprints are drawn.

But what about the old house, with too many doors, too few closets, and many cubic feet of space going to waste?

Through a longtime special project on improved storage space in the home, home demonstration club members, both rural and urban, in Henrico County, Va., are proving that most homeowners can with a little effort and imagination have untold new conveniences in the way of extra closets, shelves, and cabinets built into lost space.

Mary Walker, Henrico County home demonstration agent, says the planning for the program went through the usual home demonstration club program development procedure. Discussions on neighborhood and county levels were full of the need for storage improvement. The county home demonstration club planning group agreed it should be a longtime program.

Mary Settle, rural housing specialist at the Virginia Agricultural Extension Service, was called in for advice and training of leaders. Then came demonstrations by club leaders on planned storage spaces to meet family needs.

Homemakers in urban Richmond and in outlying rural areas were further acquainted with the program through radio, television, and features in the daily newspapers.

What began as the women's idea became family efforts. Husbands and wives planned and worked together, and "a place for everything" became a reality in scores of homes.

A recent tour climaxed the first year of the program. The tour was generally publicized so that others who were not club members had the opportunity to attend. Four homes were selected to be visited. Located in different parts of the county, each represented a variety of styles from a small new modern home in an urban section to a 100-year-old rural farmhouse, and all had made interesting storage space improvements.

In the P. E. Mullinix home, a book, magazine, and accessory space was built into an unused doorway in the living room. Cabinet door spice racks, a sectional drawer with extra sliding shelf that doubles the storage value of the drawer, and sliding shelves in lower cabinets for pans were added in the kitchen.

In the breakfast nook, shelves for small electrical appliances were set in, replacing an unused built-in ironing board.

In the basement, a double life was provided. A ping-pong table was attached to the ceiling and can be lowered on to saw-horses when wanted. When not in use for play, the room is a sewing center for Mrs. Mullinix, with shelves built in for sewing supplies and other equipment. Old church hymnal racks were put on a door for storing patterns and trimmings; rows of pegs were set in for spools. Mrs. Mullinix sets up her portable sewing machine just outside the door, and has everything within reach as she sews.

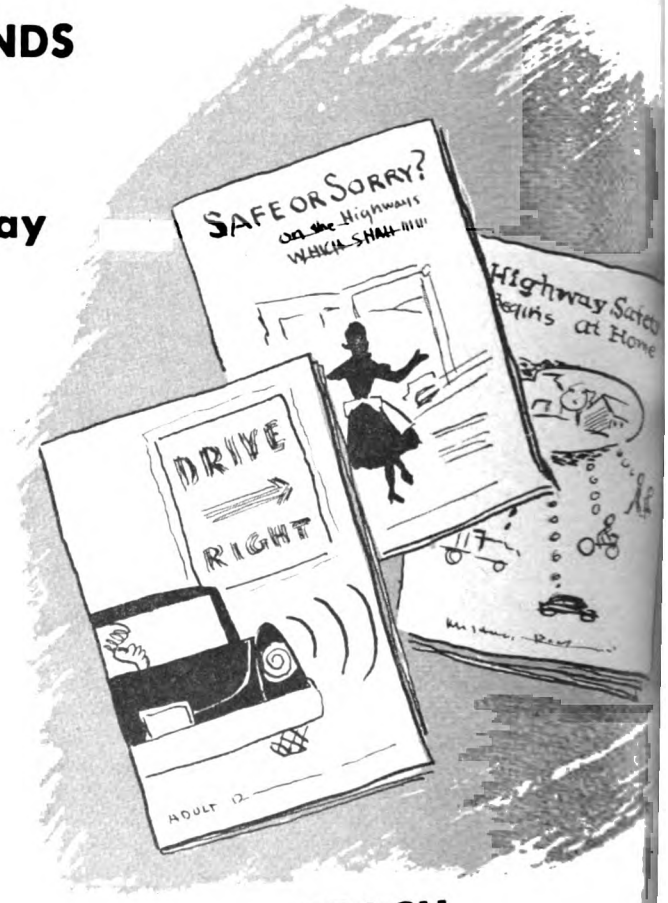
The B. W. Walls, who have a long-range program for redecorating and modernizing a 100-year-old house, started with a large old country-type kitchen with no conveniences. Using as nearly as possible the step-saving U-Kitchen designed by the Clothing and Housing Branch of the Agricultural Research Service, USDA, and recommended by the Virginia Extension Service, they created with natural wood, wrought-iron, hardwood and red composition counter tops, an attractive room designed to save time and energy. The mixing center has sectioned drawers, a pullout board, knife rack, and many cabinets for equipment.

Much of the work done by the J. M. Quels, who have a son, Dana, 8, and a daughter, Dale, 11, centered on the children's rooms. Dana's room has everything built in except the bed. Shelves, cabinets, and desk are ample to take care of clothing, toys, bedding, and books. Besides cabinets and shelves, Dale's room has a combination desk-dressing table. In her closet are two tiers of rods, adjustable so they may be changed as she grows.

Miss Walker reports that the program is just getting started. But there are already many cubic feet of valuable space put to good use.

Safety IS IN YOUR HANDS

- in the Home
- on the Farm
- on the Highway



More fatal home accidents occur to farm children under 5 years of age than occur to other farm residents in the combined age group from 5 to 45 years.

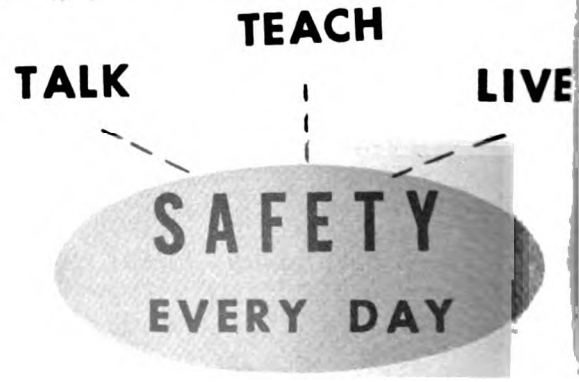
At the age of 45 years deaths from home accidents begin to increase. As they grow older, persons become more susceptible to accidents, especially falls, because of slower reflexes; infirmities of body, sight, or hearing; and fatigue or worry.

WE KNOW MORE SAFETY THAN WE PRACTICE

Popular Publications:

Highway Safety Begins at Home and *Safe or Sorry?* — two National Home Demonstration Council pamphlets with many ideas and tips for the homemaker on the importance of safety in preventing traffic accidents. Available from the Automotive Safety Foundation, 200 Ring Building, Washington 6, D. C.

Drive Right is a pamphlet chock full of practical helps for club chairmen of safety committees. For copies write to the Superintendent of Documents, Government Printing Office, Washington 25, D. C. Price: 15 cents per copy.



MAY 1956

EXTENSION SERVICE Review

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LESTER A. SCHLUP, *Director*
CATHERINE W. BEAUCHAMP, *Editor*
DOROTHY L. BIGELOW, *Associate Editor*

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In this Issue—

IN THE JUNE AND JULY ISSUES of the Extension Service Review there will be 4-H articles from Missouri, South Carolina, Wyoming, Pennsylvania, West Virginia, Illinois, Indiana, New Jersey, Ohio, and Massachusetts.

COVER PICTURE

IN the center of our cover page yo will find the seven members of th David A. Morrow family of Blai County, Pa. This outstanding famil represents more than 2,100,000 4-H boys and girls in America pledged t uniting Head, Heart, Hands, an Health to "Improve Family and Com munity Living." Left to right: Dad Mom; Johnny, 6; Mary, 15; Pegg 14; Alice, 18; and David Jr., 21, pu ting up the traditional 4-H'ers sig

Photographs of the family in th wide variety of activities they enjo were assembled in a beautiful leathe bound book and presented to Pres dent Eisenhower during National 4-H Club Week. A caption with each pi ture told the story of the Morrow participation in 4-H activities. Som of these pictures make the composit cover pages.

Presentation of the pictorial recor was made by the six 4-H Club del gates as a part of their "Report t the Nation" in Washington, D. C Seen on the back cover page, the are, left to right: Ann Guindo Plankinton, S. Dak.; Franklin McKa Clayton, N. Mex.; Angela Heine, E lendale, N. Dak.; Elden Rebhorn Oswego, Ill.; Nellie McClure, Clev land, Tenn.; and William C. Thieser husen, Muskego, Wis.

Angela and Franklin are outstand ing in achievement; Ann and Eldo in leadership; and Nellie and Williar in citizenship. Their trip to Wash ington was co-sponsored by the Fed eral Extension Service and the Na tional Committee on Boys and Girl Club Work, Chicago.

Vitality Factors in 4-H Program

E. W. AITON, ►
Federal Extension Service

THERE may have been a time when the concept or value of 4-H work was questioned. It is possible that earlier vanguards of agricultural leaders, educators or the general public failed to foresee what nearly every one affirms today. 4-H club work as an educational movement is a good thing. It is good for boys and girls, good for homes and families, good for your community and our Nation.

Nineteen million 4-H alumni are the source of testimony. A random sample of press, radio or magazine opinion is another. The attitude of parents and 4-H members is a third. The people of about 40 other countries who have used 4-H as a pattern for their own programs constitute still another broad-gage measure of how we are doing in Extension 4-H club programs.

But the extension worker who wishes to be objective about his program is not satisfied with platitudes and with subjective appraisals. Most of our present generation of county, State, and Federal Extension staff inherited 4-H work from the founding pioneers who worked closely with local people to design the broad 4-H pattern. We believe in the work or we would not be devoting our professional lives to it.

We also believe that it is possible to improve even a good program. And we desire that our work be just as effective and satisfying as possible. We like the feeling of being associated with a good thing. But even more, we want to witness improvement and progress. We need the same satisfaction of watching the 4-H plant grow and develop from a seedling transplant as the pioneers enjoyed while watching the original seeds sprout and cover the country with a well recognized stand for a potentially good crop.

Today our challenge is to select the best "4-H plants" out of past experience. We should nourish these well, space them evenly throughout our population field, keep wasteful weeds from sapping our time and energies, and then let nature take its course. The 4-H program will grow without a lot of pampering if these basic ingredients are present:

. . . Clubs that serve a well defined community.

(Continued on next page)

SOME FACTORS RELATED TO VITALITY IN 4-H PROGRAMS, 1954 SHOWING U. S. AVERAGE COMPARED WITH "HIGH" AND "LOW" STATES AND COUNTIES FROM U. S. CENSUS DATA AND ANNUAL EXTENSION REPORTS

(Farm and Rural Non-Farm Data Only)

FACTOR	U. S. Average	"Low" State	"High" State	"Your" State	"High" County	"Your" County
1. Number of 4-H members per county	667	232	486		3,064	
2. Number of 4-H members per year of Extension Agent's time devoted to 4-H	605	212	590		1,480	
3. Percent of potential rural youth 10-20 served by 4-H	17.8	7.7	19.7		43.8	
4. Percent of 4-H membership that is 14-20 years old	30.6	32.8	40.6		42.5	
5. Percent of potential 14-20 years served by 4-H	4.3	2.9	7.1		32.8	
6. Average age of 4-H members	12.7	12.8	13.1		13.2	
7. Average tenure of 4-H membership	2.7	2.1	3.1		4.0	
8. Percent of reenrollment	68.3	45.4	76.0		85.1	
9. Percent of members completing	79.8	78.3	83.5		72.0	

. . . A project program that is planned around basic needs of young people, their families, and their home and farm.

. . . Parents who are first interested in 4-H through involving them in the program and who are then asked to share and assist with carrying it out.

. . . Volunteer leaders who are trained to carry the responsibility for local 4-H teaching and organization work.

. . . Community support, including cooperation from farm organizations, business and professional groups, and friends of 4-H.

The extension workers in several States and many counties are currently studying their 4-H programs in order to identify the best factors or 4-H plants. These they wish to transplant and spread throughout their entire population field. How shall we choose? What indicators of 4-H vitality can be relied upon to guide us to counties and communities that are really serving the needs of boys and girls, they ask.

In order to answer these questions a set of nine 4-H Vitality Factors or indicators has been developed with the assistance of about 35 States. These are not new. Nor are they a magic wand that will change an ineffective Extension program into a good one. The table on page 91, if used to list and compare county or community 4-H programs, will silhouette counties or clubs that effectively serve boys and girls. Do not rely on any single factor. Use all nine as the basis for comparison. Then choose the outstanding counties or local clubs for intensive study. You will observe that the table makes some comparison of States and counties. It is even more striking to compare local clubs.

The follow-through study of local or county programs may well emphasize the five features listed above. Don't try to do the evaluation job yourself. Involve *all* of the people who have a part in the program. Results will be better. Also you will automatically receive cooperation from these people in efforts to change or improve the program after they have helped to discover the need.

Participation and Responsibility ...
Keystone Factors for Building Long Tenure

E. I. PILCHARD,
Agricultural 4-H Club Work, Illinois

Editor's Note: It is with deep regret that we report the death of "Eddie" Pilchard, March 26, 1956. He served in the Illinois Extension Service for 26 years.

STATE 4-H Club staff members and extension administrators are currently expressing concern over the small number of older boys and girls enrolled in 4-H Club work. Some have suggested grading the program, assuming that one obvious reason older members drop out of club work is that they dislike to associate with younger members. Others think that the 4-H Club upper age limits should be 16 or 18 years with older boys and girls being given a chance to enroll in another type of organization.

Recently we were asked to analyze the factors in the Illinois program which we think have been significant in holding about half of the Illinois boys past age 14. A breakdown of agricultural 4-H Club enrollment shows that 38.5 percent are in the 13-15 age bracket and 24.2 percent are age 16 and over; 14.4 percent of the members were enrolled 6 years or more. However, we are low in the 10-12 age bracket with 35.7 percent enrolled. This last statistic causes us to wonder if perhaps our favorable situation on holding older members has been at the sacrifice of enrolling as many as we should of the younger ages. These figures cover both boys and girls enrolled in agriculture in 1955.

We faced up to this problem of holding older boys and girls in the early part of 1930. The entire 4-H staff spent most of one year in frequent conferences with leaders in the fields of education, psychology and sociology in our university. They attended staff meetings with us to help us in our thinking on this problem.

We first sought a program that would as nearly as possible meet the needs of prospective teen-age members. Our program analysis showed that we needed to give more attention to the areas of program, methods, and incentives.

Members need good and interesting local club programs if they are to keep their interest in it—good from the standpoint of the basic subject matter taught and interesting so that the member will like it. We placed increasing importance on county judging schools, judging, demonstration and talent contests, leader training meetings, and program planning and demonstration training schools. We also spent much time with county personnel and with local leaders in training schools talking about meeting the needs of boys and girls. Each subject matter project was critically examined and revised to make each step more difficult. A member in the pig club, for example, could begin with one barrow. After a year or two of experience in feeding, he could buy a gilt and soon be in the hog business. Then he might want to go into partnership with his dad. Successively meeting and solving problems of increasing difficulty provided members with new challenges. A similar program was developed in each livestock project.

We also developed new tools in the field of methods. Some of these were the County 4-H Federation, the Junior Leadership Program, year round local 4-H Club programs, improvement of a record book so that it would yield useful information for the future, and the development of good county shows. As members become teen-agers, they need and seek activities in leadership and social activities. County 4-H Federation activities provide these opportunities. County 4-H Councils are or

(Continued on page 96)

It's good for members to Plan Their Own Activities

RUTH RADIR,
Extension 4-H Club Specialist, Washington

LET'S look into the living room of a farm family in Evergreen County, Washington. You see a number of boys and girls, a few parents, their 4-H leaders and a junior leader. Nothing unusual here—the furniture is well-used, a toddler wanders about, there's a friendly feeling, and on the faces of the club members a look of expectancy. The 4-H Clover Club is meeting to plan their program for the year. One of the leaders points to a big calendar. On it are the events of the club year, county, State, and national, to serve as a guide for the club's own program.

The vice-president gives each member a 4-H Club calendar. The president asks the boys and girls to check on their calendars the club meeting dates. The secretary is ready to write plans into the secretary's book. Since the Clover Club meets at the home of each member in turn, names also appear on the meeting dates—Grace, Mary, Bob, Bill, Jim, and so on.

"What are we going to work for this year?" the leader asks. Answers come fast—everyone give a demonstration, 100 percent completion, all the kids go to county camp.

"Now for our demonstrations," says the president. Each in turn gets his date for his demonstration. The leaders come in at this point with suggestions and encouragement.

Special events come next. Again the leaders offer information, and the date for a judging tour is agreed on with the county staff. Let's put up a window display again this year during 4-H Club Week, say the club members. County picnic, county camp are written in big letters. "Are we going to have parents' night again?" No doubt about that it seems . . . And, so they go through the 4-H year with community activities, county fairs and all the rest. "What about our community service project?" the junior leader asks. What and when get into the plan. When the job is done, the club members see approval in their leaders' faces and feel pleased with what they have accomplished.

With the plan on the calendar and in the secretary's book, the club has a chart to guide its course. Before the end of the year there'll be erasures and new check marks, but that just shows that the plan was flexible.

The work lies ahead. But the boys and girls on the committees who will do the different jobs are going to find them easier because already in their imaginations they are building up an anticipated event and their own parts in it. Everything on the calendar got there by *group consent*. The club members feel it is their *own* program. Laid out definitely this way, it is clear just what business has to be handled at each meeting.

"It's easy," says the leader, who takes the chief responsibility for this club. The process you watched was easy because—

. . the leader had confidence in himself and a belief in boys and girls.

. . he and the junior leader had prepared the big calendar of 4-H events for all to see.

. . he had spent some time in advance with the president, vice-president, secretary, co-leader and junior leader to make sure they would know what their jobs were to be at this meeting.

Strengthening Their Hands

This kind of planning did not come out of thin air. If you knew Evergreen County you would recognize the work of the county agents in how this club operated. A visit to the Evergreen County 4-H Leaders Council would convince you that leaders, like boys and girls, learn by doing. First, it's a well-organized council. The agent sends out a check list for all committees,—program, fair, camp, promotion, awards, policy, and others, as needed. Leaders volunteer for committee work. Second, program planning is handled with dispatch. At the program planning meeting each committee acts as a buzz group. Then each presents dates, ideas and suggestions to the group as a whole. All of these plans, made within a two-hour meeting, go into a compact 4-H leader's handbook. Every meeting of the council is scheduled with business noted, host clubs, and training or other feature of each session included.

Before the planning meeting, as before every council meeting, the agent meets with the officers to check details of plans. Thus the meeting, itself, is in the leaders' hands. And,

(Continued on page 96)

Attracting and holding local leaders is partly a matter of GOOD HUMAN RELATIONS

D. S. LANTRIP, State 4-H Club Agent, Arkansas

THERE are many factors that contribute to the success of interesting, training, and holding 4-H Club leaders. Some of them, listed below, were taken from reports of agents who have a large number of leaders working in community 4-H Clubs.

How To Interest Leaders

Provide an opportunity for leaders to work in their own community with their own young people.

Let the members select them and invite them.

Have officers or a committee from the club call on the prospective leader and express the wishes of the club.

Parents may assist in selection.

Extension agents follow up the selection of leaders with a letter or visit indicating the agent's approval, expressing congratulations and willingness to assist the new leader in his or her work, and giving the date of the next leaders' meeting.

Develop a good public relations program so that the leaders will see in club work an opportunity to render a great service to the community, to the young people in the community, and to their own boys and girls, if they are parents.

How To Train Leaders

Be sure the leaders have a clear understanding of their job and of the agents' relationship to the leader and to 4-H Club work.

Hold at least four well-planned leaders' meetings per year.

Give them plenty of ideas and materials with which to work.

Have leaders as well as agents give method demonstrations at leaders' meetings and assist in other ways of exchanging experiences.

When possible give them a kit of demonstration material, as was done in 50 counties in the tractor program. Four times as many demonstrations were given by leaders that year as the previous year.

Give the leaders' committee responsibilities on the various county 4-H activity programs.

Find time for an occasional personal visit or conference with each leader.

One of four 4-H leader workshops conducted last year at Arkansas.

How To Hold Leaders

See that the county 4-H program is such that the leader will be proud to be a part of it.

Help the leader build a club that he or she will want to continue to work with.

Let the leaders and 4-H Club members make the policies, rules, and plans for county 4-H activities, serve on committees to conduct these 4-H activities, and in every way let it be their program, under the direction of the agents. This applies to community 4-H Clubs, not school clubs.

Agents should visit the club at least once but not more than three times per year.

Give recognition to the work of the leaders. This means not only once a year at the county 4-H achievement banquet but through notes of appreciation by the agents, a spoken word or two at a meeting in his or her community, and a personal word of appreciation when the leader or the club has accomplished something.

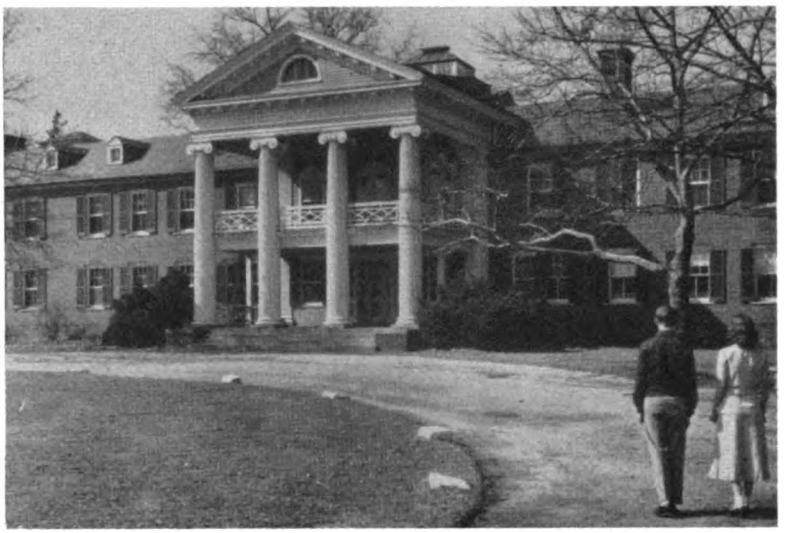
Let the leaders help teach other leaders in their meetings by relating successful experiences and giving new method demonstrations.

If there is something special, such as a program to be given before a civic club, be sure a leader or two attends with the 4-H members. He or she should have a part on the program even if nothing more than introducing the members from their club. Pass this honor of attending around to other leaders.

When a leader has served his or her useful tenure, help the leader to gracefully retire rather than insist on holding the leader. The ones who should be retired are a handicap unless they can be persuaded to serve in some other capacity.

(Continued on page 96)

National 4-H Club Center *to open in 1958*



National 4-H Club Center, Washington, D. C.

YOUR National 4-H Club Center will come into being soon.

The go-ahead for renovation of the Center in 1958 was recently voted by the Board of Trustees of the National 4-H Club Foundation. The lease with the Department of Defense, which has occupied the 4-H Center property since shortly after it was purchased in February 1951, will terminate on June 30, 1957.

When renovation is completed, the Center will be able to house and feed groups of 250 to 300 people, as well as provide conference rooms and other working facilities.

Plans for the program to be carried out at the Center are moving ahead rapidly. As a "working" shrine to 4-H Club work, the Center will be the site of National 4-H Club Camp and nearly 50 additional activities including headquarters for the National 4-H Club Foundation staff and for incoming and outgoing International Farm Youth Exchange participants; workshops and training conferences in citizenship and human relations training; leader training conferences; State and county 4-H citizenship training groups; meetings of 4-H Club program development committees and county Extension agent associations; subject matter specialists workshops; homemakers council sessions; and meetings of farm organization youth groups, agricultural commodity groups, and others.

The idea of a National 4-H Club Center, like the 4-H movement it represents, was born in rural communities throughout the country. In the past two decades the idea of a 4-H Center spread throughout the 4-H movement. As the idea was discussed and tested in the democratic processes that give direction to 4-H Club work, it was agreed that a "working" 4-H Center could help develop greater citizenship awareness, better trained youth leaders and understanding of democracy in action, and serve as a focal point for national and international understanding.

The ground swell of interest resulted in a detailed study of the possibilities for establishing a Center in or near the Nation's Capital. Following the study, in February of 1951, the Board of Trustees of the National 4-H Club Foundation voted to purchase the former Chevy Chase Junior College—a beautiful 12½ acre campus in Chevy Chase, Md., in the name of the 4-H Clubs.

The young people who "make the best better" in the 4-H Clubs have voiced their approval of the Center by sharing in the big job of making the Center a home—their National 4-H Home. Through their Share and Care program they have already given more than $100,000 to the National 4-H Club Center.

A milestone in the development of the Center, and in 4-H Club work itself, was the burning of the Center mortgage on November 16, 1955 in special ceremonies at Michigan State University during the meeting of the American Association of Land-Grant Colleges and State Universities. Two Michigan 4-H'ers, Max Benne and Evelyn Carlson, served as master and mistress of ceremonies, representing 4-H'ers throughout the country.

Five men who were pioneers in the establishment of the Center took part in the mortgage burning ceremony. They were J. O. Knapp, West Virginia Extension Director and Chairman of the Foundation's Board of Trustees; R. F. Poole, President of Clemson College; R. A. Turner, retired Extension 4-H Field Agent, for whom a Center Building is named; E. W. Aiton, the Foundation's first Executive Director; and W. A. Sutton, Extension Director, Georgia.

The National 4-H Club Foundation, an arm of the Cooperative Extension Service, has been charged by Extension with the responsibility for developing the National 4-H Club Center.

"ROADSIDE MARKETING FILM STRIP"

A series of 36 frames in color on marketing fruits and vegetables directly to consumers in the Garden State (New Jersey), this filmstrip brings out some principles of location, displaying, advertising, and merchandising. Can be cut up and put into 2 x 2 slides to fit your own needs in your State.

Members Plan Activities

(Continued from page 93)

they have been through the experience of good planning. Confidence grows because they feel they are working in an organization that has an important job to do and knows how to get it done in a business-like way.

Putting Heart into the Program

In Evergreen County the agents are not asking local leaders to "practice what I preach." They demonstrate by their own confidence, friendliness, respect for the individual and their way of working, how to work with boys and girls. Their trust in the leader's ability to plan and undertake responsibility; their helping hand placed where it is needed is a demonstration on how to conduct club work. As they "help people help themselves" they are showing the way to develop leadership in boys and girls. Beyond this, let's say attitudes are contagious. The enthusiasm of the agents in Evergreen County, their belief in club work is "catching."

Headwork

Experience *can* be the best teacher. But taking out a little insurance helps. The insurance on learning-by-doing comes when agents help leaders look at the process they have been through in planning in the council. They remind leaders that "the way we do it at our council meeting can carry over, with modification, to 4-H Club meetings."

Long Tenure

(Continued from page 92)

ganized with elected representatives from each local club, who are given complete responsibility for county events such as the 4-H Rally, county playday, the achievement program, an honor event for members, and the recognition event or banquet for leaders.

Illinois has never considered junior leadership as a project. Local club leaders instead are trained to look for developing members. As soon as a member has had enough experience and shows signs of accepting responsibility, it is given to him. As responsibilities are successfully met, more are given until the member is ready for appointment as a junior leader. In some cases, the junior leader has complete charge of a local club. We define a junior leader as one who is still enrolled in 4-H Club work. This device brought quick results. We found that boys appreciate responsibility and, when given opportunities to lead, will respond.

Our State 4-H Junior Leadership Camp, started in 1940, has been an asset in training junior leaders and glamorizing junior leadership. It is patterned much after the National 4-H Club Camp in Washington, D. C. To this we invite each county to send two girls from home economics and two boys from agriculture. Members attending elect a continuation committee of three boys and three girls who work with the State staff in planning and executing the program for the following year. These have been additional challenges to older members, and we believe it has been a vital factor in holding members longer.

Emphasis on the year-round local 4-H Club program has also helped to hold our older boys. Members are not so apt to drop out if there is no break in the program.

We believe that one of our most significant tools in holding members has been the development of a recognition plan so that each member can measure his progress from year to year in comparison with his own work, with desirable standards of accomplishment as a goal.

Good Human Relations

(Continued from page 94)

The following story tells you how it worked out in one of Arkansas' counties.

Pope County's Experience

Our problems are the same as many other agents in locating, training, and keeping 4-H local leaders. Our attempts at solving this problem are continual and ever changing. We find that it is necessary to have a good public relations program with the leaders, 4-H Club members, and parents if we succeed in maintaining adequate adult leadership.

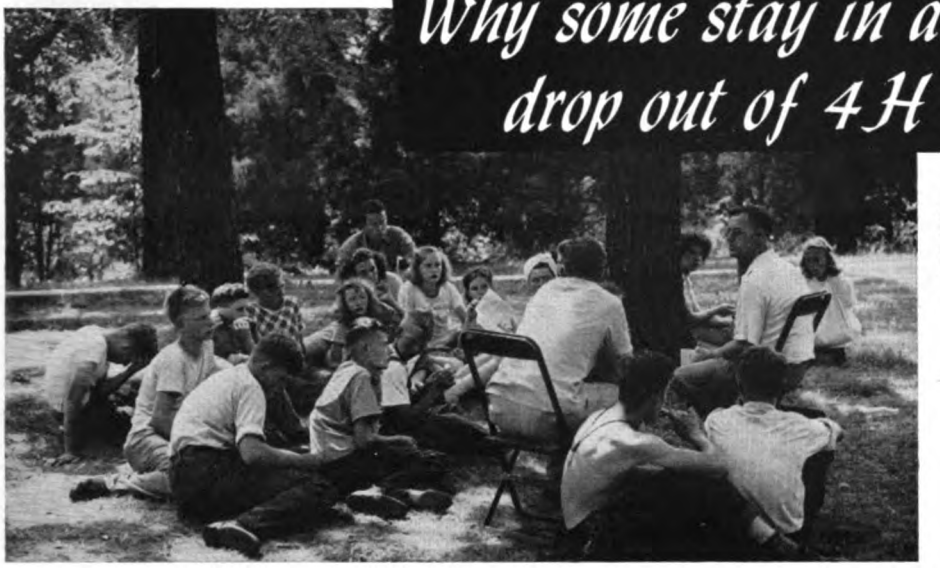
Enthusiastic 4-H members are a great asset in creating interest in prospective 4-H leaders. Usually in the selection of a new leader, 4-H members decide who they want and contact the person or persons themselves. After the prospective leader has agreed to assume the responsibilities as a 4-H leader for a certain club, either the home demonstration agent or county agent or both should arrange to see the leader and talk over the responsibilities and opportunities in being a 4-H leader.

The training process is never ending and we have found that it is necessary to vary the training program. In Pope County, there is an active 4-H leader's council which meets in regularly scheduled, quarterly meetings. This council plans all the 4-H countywide activities with the agents assuming only an advisory role. In addition to the leaders' council, three or more leader training meetings are held to train leaders for giving demonstrations, assisting 4-H members in completing records, and directing the recreation.

We have found area leader training meetings a great help in stimulating interest, enthusiasm, and in providing extra training. We have found that as leaders become more familiar with 4-H activities and accomplishments, their interest and value as a leader increases. Then it becomes our responsibility to keep leaders actively engaged in 4-H Club work.—*W. C. Young and Bernice Cook, Pope County Extension Agents, Ark.*

Why some stay in and others drop out of 4-H Clubs

JAMES H. COPP
Department of Rural Sociology, University of Wisconsin



Camps offer topnotch learning situations as photograph suggests, courtesy of Illinois 4-H campers.

KEEPING members in 4-H Club work is a basic and constant challenge for 4-H Club workers. Just as members grow with greater participation and learning, so do 4-H workers build a backlog of satisfying experience with the boys and girls who continue club work. Every member who drops out loses when he does not take full advantage of the opportunities for personal development offered by 4-H Club work, and the 4-H Club program, too, loses its effectiveness.

The size of this problem is shown by the fact that approximately one-third of all 4-H Club members drop out each year. Putting it another way, the average 4-H Club member remains in club work only about two and one-half years. This means that the club worker who wants to maintain the size of his club is continually adding new members, who must be given educational opportunities commensurate with their abilities.

Realizing that any effective solution of the drop-out problem depends on having the reasons back of it, college and extension people have been conducting research on the problem for the last 25 years. One of the most recent studies * was conducted at the University of Wisconsin by the writer and Robert C. Clark, former State 4-H Club leader. In this study a large number of factors were checked, including many studied earlier, to see if they were related to reenrollment. In a way then, this study can be viewed as a summary of our present knowledge about membership turnover in 4-H Clubs.

The study began in the spring of 1953 in four Wisconsin counties selected for differences in geographical location, urbanization, level of living, farm productivity, and complexity of county 4-H Club organization. Within each county, clubs with high and low drop-out rates were selected for intensive study. All members who dropped out and a random sample of those who reenrolled in these clubs were each personally interviewed in a private situation by trained interviewers using a carefully prepared schedule of questions.

A total of 625 boys and girls were interviewed. All of these young people had been club members in 1952, but approximately one-half were drop-outs at the time of the interviews. Therefore, in looking for clues to dropping out, it was possible to compare drop-outs with reenrollees.

The questions asked during the interviews were designed to get a well-rounded picture of the boy's or girl's situation inside and outside the 4-H Club. We asked about his home background and his parents' activities. We inquired about the interests of his brothers, sisters, and best friends. We also asked about his project and club experiences and about his vocational plans. We even checked his activities in school and in other groups.

The findings from this research confirm and extend most of the findings of earlier studies and also suggest some new leads that might be investigated in further studies of 4-H drop-outs. The fact that findings from other studies in different parts of the country are in agreement with our information suggests that 4-H Club workers have some well-established knowledge available for unraveling the problem of membership turnover.

Major Findings

When we began the study we hoped we would be able to say something about the relationship between the type of club and the proportion of members who drop out, and about the relationships between leadership and drop-out rates. However, we found that drop-out rates for the same club varied so much from one year to the next (even when the leaders didn't change) that we couldn't draw any reliable conclusions. Therefore, this article will discuss only the differences between

(*Continued on next page*)

* This article is based on the findings of a research project to be reported in a Wisconsin Agricultural Experiment Station Research Bulletin, Factors Associated with 4-H Club Re-enrollment, by James H. Copp and Robert C. Clark.

drop-outs and reenrollees rather than differences between clubs.

Early in the study we noticed that much dropping out was unavoidable, because it involved factors beyond the control of 4-H Club workers. Approximately 35 percent of the drop-outs occurred because of moving, club failure, work conflicts, departure for the armed services, marriage, or reaching the upper age limit for club membership. *Thus, at least one-third of the drop-outs didn't even have an opportunity to reenroll.* Since this study was more concerned with those who *chose* to drop out, the unavoidable drop-outs were excluded from the remainder of the analysis.

Looking at the boys and girls who had an opportunity to reenroll, we found that those who joined as soon as they became eligible for membership remained in club work longer than those who enrolled for the first time at a later age. Age at first enrollment appeared to be a more important consideration than present age in accounting for drop-outs. For example, there was no sharp increase in drop-out rates for boys and girls who had first joined at age ten.

This finding means that when boys and girls join at an early age they are more likely to remain in club work for a longer time. Older boys and girls are more likely to drop out early. It is possible that early joiners are more highly motivated to become 4-H members in the first place.

The strongest factor related to dropping out or staying in seemed to be what other young people are doing. If a member's brothers and sisters dropped out, he was likely to drop out. The same thing was true for best friends. If a member's best friends dropped out or never joined, he was likely to drop out. Dropping out or staying in was not always an individual matter, but often a reflection of what the member's closest acquaintances were doing.

We also found that the parents of members were an important factor in membership turnover. Drop-outs were more likely to come from homes with lower parental interest in 4-H work. That is, a higher proportion of those who reenrolled than of those who dropped out received help with their projects from their parents. Those who reenrolled more often thought their parents were interested in the 4-H program than members who dropped out.

Another indication of the importance of the home background was that drop-outs came from home backgrounds less favorable to successful 4-H work. Drop-outs tended to come more often from families with lower levels of living. Young people from families that were nonfarm or in which the mother worked outside the home were more inclined to drop out. Children tended to reflect the social patterns of their parents. A higher percentage of drop-outs came from homes where the parents were less active in community affairs and where transportation to meetings was a problem. Clearly, it is not only the member but also the parent in the background who is involved in membership turnover.

We noticed that drop-outs while they were members tended to be less active in 4-H than the boys and girls who reenrolled. The members who dropped out tended to have lower attendance at meetings, lower rates of project completion, and lower rates of participation in countywide 4-H Club activities and contests. In fact, it appears that future drop-outs may be detected by their low rate of present participation in their club. *Dropping out is more often a gradual withdrawal than a sudden decision.*

There were other findings as well. For instance, boys dropped out in about the same proportion as girls. Members of high school age who dropped out tended to be engaged in fewer extra-curricular school activities (musical, dramatic, and athletic) than members of high school age who stayed in club work. This finding contradicts the popular idea that high school activities interfere with 4-H Club work. Young people who are interested and active in 4-H by the time they enter high school can apparently take an active part in both programs.

Both boys and girls like land judging.

Boys and girls did not drop out because they found other youth organizations more attractive. Those who reenrolled actually tended to be more active in other organizations (FFA, FHA, church) than those who dropped out. The impression gained during the field work was that those 4-H members who were lost to competing youth organizations were no more successfully held by the other organizations.

There was very little difference between those who dropped out and those who reenrolled in their evaluation of 4-H experiences, or in the attitudes they expressed toward their clubs and 4-H Club work. If, indeed, this is true, it seems to suggest that the basis for dropping out or reenrolling lies not so much in the nature of 4-H Club work as in the boys' and girls' social environment outside the club.

What the Findings Suggest

Obviously there is no single cause largely responsible for failure to reenroll. Dropping out seems to be the net result of a combination of factors. It is of great significance that most of the findings reflect influences coming from outside 4-H, such as the family and the peer group, and brothers, sisters, and best friends.

The evidence from this study suggests clearly that the best way to retain members in 4-H Club work is to do the following: (1) Actively involve their families and friendship groups. (2) Give more and better attention to young members rather than to center time and effort on enrolling older boys and girls. (3) Be watchful and helpful to those who participate the least for they are potential drop-outs. (4) Realize that one-third of all dropping out is not preventable, because members do not have an opportunity to reenroll.

How To Make and Keep

4-H Friends

ENNETH H. ANDERSON,
ssociate Director
ational Committee for
oys and Girls Club
ork

A Maryland boy, George E. Bishoff, age 16, wins the tractor title at a Virginia exposition. Left to right, Gov. Thomas B. Stanley of Virginia, George Bishoff, James Cunningham of Milino, Fla., who won second place, and James G. Blake, a manager in the company that sponsored the program.

SEARCHING for more volunteer assistance? If so, don't overlook ie 4-H donors. Too often we think this group as being interested only giving awards, whereas their interest and potential extend far beond blue ribbons and medals, trolies and trips.

Donors are truly friends of 4-H. hey may be bank presidents, farm iplement dealers, store managers, rvice club officers, or teachers. any are local dealer representaves of national 4-H donor organiitions. And the degree to which iese folks are given opportunity to emonstrate public-spirited concern r 4-H depends largely upon you as county or State extension agent.

While awards represent a major ntribution of all 4-H donors, let's ok at other aids provided by donors the national level. Such a list ill suggest similar kinds of support r county and State 4-H programs. cluded are educational trips, holarships, literature, films, radio id television recognition, technical lp, funds for leadership training, eals and entertainment for special ents, meeting places, transportaon, equipment, newspaper and magazine publicity, and gift subscriptions to *National 4-H News*. In addition to these tangible aids, donors are also potential club leaders, guest speakers, and sometimes demonstrators of new methods. Lastly, but highly important to you as extension workers, is the fact that most national donors actively encourage their local dealer representatives to cooperate in the 4-H program.

In making 4-H contacts, let's remember that 4-H, with its top-ranking youth programs, deserves the support of top-ranking business and civic leaders. So don't be modest about contacting key officials of the organization whose support you are enlisting. If the company president believes in 4-H, you'll have the support of his staff.

Although letters of solicitation are helpful, the friendly personal call is naturally much more effective. It doesn't have to be made by the extension agent; it can be made by officers of the county 4-H council, the president of the 4-H leaders' association, or other volunteers.

Like parents and local leaders, donors must learn about 4-H, its purposes and policies, if they are to develop a warm interest in the program. So be prepared to tell the 4-H story fully—what it does for youth, families, and the community. Tell your story with enthusiasm! You're not asking for alms; you're inviting support of a youth program which has economic and social significance to your prospect. It is a privilege for anyone to cooperate in the 4-H program. After presenting the highlights of the program, you may wish to tell your prospect about its values in terms of service and public good will. If your proposal is one on which you can't expect an immediate decision, leave a proposal in writing. Then be sure to follow up with a personal call.

In your work with donors, you'll of course want to keep in mind your county and State 4-H objectives and policies. What's best for 4-H is also best for the donors. Your National 4-H Awards Handbook includes a page entitled "Criteria for Appraising a 4-H Awards Program." You'll find that the principles indicated apply equally well to any kind of donor support. Then, too, there's the USDA booklet on regulations governing the use of the name and emblem.

Now let's suppose you have a new 4-H donor. How can you maintain and heighten his interest? Remember, he's a volunteer assistant in your program, so treat him accordingly. Above all, don't enlist his support and forget about him. Pay your new donor friend a visit occasionally. Put him on the mailing list for State and county 4-H newsletters. Give him appropriate credit for his support. Keep him informed about the progress of the program. Invite him to State and county 4-H meetings. Perhaps he would also like to attend a local 4-H meeting or participate in a club tour. Give him a chance to see 4-H members in action. Your expressions of appreciation are important, but the joyful and spontaneous gratitude of youth is the best kind of thanks anyone can receive.

Iowa folks found the answer to FACTS—*So What?*

K. ROBERT KERN, Assistant Extension Editor, Iowa

JUST a look at the statistics tells you something big happened to 4-H Club work in Black Hawk County, Iowa last year.

In 1954 there were 34 clubs in the county with 634 members—469 from rural farm homes, 64 from rural non-farm, and 101 from urban homes. By March 1, 1956 these figures were 49 clubs with 709 members.

But the figures don't tell the magnificent extension story behind this remarkable growth of 4-H in one midwestern county. The plot of that story revolves around County Extension Director Paul Barger, now in his 30th year of Extension Service in Iowa, and Ramona Esbeck, home economist in the county for 8 years. Their contributions of vision and skilled professional leadership are the focal point. Other vital ingredients include a blending of scientific method, enlightened local leadership, and a great amount of involvement of club leaders and members in their own program.

This 4-H story grew out of a bold search for facts about the folks who live in the rural areas of Black Hawk County. It actually began when two Iowa State College men asked the county staff some questions about the rural people of the county, which Barger couldn't answer. One of them was "What percentage of the boys and girls of club age are members of your 4-H Clubs?"

The outgrowth was a detailed study of the people of Black Hawk County. (But that's another story in itself—one that we'll bring you in a later issue of the Review). This study provided the names of household heads, numbers of persons, approximate ages of young people, occupations and places of employment for all folks in the rural households.

The particular statistics that pertain to this story were these: A total of 1,812 4-H age boys and girls lived in rural households of Black Hawk County. Of that total, 1,246 lived in farm homes, with 469 then in 4-H; 566 lived in rural non-farm homes, with 64 then in 4-H.

Barger and Miss Esbeck, along with the county program development committee, looked long at these figures. For one thing, it was evident that the percentage of young people in club work was nothing to brag about. It also was obvious that the old pattern of a boys' club and a girls' club per township was no longer adequate. If all the youngsters could be enrolled, those 36 clubs would have to average 50 members each. One township alone had more than 250 4-H age youngsters within its lines.

After studying these facts the program committee and the extension staff framed three questions: How can this situation be changed? How can we help our leaders to see what our situation is? How and where should the changes start? Then they initiated a 3-step evaluation process that they credit with bringing the results mentioned in the beginning of this story.

One county club committee consisting of the 5 county committee members, 2 local leaders, and 2 mothers of 4-H members tackled the evaluation of the girls' program. A similar committee studied the boys' program, with similarly stimulating results.

Step 2 brought together a joint evaluation committee composed of the county girls' committee, county boys' committee, and four of the county's outstanding 4-H Club members. The extension staff also participated at each of these stages of program evaluation. The joint committee needed two meetings to cover the ground it set for itself. From the meetings came identification of problems in two major areas: organization and leader training. Factors in the organization problem were: parent interest, more members, new clubs, division of large clubs, role of older members, use of sponsoring committees, and the pattern of one club per township. Leader training included presentation of subject matter and better understanding of boys and girls.

Local club evaluation began with a meeting of the leadership of each club, including the club leaders, the sponsoring committee—parents of members who accept responsibility as club sponsors—club officers and a county staff member.

This was a new thinking process for many of the persons on these local club evaluation committees, so Extension personnel attended most of the meetings. The committees organized their evaluation around 6 questions:

Where do the members live?

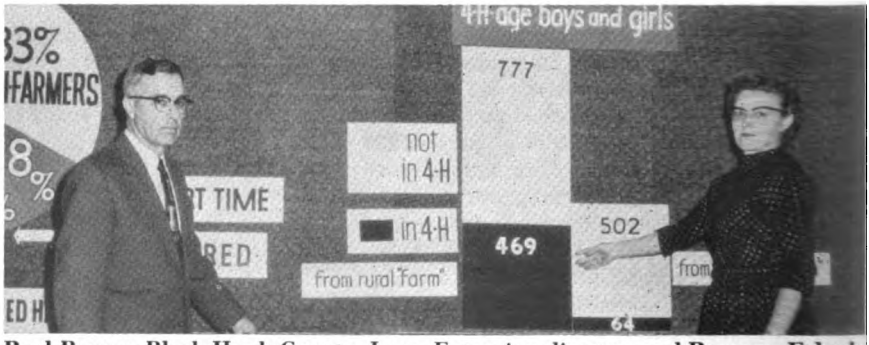
What ages are the members?

How many years have the members been in club work?

What did the club do well this year?

How can the club improve its program?

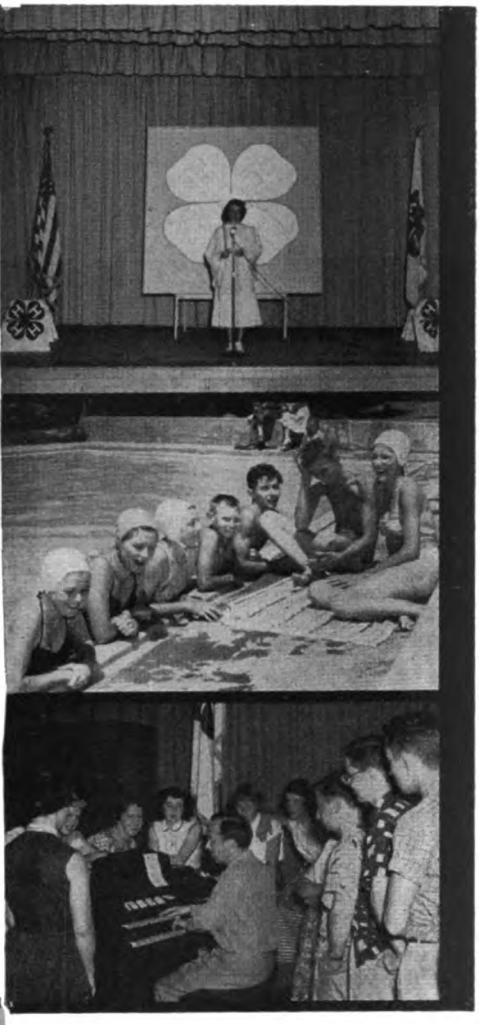
(Continued on page 102)



Paul Barger, Black Hawk County, Iowa, Extension director, and Ramona Esbeck, home economist, show on a flannelgraph chart what their study revealed on 4-H membership of the 1,812 4-H boys and girls living in Black Hawk County.

"Hi 4-H'ers" Set Their Own GUIDE POSTS

RUBY D. HARRIS, 4-H Program Director, California



Group activities for teen-agers are basic in a successful program.

WHY does California believe in its older boys and girls participating in "Hi 4-H Clubs? Do these clubs meet the needs and interests of high school age youth? Can such a group exist when its members also are active in the local community and project 4-H Clubs? How did this pattern develop?

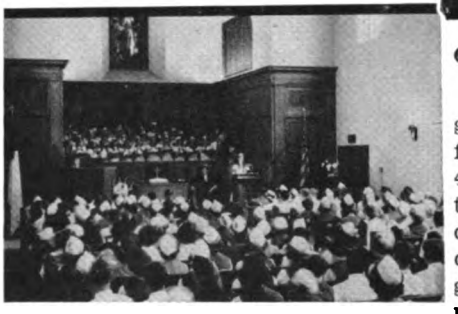
The "Hi 4-H" approach seems to be meeting older 4-H Club members' needs to belong, to learn skills, to receive recognition, to carry responsibility, and to be of service. It seems to be meeting the interests of teen-agers in providing opportunity for the development of wholesome boy and girl relationships, for participation in programs of their own planning for their own age group, providing for activities suitable for their youth and energy, and for getting satisfaction from participation.

In recent years, California's increased population has brought larger 4-H enrollment. This includes not only 10-year-olds as first-year members, but also many 13, 14, 15, and even 16-year-olds as first-year members. These high school age boys and girls did not object seriously to carrying project work with the younger members, but they did object to being barred from taking part in the programs of the so-called senior group.

For many years, a ranking system has been used as one of the incentives to retain the interest of older members. The "white cap" was earned by 14-year-olds who had completed four years of club work, thus distinguishing them from the "green cap" of general membership. The new group entering were not eligible to participate in senior activities because they had not completed the four years of club work. Counties used various methods of meeting this problem, calling this group Associate Seniors and allowing participation in certain activities, but no voting or carrying of program responsibilities. Obviously, this did not meet the needs of these new members.

A discussion group at the 1951 Junior Leader Conference suggested separating the ranking system from the activity program, and thus "Hi 4-H" was born! Membership in Hi 4-H became open to any bona fide 4-H Club member upon completion of the eighth grade of school.

Each county then developed its own program for a "Hi 4-H" Club, if it wished to organize one. The State office assisted upon request, but refrained from promoting the new adventure in the belief that if the program were to meet the need, the older members themselves would ask



for it. This they did. In 1955, 42 of the 53 counties had "Hi 4-H" Clubs, with a membership nearing the 3,000 mark. Hi 4-H, like Topsy, has grown practically by itself and is now so well established that requests for statewide procedures and policies poured into the 1956 State Extension 4-H Advisory Committee.

Programs for "Hi 4-H" Clubs have been planned and will continue to be planned and developed by the members themselves, with leader guidance. In order to secure facts for study and recommendation of the 4-H Advisory Committee, some practical program research has been done. One county "Hi 4-H" Club requested assistance in planning a program which would interest more members and increase attendance. The research person, acting as a discussion leader, asked each member to think of the best meeting he had ever attended, then discuss with his neighbor why he thought it was a good meeting. After brief discussion, members gave reasons to the whole group. These were listed on a blackboard: (1) There was variety, (2) we learned something, (3) everybody got into the act, (4) we had a good speaker, (5) there was food and

(Continued on next page)

fun, (6) we stopped while it was still good, (7) we started and stopped on time, which meant that parents didn't have to wait or ask members to leave before the meeting was over.

Stated in slightly different terms, aren't these the criteria for good meetings which are used by group work experts?

Programs providing opportunities to carry responsibility and be of service to 4-H Club work have been most successful. Committees in "Hi 4-H," paralleling those of the county club council of adult leaders, have provided opportunities for leadership training and experience, for recognition of good work, and for rendering service. These committees include such activities as exhibit days, fairs, achievement programs, field trips, tours, and summer camps. Relationships between adults and teen-agers have improved through the increased understanding brought about by working together toward a common goal. Older members are now assuming more of the leadership roles in these activities.

Community service activities include work in such areas as the following: Welcome signs to towns; highway, park, school, and church clean-up campaigns; safety programs; Christmas caroling; baskets and gifts; disaster relief; seeds for Korea; finding host families for incoming IFYEs; money raising for polio, heart, and crippled children's funds; and "get out the votes" campaign, especially for school bonds.

Programs for club meetings have included talks on how to make introductions; dating; social customs for train travel; use of hotels; the senior prom; appearance; and grooming. Methods of getting the ideas across have varied to fit the topic and change the pace. For example, the film "Introductions" was followed by role-playing the situations in which boys and girls need to make the proper introductions. Practice in a situation where all are play-acting relieves the feeling of self-consciousness.

Specialists in various fields have been guest speakers and discussion leaders at meetings. Other programs presented have been panels, round table discussions, quiz programs, and town hall meetings on such topics as Working for Peace, Citizenship Responsibilities, the IFYE Program, Contests and Awards, and Public Affairs.

Recreation plays an important part in each meeting. Special beach parties, snow parties, hay rides, and dances provide ample opportunities for boy-girl relationships in a group situation, thus making the step to formal dating an easier one.

At this age boys and girls are forming their philosophies for living and have strong spiritual values. The members like to write and present candle lighting and capping ceremonies for new members, installation of officers' ceremonies, and ceremonies for closing events at conferences and summer camps.

A stranger asked Socrates the way to Mt. Olympus. Pointing toward the mountain, Socrates said simply, "Do all your walking in that direction." We think we are headed in the right direction if we follow the guide posts indicated by the "Hi 4-Hers"!

Iowa Folks Found Answer

(Continued from page 100)

What can we recommend for the club next year?

Consideration of these questions was a major factor in the whole process that has brightened the 4-H outlook in Black Hawk County. Most club committees were quick to recognize their problems and they came up with ideas for solving them.

Five conclusions were reached:

- There are not enough boys and girls in 4-H.
- One club per township is not enough.
- Some clubs have become too large.
- The club program must fit needs and interests of different ages.
- Self-evaluation leads to stronger clubs.

Barger and Miss Esbeck can see real progress in the results and actions that followed the 3-step evaluation process. The one-club-per-township barrier has been broken. Cedar Falls Township, which adjoins industrial Waterloo, now has six clubs, and five other townships have three or more. The way was paved for dividing the larger clubs into smaller clubs. Fifteen new clubs in the first year have followed these two changes in local club philosophy. The clubs are stronger, too. Barger and Miss Esbeck give the credit for this strength to the evaluation process and the boost to the program that came with unifying 4-H with the township annual meetings.

That unification is the last chapter to date of this story of 4-H growth in Black Hawk County. This is the background. For many years there had been fall 4-H booster meetings held in each township to get enrollments and promote 4-H. Because the new Agricultural Extension Law in Iowa required an election meeting in each township this past November or December, the 4-H committees and the County Agricultural Extension Council decided to join these two events into one meeting in each township.

A lot of work went into these meetings. District training meetings were held for folks who would work in each township. The workers included the current council member. 4-H leaders, 4-H officers, and 4-H sponsoring committees, plus election officers prescribed by law for the council elections.

The 4-H story was told in each of these township programs. At each 30 minutes of the 1-hour program, time was devoted to 4-H, with reports by club presidents, skits or other numbers that involved all 4-H members of the township, and selection of township sponsoring committees. Besides the boost for 4-H in general, these meetings helped identify it with the overall extension program for the nearly 1,300 persons who attended.

If there's a secret to the Black Hawk County 4-H story, Paul Barger and Ramona Esbeck say that *involving people* is the key to successful club work. Actually, 278 persons took part in evaluating the county and local club program, more than 288 other adults and members helped plan or participate in the township meetings, and another 800 or so saw 4-H members in action and learned firsthand what 4-H means to Black Hawk County.

OUR TIME-USE STUDY

Here's what happened when we applied the findings

JOHN D. MARCHANT and M. PAULINE ROWE
Vermont State 4-H Club Leaders

Lillian Andrews, Franklin County, Vt. 4-H Club agent, and John Adams, Lamoille County, agent, smile at the prospect of getting a summary account from the local leaders, instead of all individual member records. This resulted from the Time-Use study.

DURING the 5 years that have elapsed since the county 4-H club agents in Vermont made a study of how they used their time on the job, several shifts in emphasis and in use of time have been accomplished.

An important achievement has been the *reduction in detail* in the club agent's office. Prior to the study, each club member sent to the agent an individual record for each project. Today, the local leaders review the project records and send to the agent a summary report for the club. This change in procedure has helped the leaders evaluate their members' progress and has enabled the agents to prepare their annual reports more efficiently.

Leadership Increase

The study showed that agents spent much of their organizational efforts on securing volunteer leaders for local clubs. The new emphasis is to develop *community 4-H Club committees* to determine the place of 4-H work in the community and to recruit leadership.

By the end of 1955, approximately 100 such committees had organized in the State, with a membership of about 500 men and women. The 920 volunteer men and women assisting with the 4-H Club program in 1950 had expanded to 1,806 in 1955, including the club leaders, project leaders, and community committee members.

Project leaders have increased greatly since the study was made. Many clubs now have a separate leader to give instruction in each project. This is in addition to the club leader who assists the club with organization, recreation, and community service. In 1955, there were 500 project leaders in addition to the 556 organization leaders serving the State's 477 local clubs.

Increased training for leaders went hand in hand with expanded recruitment. In 1950, the club agents' reports showed an attendance of 3,053 at 162 leader-training meetings, as compared to 4,380 leaders attending 331 training meetings this past year.

Further help for leaders came through the establishment of a series of training meetings, both spring and fall, on a district or intercounty basis. Prior to the study, a statewide leader-training conference had drawn an average attendance of 25 each year. In contrast, more than a hundred leaders have attended each series of district meetings.

Another timesaving effort was made in combining several State project events into one State 4-H Club Day. Recognition for more members at the State Day has been made possible through the elimination of judging in most events. Similar reduction of detail at events has been achieved in several counties.

The time-use study revealed that club agents were spending 14 percent of their time in planning and administering 4-H camping programs. In an effort to make time devoted to camping more effective, a statewide program of counselor training has been developed. Some responsibilities of agents at district camps have shifted to hired staff members.

Constant Evaluation Necessary

One of the study's most important contributions to staff efficiency has been the realization of need for constant evaluation of programs, activities, and methods.

Mrs. Laurel Sabrosky of the Division of Extension Research and Training, Federal Extension Service, helped summarize and analyze the data from this study which gave agents the clues to using their time more effectively.

A report on the findings and the way in which the study was conducted was prepared by Harriet Proctor, Addison County Club Agent, for the September 1955 Extension Service Review.

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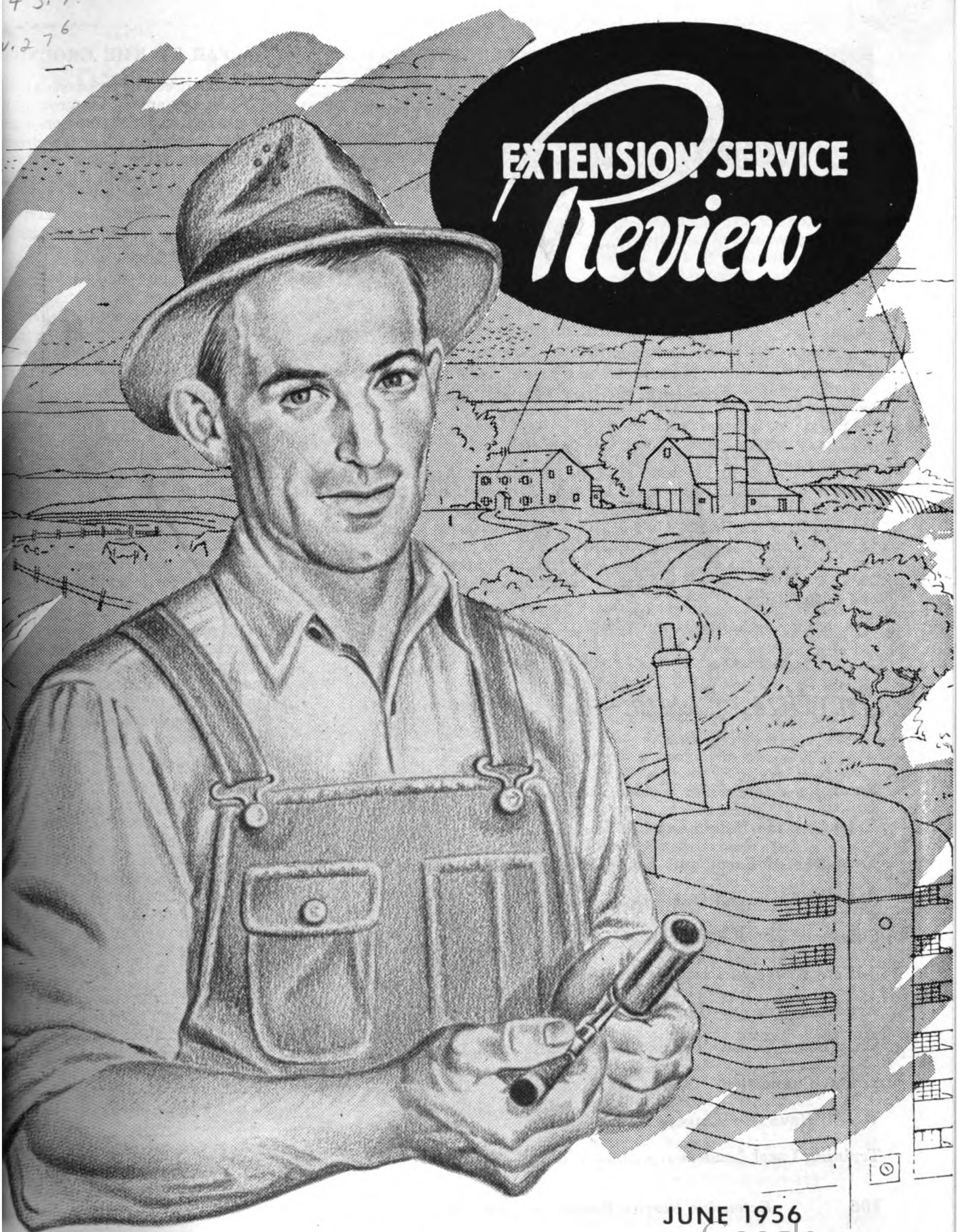
NATIONAL WINNERS in 4-H achievement, leadership and citizenship present President Eisenhower the 1956 4-H story book. *For details see page 90.*

EXTENSION SERVICE Review



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LESTER A. SCHLUP, *Director*
CATHERINE W. BEAUCHAMP, *Editor*
DOROTHY L. BIGELOW, *Associate Editor*

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In this Issue—

EAR TO THE GROUND

SIX more county extension workers are now among my growing list of personal acquaintances on county staffs. Last week I had the pleasure of meeting Mary Kurtz and Mary Jane Hull of Cambria County; Betty Jane Nairn, James Bochy, and Paul Anderson of Somerset County; and C. B. Forney of Centre County, all in Pennsylvania.

At the County Homemakers' Days I was impressed at how skillfully the extension home economists kept the local leaders and group officers in the foreground, giving credit and recognition where it is deserved and counts for so much.

At the Somerset meeting James Bochy and Paul Anderson joined the women at lunch so they could be introduced and become better known among them. In Mr. Bochy's brief talk, he said that the women were making a valuable contribution to farm life in helping their husbands keep records and in reading to keep up to date, for today's agriculture is big business.

It is good to see a close-knit county extension staff, each supporting the other's work. I understand that farm and home development is adding more opportunities for correlating the services of extension agricultural agents and home economists.

Purely for efficiency's sake, it seems essential for a staff to work close together if they want to get the most accomplished. Time is a precious commodity for all of us. I noted that county Extension offices in Pennsylvania receive a sheaf of news releases every week from the State office to help them keep their people informed of the latest applied research news. Selecting and adapting the information suitable to a county is a big job.

Pennsylvania Extension, like many others, is wisely helping county staffs utilize information to the best advantage by occasionally holding all-day training sessions on effective communications.—C.W.B.

Extension Around the World

E. H. LEKER, Federal Extension Service

THE extension program has passed the half century mark in its service to the rural people in America. The teaching methods of the Extension Service are unique in the educational field and have contributed much to the spectacular progress which American agriculture has made in recent decades. It is an American institution, and only in recent years have its methods of teaching been introduced to other countries of the world. Many countries are now adopting our principles of extension teaching in an effort to increase their production of foods and fiber and to improve their standards of living.

During the second World War many countries were faced with the problem of providing an adequate food supply to feed their people. The American farmer can well be proud of the way in which he stepped up the production of food and fiber during and after the war, not only to take care of our own needs but also to help feed the starving people of other countries. Such a practice is highly desirable and commendable during periods of emergency but a far better plan is the one followed by the Extension Service for so many years of helping people to help themselves.

The Congress of the United States recognized the need for this type of assistance and passed legislation beginning in the forties which made provisions for offering technical assistance to selected countries in need of help. Several government agencies have functioned in this capacity since the passage of enabling legislation. At the present time the International Cooperation Administration of the Department of State is the principal government agency sponsoring programs of this type. The United Nations agencies are also very active in this field of endeavor as are many other public and private agencies and organizations.

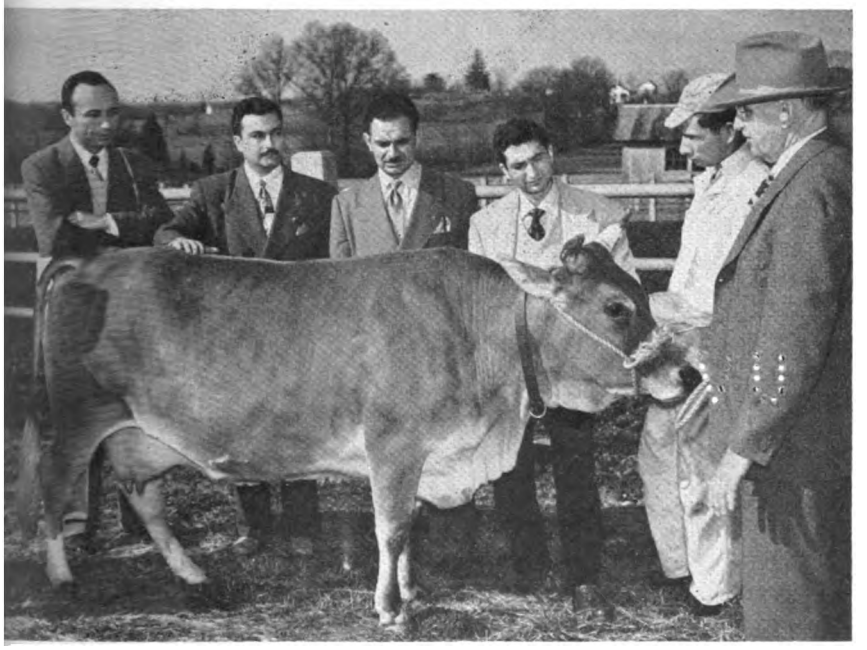
The Cooperative Extension Service and the other services of the United States Department of Agriculture have been called upon by sponsoring agencies to aid in the various technical assistance programs in the field of agriculture and home economics. Land-grant colleges and universities and other agencies and organizations in the States have also had an important role to play in the conduct of such programs. The training of foreign nationals in extension work is only a part of a much larger program in agricultural and home economics education which is being accomplished.

A foreign training division has been set up in the Foreign Agricultural Service of the USDA to coordinate all of the foreign training programs which involve the Department of Agriculture. That division works with the various other services of the Department in setting up programs of study and training. All training programs dealing with extension activities are referred to the Foreign Student Branch of the Federal Extension Service for assistance in program development and supervision.

The Federal Extension Service was first called upon to handle training programs in Extension for foreign nationals in 1944. That year marks the beginning of foreign training programs in Extension and the setting up of the Foreign Student Branch to handle such programs in the Federal office. During the first year, programs were planned and conducted for 35 participants. The number requesting training in Extension increased slowly year by year until 1950 and 1951 when the numbers of participants were increased materially.

During the last 3 years from 650 to 700 persons have participated in various phases of extension training work each year. A significant change has also taken place since 1953 in the kind of participants assigned to the Foreign Student Branch for training in Extension. Prior to that time most of the trainees were younger men and women such as the farm practice trainees, the IFYEs and professional people holding positions of lesser responsibility. In recent years sponsoring organizations such as ICA have stressed the selection of participants from top-level positions in the respective countries.

(*Continued on page* 112)



During a visit to Washington, D. C., Turkish technicians spent some time at the Department of Agriculture Research Center at Beltsville, Md. Dr. Thomas W. Moseley is holding the halter of a crossbred Jersey-Brahma cow.

Unexplored Frontiers in Extending the Influence of *IFYE*

WARREN SCHMIDT
IFYE Coordinator,
4-H Club Foundation

EVERY year when the new automobile models are unveiled it seems a little strange that men once had the same "up to the minute" feeling when they saw the first model T Ford. It's harder still to project oneself ahead 10 years or so when this year's model will look awkward and old fashioned.

The annual model of the extension program is not quite so obviously dated, but it is changing nonetheless. The traditional American view of progress starts with the assumption that today will be out of date tomorrow. It is no accident that 4-H Club work is dedicated to "making the best better."

Next year will mark the tenth anniversay of the International Farm Youth Exchange (IFYE). Those of us directly associated with this project have been pleased with its rapid acceptance and continued growth as a part of the extension youth program. It is difficult to think of today's popular and successful IFYE program as an "early" model. Yet there are indications that we have only begun to capitalize on its unique educational potential.

New frontiers invite exploration during IFYE's second decade. No one can say what the 1967 model will be like, but here are some possible clues of things to come.

Evaluation and research in the field of cross-cultural education clearly indicates that international exchange can be a potent educational force. At the same time, it has challenged some of our earlier assumptions that good will and understanding will result automatically from personal contacts alone. As more is learned in this field, the new knowledge is bound to affect practices in the selection and orientation of IFYE participants, including host families.

What is the future role of the growing number of IFYE alumni? These dynamic young people are reluctant to be "has beens" after completing the period of intensive reports on their experiences abroad. Their unique training and enthusiasm represent an important leadership and educational resources. Many have indicated they stand ready to serve. Perhaps, like industry, we will have to learn how to make better use of our "by-products."

What of IFYE host families? With the early emphasis on the outgoing delegates and visiting exchangees, we have tended to take the host families for granted. What opportunities are there to help make the IFYE experience more meaningful for the family as well as more profitable for the exchangee? How can the family share its expericence with the community both during and after the exchangee's visit? What is the county extension worker's opportunity and responsibility in this connection?

Our concept of exchange program thus far has been that they are basically for the purpose of learning about the other fellow. While this is an important objective, it is becoming increasingly clear that cross-cultural contact is equally an opportunity to learn to better understand ourselves. Just as the United States delegate get a new understanding of American life from the perspective of a distant land, so we at home can get a new view of ourselves by using the visiting exchangees as a mirror. We have only begun to take advantage of this opportunity, which is not achieved at the expense of better understanding of or by the exchangee, but rather

(*Continued on page 110*)

Roberta F. Virden of Riverside, Calif., assists Mrs. Sylvie Stievenart in the Stievenart kitchen at Athis, Belgium.

Earmarks of Farm and Home Development

"Earmarks of Farm and Home Development" was prepared by a subcommittee on the Farm and Home Unit Approach task force of the Federal Extension Service. This statement was discussed and agreed to by all members of the task force as a way of indicating the concept of this method of doing extension work and what it involves. It is in no sense to be the final word. The statement has stimulated a great deal of interest and it is hoped that this will provide a basis for further productive thinking and discussion.

The purpose of this statement is to help extension workers gain a more uniform concept of Farm and Home Development and what is involved in this method of doing extension work. It might be used as a yardstick for determining whether or not extension endeavors labeled Farm and Home Development measure up to the standards set forth.

Perhaps the difficulty in arriving at a common understanding of Farm and Home Development stems, in part, from these characteristics:

1. The term itself is relative, not absolute.
2. It is a matter of intent as well as things.
3. It involves the abstract as well as the concrete.
4. Both ideals and action are essential.
5. It is a combination of multiple elements, not a single-phase affair.
6. It is a continuing process.

In a general sense, any improvement in the farm or in the home might be called farm and home development. But as an extension method, and in its specific sense, *Farm and Home Development* has these unique characteristics:

I. Farm and Home Development is a family experience that:

A. *Involves*:
1. Family participation.
2. Extension assistance.
3. The farm and the home a complete unit.
4. Awareness of needs and problems.
5. Desire for improvement.
6. Willingness to take action.
7. Acceptance of responsibility.

B. *Requires*:
1. The family to formulate immediate and longtime goals that are a part of the written plan and that give recognition to priorities.
2. Careful study of all resources,* and present farm and home operating procedures to detect strengths and weaknesses.
3. Study, testing, and selection of alternative solutions to problems.

* The term resources, as used here, includes not only material things such as land, equipment, and capital; labor or skills; but such intangibles as present or potential knowledge, counsel, credit, technical assistance. It includes all sources of useful and available aid.

C. *Producer*:
1. A plan of action that brings
   (a) desirable changes related to the family goals.
   (b) improvement in the organization of the farm-home business.
2. Adoption of improved practices that:
   (a) complement each other.
   (b) are related to the total farm and home enterprise.
3. Improvement in soil productivity.
4. Skill in dealing with problems as they relate to the whole.
5. Increased family ability to recognize and solve problems.

D. *Results in*:
1. Attainment of family needs and wants, such as
   (a) improved family living.
   (b) higher net income.
   (c) more leisure.
   (d) economic security.
2. Changes in attitudes, appreciations, and values.
3. Greater acceptance of citizenship responsibilities.
4. Fuller appreciation of the demands of modern farm science.

II. Farm and Home Development is:
A. Not merely intensification of extension assistance, although intensification is a usual consequence.
B. Not simply decision making, although decision making is an important part of the process.
C. Not merely farm planning, though planning of the farm and home enterprise is essential.
D. Not simply a method of dealing with problems or practices singly, but in their relation to the total.
E. Not just as a matter of gaining the family's confidence, though this is the starting point the same as with any extension endeavor.
F. Not community development, except as development of the farm and the home contributes to the community.
G. Not just an on-the-farm advisory service, though some individual service is usually required.

III. Viewed as a process, Farm and Home Development is characterized by:
A. Family action, supported by extension help.
B. Consideration of the farm and the home as a unit.
C. Consideration of individual problems in relation to the whole.
D. The family *consciously* going through the process of weighing:
1. Needs and desires.
2. Problems and obstacles.
3. Alternative solutions.
4. Resources.

(*Continued on next page*)

(*Continued from page 109*)

E. The family determining priorities among needs and desires, and procedures for implementing the improved farming and homemaking system which forms the written plan.

F. The family applying its plan as rapidly as feasible using improved practices in combination with each other where changes are needed.

G. The family taking count of results to determine whether:
   1. Production is more efficient and profitable.
   2. Family living is improved.
   3. Other family goals are being attained.

H. The family making adjustments in its system of farming and home-making as needed.

IV. The breadth of vision required in teaching Farm and Home Development as compared with other extension methods may be illustrated by the attitude of the third man in the following story. In answer to the question "What are you doing?," one bricklayer replied, "I'm laying bricks." Another stated that he was building a wall. The third said, "I'm helping Sir Christopher Wren build a great Cathedral."

THE BRICKS OF ADOPTED PRACTICES, WITHOUT A PLAN, WILL NOT BUILD A CATHEDRAL

Members of Federal Extension Service Unit Approach Task Force: Chairman Otto C. Croy, E. W. Aiton, E. P. Callahan, J. B. Claar, Loretta Cowden, James E. Crosby, Jr., Beatrice Frangquist, Virgil Gilman, Mena Hogan, Eunice Heywood, Starley Hunter, Joseph Matthews, E. J. Niederfrank, J. R. Paulling, Bryan Phifer, Charles Sheffield, P. H. Stone, Helen Turner, and Lawrence Vaughan.

IFYE

(*Continued from page 108*)

strengthens and deepens understanding among all concerned.

In the past, there has been a tendency to think of IFYE as an extracurricular activity. More recently, however, new ways are being discovered to integrate the IFYE experience into various aspects of the extension program. An exchangee assists a home demonstration agent with her county international cookery project. A group of IFYE alumni provide a stimulating panel on the home life in their host countries for a State Family Conference. An exchangee raises questions challenging the thinking of a group of farmers discussing farm policy. A United States delegate brings home a list of names and addresses and stimulates pen pal correspondence among the 4-H Club members of his State. I believe we will discover and develop a great variety of such IFYE-related extension activities in the years ahead. As we do so, we will come to see IFYE less as an interesting novelty and more as a fundamental educational experience.

In several States integration of IFYE into the extension program is implemented by a State IFYE committee on which are representatives of the various divisions of Extension and the land-grant college. Bringing these people in direct touch with the project not only broadens interest and support, but insures the more effective use of the program.

In recent years, increased attention has been given to strengthening and further developing citizenship activities within the 4-H Club program. IFYE is a natural culmination of a series of interrelated learning or growing experiences contributing to citizenship. The further development of this broader program will no doubt open new yet unknown frontiers for IFYE.

National 4-H Statistics

Enrollment: 1954—2,104,787

...4-H Club work is still growing.
1955—2,155,952

...More girls than boys are enrolled.
Boys— 961,455
Girls—1,194,497

...79.7 percent completed their projects in 1955.

...The average age of club members remains about constant at 12.6. Most boys and girls join clubs when they are 10 years of age.

...Projects in which enrollment has increased rapidly are:

	1953	*1955*
Entomology	19,014	27,936
Tractor Maintenance	59,312	70,276
Electricity	80,320	96,629
Farm Shop	28,569	35,637
Child Care	37,027	48,290
Junior Leadership	91,876	103,181

...Most popular projects according to enrollments:

Clothing	707,855
Meal planning and preparation	635,569
Health, nursing, first aid	284,629
Vegetable growing	276,781
Home furnishings and room improvement	189,629
Home industries, arts, crafts	182,124
Canning and preserving	180,509
Swine	175,480
Poultry	167,925
Beautification of home grounds	150,605
Beef cattle	138,008
Dairy cattle	134,176
Corn	117,992
Home management	104,461
Junior leadership	103,181
Electricity	95,629
Freezing of foods	85,076
Tractor maintenance	70,276
Child care	48,290
Sheep	45,145
Entomology	27,936

...An average agent enrolled 604 members per year of time devoted to 4-H Club work. This has been a fairly constant figure.

....Great help has been given by local 4-H Club leaders, the number steadily increasing.
1953—309,592
1955—357,652

...Of the 357,652 local leaders—

Men	103,467
Women	166,513
Older club boys	34,312
Older club girls	53,360

We all share in . . .

FARM and HOME DECISIONS

RS. HIGHT PROFFIT, Evanston, Wyo.
ocal 4-H Club Leader and President,
inta County Home Demonstration Council

The Proffit family of Evanston, Wyo., enjoy doing things together. The 3 teen-agers have been 4-H Club members since they were 10; Mr. and Mrs. Proffit are 4-H Club leaders.

OES 4-H have a part in the farm, ranch, and home development ·ogram? In our case, at least, the ıswer is decidedly affirmative.

In our family are three teen-agers, ›ys 16 and 15, and a daughter, 14, l of whom have been since they ere old enough, and still are, active H'ers. Their projects have inuded clothing, foods, livestock and ›me improvement. Both my husınd and I have been 4-H leaders, ıd we ourselves have gained much ırough our association with 4-H.

As I understand it, the purpose of ıe farm, ranch and home developıent plan, is to see as a unit all gricultural endeavors and all the ımily affairs.

As we became interested and inılved through the efforts of our ›unty agent and home demonstraon agent in farm and home deılopment, our longtime plans showed ; clearly what our immediate work ıould be, that all effort and money ıould be put to work to increase ınch income. This involved imroving certain parts of the ranch, ›taining some additional equipment, ılling livestock, and similar enıeavors.

Here is how 4-H helped in our imıediate and longtime plan. 4-H ·aining and records came to the ɛscue many times. We had been a ttle lax in the keeping of some recrds not directly necessary for our ıcome tax return, but all the in›rmation we lacked we found in the ɛcords of our conscientious 4-H ɛcord-keepers—a small matter, peraps, but wonderful training for the uture, training which we, as parnts, failed to get in our youth.

Before we entered into this plan we had already decided that, as a family, our two-bedroom home was not adequate for good family living. We knew that we must build an addition to our home, and this would involve installing a heating system and a partial basement to cost about $3000. Although we knew that we should not incur additional debt at this time, we also realized that our children would not be at home with us for too many more years. After many discussions in which the entire family participated, we decided to go ahead with the building, doing as much of the work ourselves as we possibly could.

Here again, 4-H came into the picture. All three of the older children took home improvement projects. These involved floor and woodwork finishing, helping to finish and paint the walls which were made of sheetrock, planning for clothing storage and a study center, which in turn involved a study of the principles of good lighting and color harmony.

To get the kind of a lamp the boys wanted for their study center, one made of horseshoes welded together and meeting the specifications of a certified lamp, one boy worked for a neighbor for 2 days in return for the necessary welding and wiring required to finish the lamp. As a reward for his well-kept records, the other boy won the county home improvement record award. The prize was a beautiful certified study lamp which is a wonderful addition to our living room.

The clothing storage problems were of great interest to all the family. How to make the storage convenient and serve the individual needs was a problem we enjoyed working on. The boys built a long wardrobe across one end of their bedroom, making a definite place for things. Sliding doors were accomplished by the boys with hinged doors above the hanging space and drawers for extra bedding and their band instruments. The girls' clothing storage closet included a rack, which the boys made, just right for skirts.

It is difficult to explain the value derived from the clothing and food projects. The knowledge from these will be invaluable as long as both my daughters and I shall live. We are learning not only how to sew and cook, but how to buy, how to use our hands, and take pride in a thing well done. Doesn't this contribute to better family living?

As for the livestock projects, since it is by means of livestock that we make our living, these are perhaps most important to the wage earners of our family. The knowledge the boys have gained through their study and judging practices has been so helpful in culling and deciding which animals to sell and which to keep, both for their future projects and for the family animals as well.

When the 4-H sheep records kept by the boys the past 7 years were analyzed, they showed that maximum returns have not been received because wool production per head was too low and the selling weight per lamb was also low. This information helped us to make our decisions con-

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Through Extension Efforts . . .

Indiana Septic Tank Makers Help to Safeguard Rural Residents' Health

EVERY extension worker knows that new projects begin with a need.

This was true of our septic tank program.

Indiana people have been following the national trend by leaving congested city areas and moving to the country. One of the problems that followed was the installation of satisfactory septic tanks.

To insure a safe, sanitary environment, private sewerage systems have to be properly installed. The size and construction of the tank, the location and its installation all have a bearing on the efficiency of the system. Many people were uninformed on these matters.

When extension workers found how general these problems were, meetings were held over the State to educate people about private sewerage systems. In many counties, demonstrations were given on how to properly install a septic tank and secondary systems. In some demonstrations, a septic tank was built; at others a precast septic tank was installed.

We learned that there was little uniformity among the precast tanks being built. Some manufacturers were making tanks of inadequate size or poor quality. To help them improve their product, representatives of the Indiana State Board of Health, Purdue University Agricultural Extension Service, and the Portland Cement Association met to discuss the matter.

First we needed to know the names of the septic tank manufacturers in Indiana. A questionnaire to all county extension agents resulted in a list of 150 names. Our next step was a conference to which the manufacturers were invited. Quality control was the theme of the meeting. Held at Purdue University, it attracted 81 interested manufacturers.

With names of persons suggested by the manufacturers, a planning committee of 9 was set up and a subcommittee appointed to draw up a tentative constitution and bylaws for an association.

At the second annual conference, held at the State Board of Health offices in Indianapolis, the manufacturers voted to form the Indiana Precast Septic Tank Manufacturers Association, Inc. Their objectives show that these men are in earnest about making practical septic tanks that will be safe and useful. The formation of this organization indicates that a good start has been made toward the solution of one very important health problem in Indiana.

The third annual conference was held March 26 and 27, 1956 at Purdue, with approximately 100 attending. The association got off to a good start with 30 charter members.—*George Nuffer, Extension Health Specialist, Indiana; and Homer Neisz, Farm Field Engineer, Portland Cement Association.*

Remember the TRAFFIC SAFETY CONTEST for County Home Demonstration Councils. All entries due July 15, 1956 to Mrs. Homer Greene, National Health and Safety Chairman, National Home Demonstration Council, c/o Automotive Safety Foundation, 200 Ring Building, Washington 6, D. C.

AROUND THE WORLD

(*Continued from page 107*)

These people are in a much better position to organize and start extension work in their home countries.

Records are not available as to the total number of countries which have organized extension work or are conducting programs in agricultural and home economics education along extension lines. However, the number is large and includes many countries from every continent. The 1956 issue of "Trainee Trails," a newsletter we send to former participants in extension programs, gives a brief listing of what is being accomplished in 28 countries in youth work.

Most of these youth clubs are patterned after our 4-H Clubs. Many countries, in addition to those 28 also have youth clubs of this type but reports on their activities are not available to us at this time. The International Cooperation Administration is now taking steps to conduct studies on what is being accomplished in various countries by former participants after their return to their home country.

While we do not have complete records as to what is being accomplished in other countries in the field of agriculture and home economics Extension, we do have records which tell of the noteworthy accomplishments of many individuals who have studied and observed extension methods of teaching in the United States.

During the fiscal year 1955 the Foreign Student Branch planned and supervised programs in Extension for 673 foreign nationals from 73 countries. A report of the Foreign Agricultural Service for fiscal year 1955 shows a total of 1,897 foreign nationals taking part in all agricultural programs. Since 1944, 3,787 men and 628 women from 97 countries have participated in extension training programs handled by the Foreign Student Branch.

We know that hundreds of readers of the Review—county agricultural agents, home demonstration agents, State leaders and specialists, and others—have contributed much to this foreign training program. We think you would like to know, and deserve to know, what the fruits of your efforts are along this line.

West Virginia 4-H'ers Active in PROGRAM PROJECTION

BONNIE A. PECK, Summers County 4-H Club Agent, West Virginia

FORTUNATELY for us, Summers County of West Virginia was chosen as one of the initial counties to participate in Program Projection. This is a concerted, all-out effort to reexamine and redevelop our county extension program.

So many changes have come about in the last 25 years that it's difficult to adjust a program to them. We have found it a fascinating study to try and look at our county objectively, to evaluate our program, and visualize a more dynamic one for the years ahead.

With the completion of the Bluestone Dam, 200 or more farm families had to be relocated. Small industries have located near many rural communities. Part-time farming is becoming more general; drive-in theaters and television are providing evening entertainment. All these changes are influencing our extension program.

Out of our experience in the last few years of attempting to assay the value of our 4-H school clubs as compared to the potential values of community 4-H Clubs, we have learned a good deal about our school population. In comparing our census figures, we found that in 1930 we had 10,415 rural farm people, and in 1950 there were only 8,721 people. The number of young people decreased proportionately.

Just as any good educational program is revamped from year to year to reflect the latest findings, so a vital 4-H Club program must be scrutinized frequently and its usefulness tested as objectively as possible. After making the pilot study of 4-H Club organization in Summers County, we have now organized 60 percent of our clubs on a community basis rather than in the schools.

We have found that this type of organization makes it possible to have more interesting 4-H Club work and provides more opportunities to give the young people training for community responsibilities. They work not only in their own 4-H Club but also serve on committees and assist with special community projects. This gives them more appreciation for and pride in their home communities.

However, this does not mean that the school type of organization is being abandoned. In some areas, the supervision of community-type clubs is difficult and too time consuming. Where the school is a natural community focal point, that is the center of interest for 4-H.

In our Program Projection committee we learned that many of our school clubs were limited for time and were competing to their detriment with other school activities. We found also that many out of school youth will belong to community clubs if given the opportunity. When we discovered that 1,000 youth in the county are not being reached by any group, we realized we had a great challenge before us. *How can we reach them?* We believe that the development of the program is the key to this accomplishment. Young people will join and remain with the organization if the program offers what they want and need. Having a part in the planning and decision-making is especially essential for older boys and girls and their leaders.

Reorganization Procedures

Our county staff was glad we didn't have to make all the decisions. We realize that our effectiveness depends upon our skill in working with our colleagues in Extension, other educators, and all community leaders.

We went to work to study our county situation, trends, problems, existing organizations that could strengthen the program, and any other information that would contribute to making a sound program and plan of work.

When we completed a summary statement it was presented to various groups: County Extension Advisory Committee, farm organizations, 4-H Leaders' Association, Older 4-H Club Group, 4-H All Stars, 4-H Clubs, farm women, town and urban organized communities, communities not being reached by Extension, feed, seed, fertilizer, machinery dealers, and others.

Following this, a county committee and subcommittees representing all interested rural and urban groups was set up. The County 4-H Leaders' Association, County Older 4-H Club Members Group, and the County 4-H All Stars had representatives on the county committee.

The subcommittees discussed consolidated schools, good roads, the shift in population, television and the effect on club programs, and many other trends and influences. They talked about organization on a community basis and related problems, such as night meetings and a meeting place.

Short-time and long-time objectives were adopted as follows:

1. Make 4-H Club work available to every boy and girl in the county.
2. Reenroll as many as possible each year.
3. Organize clubs on a community basis where feasible.
4. Make club programs so worthwhile and interesting that boys and girls won't want to drop out.
5. Increase county camp attendance to 300.
6. Place more emphasis on demonstrations and judging.
7. Encourage planting and marketing small fruits, such as strawberries and raspberries.

Are you planning . . . that Community Building for Tomorrow?

"BUT where will we meet if we organize? Our people need a place to get together."

As our rural communities begin to stir and organize themselves for action, a place to meet is a first major problem. In many rural communities, the churches are either inadequate or are not considered a suitable place in which to hold community meetings. The small community school building has long since disappeared as consolidation took place several years ago.

There just is not a place where people can meet to talk over their needs and map plans of action.

In November 1953, Selz C. Mayo, research sociologist of the North Carolina Agricultural Experiment Station, had the opportunity to visit and study 25 rural communities in 13 western North Carolina counties. A few of these communities have had community buildings for a number of years; other communities have just completed buildings, while still others are in various stages of development; most of the remaining communities are making plans to construct a building to "house their community spirit."

Multi-Use Building

These community buildings have an important place in and of themselves in terms of getting the people together to eat, to work, and to play. At the same time, community buildings are avenues of community education in its broadest and best sense.

These community buildings are real monuments to the skill, ingenuity, and native ability of rural people who have the desire to build for themselves and their children a better community in which to live.

One's enthusiasm, however, is tempered somewhat by several outstanding shortcomings in the planning of all too many of these community buildings.

(1) Some of the buildings either have been or will be built under the pressure of enthusiasm and a very short-run view of potential community resources. That is, the main auditorium is simply too small for the community.

(2) After the main building is up, the people recognize that they want and need a kitchen and eating facilities. But these were not planned for in the beginning. Consequently, the kitchen will have to go in a corner and take up room in the main structure that is already too small. Or, improvised basement facilities will be used; or a nonintegrated addition will be made to the building.

(3) Now, the community has the money or can see its way clear to install a heating system to replace the temporary units. But, the original plans did not visualize such a heating unit and it is going to be expensive.

(4) Then meetings come up when the folks wished that they had provided for a separate room for children, and for other small simultaneous group meetings. Just one big room and a kitchen are not enough for a community building under modern conditions.

(5) The community sees that it needs adequate parking space, outdoor fireplaces, a ball field, other recreational facilities, and good restrooms. But they say, "We do not have the land. Mr. Doe gave one-fourth acre of land to the community and that was enough for the building. The lands adjoining the community property simply are not for sale."

(6) Finally, make your community house attractive. It should be a pride and joy of the community. To any rural community contemplating building a community house, I would offer the following rule based on these and other observations: "Think big even though you build in terms of immediately available resources of time and money. Plan at least in terms of a generation hence, even though you build for the present."

"Go ahead on a continuing program; don't stop just because you have completed the building project," suggests Dr. E. J. Niederfrank, extension rural sociologist, Federal Extension Service.

Maine Women Are Big Sisters to New Clubs

Mrs. George Humphrey, a young homemaker in Cumberland County, Maine, felt the need of the help which the Extension Service offers and invited a few of her friends to her home for a meeting. Mrs. Mary Hixon, county home demonstration agent at that time, and several members of the Gray Group, the established extension club, attended to explain the purpose of extension work and describe the current homemaking program.

Because the young homemakers could not meet at the same time as the Gray Group, a new organization was started. Members of the older club offered the assistance of their trained leaders and even contributed a sum of money to start the treasury of the new group. From an original membership of 11, the club now has 20 members.—*Mrs. Mary L. Donnell, Cumberland County Home Demonstration Agent, Maine.*

They learn to . . .

Produce and Market

J. M. ELEAZER, Information Specialist
South Carolina Extension Service

The winning team of sweetpotato growers enjoys a trip to New York to see their yams put on the market.

NOW in its eleventh year the South Carolina 4-H Sweetpotato Production and Marketing Program has been called the complete demonstration.

Interested boys who have the facilities join a club. To compete for prizes each potato club organized on a community or county basis must have at least six members.

The county agent then assists in the location of suitable seed stock to be bedded out, in the selection of the land and its preparation, fertilization, spacing, cultivation, harvesting, storing, and curing. In all of this he is assisted by the truck crop specialist.

The South Carolina champions in 4-H sweetpotato production and marketing load the truck with their fancy yams, and follow their potatoes to market.

Just before harvest, the yields are field checked by digging specified parts of rows and making calculations. This first check is usually done by several impartial assistant county agents who are trained by marketing specialists for that job. Then the high yields are rechecked by members of the extension marketing staff.

Thus, all that science knows has been put into the making, storing, and curing of the crop. And in every detail the boy must have a part. But the project does not stop there. The important job of marketing lies ahead.

To stimulate the study of marketing, a team of 6 boys with the highest yields of marketable potatoes plus the high boy from each of the next 5 counties have been the winners of a trip, with their potatoes, to the New York market. But beginning this year the 11 high boys in the contest, regardless of county team averages, get this coveted trip. They spend a day in Washington and several days on a terminal northern market, usually New York.

This is an enlightening experience for a young farmer, and a pleasant one for the boys' escorts, too. I went with them last year. At midnight, as a blizzard raged, we saw the railroad car opened, watched the inspectors take the temperature of the potatoes

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Nurserymen and Extension Start . . .

"Plant Connecticut" Week

OWEN S. TRASK, Extension Horticulturist, Connecticut

AGAIN this year a public building in Connecticut will receive a free "facelifting" through the cooperative efforts of the Connecticut Nurserymen's Association and the Agricultural Extension Service in a program designed to promote more interest in both home and community beautification. These two agencies have worked with rural people for 5 years demonstrating how communities and homes may be improved through landscaping.

This project was an outgrowth of the "Plant America" program sponsored by the American Association of Nurserymen. Believing that this program could have valuable effects in Connecticut, the State nurserymen's group asked the Extension Service to assist in planning and organizing a project whereby over a period of 8 years, public buildings in a rural town in each county would be landscaped.

The nurserymen suggested that a town in Hartford County be selected for the first demonstration. Granby was named after representatives of the various local organizations agreed to assist in the program. A meeting was called at which time townspeople were invited to meet and learn details of the program and suggest buildings to be landscaped.

Realizing this "chance of a lifetime," they named 20 public buildings including a new school, churches, parsonages, firehouses, libraries, Grange hall, American Legion hall, and town hall.

This turned out to be a much larger project than had been anticipated, but the Nurserymen's Association decided to go ahead with the entire job. Professor H. O. Perkins of the landscape design department, University of Connecticut, accepted the assignment for drawing designs for landscaping the various buildings. Five county nurseries were named by the State association to cooperate. Each agreed to furnish materials at cost, which were paid for by the State association, and to provide a foreman to take charge of planting.

The nurserymen were well satisfied with the results of the first year's program. However, it was decided to restrict planting in subsequent years to one public building in the town selected.

In 1952, Fairfield County was selected by lot to be the recipient in the second cooperative landscaping demonstration. The town was selected through a letterwriting contest in which local people participated. The subject of the letter was "Why I believe .... (public building) should be landscaped." A committee selected the winning letter and the town and building mentioned by the author received the landscaping award.

The public school in Durham was selected in 1953 for landscaping through the letterwriting contest. The board of education and the garden club already had a landscape design for the building. This was used by the nurserymen. Both of these organizations took the initiative in getting much of the preparation done in advance by local people. Three county nurseries brought in 130 pieces of plant material, representing 22 different kinds of trees and shrubs. Local people, including firemen and members of the American Legion, 4-H Clubs, board of education, and the garden club assisted in the planting. The volunteer fire department furnished one of its trucks to water the newly set plants. Two weeks later an outdoor assembly program to dedicate the planting was held with all school children participating.

The fourth year found New Haven County being named in this program. Rural people throughout the county named the new agricultural center as the recipient for the landscaping award. Professor Perkins prepared the design and four county nurserymen donated trees, shrubs, and ground cover plants. Approximately half of the lawn also had to be regraded and seeded. Planting was done on October 9 preceding the fourth annual "Plant Connecticut Week" which the Governor named.

In Litchfield County the town of Plymouth and its green was finally selected to receive the planting award. Up until 2 years ago, stately elms grew around the green, but the dreaded Dutch elm disease took its toll. Now all the trees have been cut, stumps removed, and the green was practically bare.

A survey was made, plans prepared, and local committees appointed to help with preparation and planting work. After "planting day" October 8, maple and dogwood trees and honeysuckle shrubs changed the appearance of the center of this old New England town.

Governor Abraham Ribicoff had issued a proclamation designating the period of October 8 to 15 as "Plant Connecticut Week." During this period each year, homeowners were urged to clean up around their home place and make plantings wherever practicable to improve the looks of their grounds. Nurserymen throughout the State offered plants and shrubs at reduced prices as an incentive to people to buy suitable ones for their home surroundings.

Before and after pictures taken of each planting project were exhibited at annual meetings of the Nurserymen's Association to show what was done. Each year women's groups in the community cooperated by providing lunch for all the workers.

This program has been an outstanding example of how cooperation between the Agricultural Extention Service, another agency, and local people can work together in demonstrating good practices.

We all have our fingers in the 4-H PIE

JEANNETTE PALMER
Cooper County Home Demonstration Agent, Missouri

4-H clothing leaders at a training meeting.

IN Missouri, 4-H Club work is a family affair. Our ideal 4-H member is one whose mother or dad or both are 4-H cooperators. They work together and play together as a family, learning and developing along with the 4-H program. We also want the 4-H program in Cooper County to belong to each member of our Extension staff family. None of us would want to give up having a finger in the 4-H pie. We like the family approach.

True, what is considered everybody's job can turn out to be nobody's job. It takes much planning on our part to coordinate our activities and see that every 4-H job is done and done well. This is how we do it.

The people in Cooper County, as in other counties in Missouri, meet in community groups to discuss the problems in their community and to figure out what can be done to overcome some of the difficulties that confront individual families and the community as a whole. The suggestions from these community meetings are pulled together into our Cooper County rural program.

Before planning our youth work for the coming year all of us agents review this section of our county rural program. We want to know the thinking of our leaders. We note the changes that have been made during the past year. With the help of our rural leaders we select the problems which we feel need our immediate attention.

But, of course, our rural leaders can't do all the planning for our county staff members. From the suggestions we have obtained on youth work we develop a plan of work for the year. Our plan of work includes such 4-H activities as organizing new clubs, selecting projects, training leaders, and planning programs. Also, our joint plan of work includes 4-H Sunday, Share the Fun, County Recognition Day, 4-H Camp, and other youth activities.

With the help of our office secretary, also a member of our Extension family, we build our yearly Cooper County calendar. This is done by months and is a working guide for all of us. One glance at a monthly page makes each of us aware of the entire Extension program. This helps us to allow time to emphasize the all-important youth program.

Often an activity is assigned to a particular agent. However, all agents share in the organization of new 4-H Clubs and the selection of projects. Sometimes it is John Ed, our county agent, who is better acquainted in a particular neighborhood. If so, he takes the lead in organizing a new club. It is through him that we get acquainted with potential leaders, parents, boys and girls.

Other times a new 4-H Club is organized because of the interest of a home economics extension club. In this case, I am usually the one who helps to get the 4-H Club started.

There are parts of our territory where we aren't as well acquainted. It is then that Bob, our assistant agent, takes the time to go out and meet families we haven't been able to reach before. We look to Bob for coordination of all our efforts. He keeps all the communities in mind and makes sure that he, or one of us, makes the necessary contacts.

At organization and program planning time, our work load almost bogs down. Boys and girls want action now, they're not willing to wait. All of us have to keep busy in order to reach our 4-H community clubs. To help them get started on an active program there must be farm and home visits, conferences, leader training meetings, and other contacts in quick succession.

Again at office conferences we determine how, when and who will do each phase of the work. Occasionally, John Ed, Bob and I are all out the same night in different communities. Sometimes when extra help is needed two of us work as a team. Yes, Bob takes the lead on 4-H. But our county agent and I would be loath to give up our assignments with the 4-H program. We think it's important that we know our boys and girls, their communities and their homes.

Sometimes we almost run out of days. It was because we were short of time that we began having county project training days. We have the leaders from several projects in agriculture and home economics come in the same day. It's a three-ring circus with all of us helping. We like this

(Continued on next page)

(*Continued from page 117*)

plan. Transportation problems are fewer when several come from one community and there is more pleasure in sharing the day with others. Also, making it a big event helps us to do a better job of publicizing this 4-H Club activity.

A typical training day goes something like this. In the morning I present the clothing project and John Ed discusses Crops and Vegetables. The groups meet in the same building but in different rooms, of course. Bob is the coordinator. In the afternoon the county agent and I both work with the group on home grounds. I take the first half of the lesson and John Ed answers questions on planting and fertilizing and explains record keeping. This gives me an opportunity to prepare for food preparation leaders. John Ed and Bob work together in training leaders on electricity and livestock.

Sure, we're tired at the end of the day, sometimes so tired that we wonder if we have accomplished anything. But there are many advantages. Sharing responsibility generates enthusiasm. Our leaders have had a chance to get acquainted with all of us and we learn to know them better. We give them an opportunity to take part in the training and how this does build the confidence of our leaders. It gives their job as leader greater prestige.

I might as well admit, too, that we learn from each other. It helps me to keep from getting so interested in home economics projects that I forget the importance of our agricultural work. John Ed and Bob say they have increased appreciation for home economics projects.

When it's time for an event like 4-H Sunday Bob takes the lead, but it's the responsibility of all of us to make the day a success. Bob usually works with the leaders and the 4-H member committees in carrying out details of the event. John Ed and I take on specific phases of the planning after it has been assigned to us at our office conference. It is wonderful how it all dovetails together to make a successful day when each carries his share of the load.

Some folks may think it is a waste of our time to go to 4-H Camp each year. We say it is the best four days in the year and a wonderful way to know our youth and our leaders. To have a well-planned, efficient camp is quite a challenge, and we think that the participation of our entire staff makes the camp a richer experience for all.

There are many other responsibilities we share as an Extension staff family. To mention a few of them: It's up to all of us to be alert and ready to discover a good news story or a good picture. We must be on the lookout for a family or an individual who needs special help and encouragement.

We couldn't get along without our office conference each week to keep us informed and active. Maybe it sounds like boasting, but we are proud of the fact that any one of us could take over and carry on our youth program if it became necessary. We may have our ups-and-downs—what family doesn't—yet the public knows that regardless of time, pressure, and crowded programs their county extension agents intend to keep the youth program a staff job.

Yes, in our extension office, 4-H Club work is a family affair, shared by each member of our staff. Our extension family faces together our county needs, the problems of our young people, leaders and parents. We pool our resources and tackle the jobs needing the greatest attention.

We think it's our most challenging job. It takes all the talent and knowledge the three of us can muster. We believe that each one of us has developed in personality and capability because we've shared.

And then we have the satisfaction of knowing that we are making a real contribution by training future leaders.

Produce and Market

(*Continued from page 115*)

and saw them being loaded, along with other produce, onto a battery of trucks belonging to a large grocery chain, the sponsors of this awards program and the buyers of the potatoes.

Early the next morning we went to a great supermarket in Manhattan where a beautiful display of these 4-H sweetpotatoes had been set up. The manager said it was the finest batch he had ever handled. And folks were buying them! That's what counts. In another bin the boys saw bruised and battered sweetpotatoes, such as are all too common in the markets.

Records show that the sweetpotato as a crop has dwindled along through the years. This complete 4-H sweetpotato demonstration was designed to overcome this.

Farm and Home Decisions

(*Continued from page 111*)

cerning our main livestock enterprise, and we have started on our livestock improvement program by culling and selecting to increase wool and lamb production.

Perhaps even more important is the attitudes the boys are forming, and the development of an interest in a progressive agricultural future.

The farm, ranch and home development plan is helping us realize the agricultural improvements that we should be making on our ranch unit. Livestock being our major enterprise, we must provide feed both for summer grazing and winter feeding, as our winters are long.

The production of hay per acre on our ranch is only average, and one of the factors in making the ranch unit more profitable and economical is to increase production per acre and to develop additional hay lands. This can be accomplished by sound application of commercial fertilizer and the development of 40 acres of willow land into productive hay land.

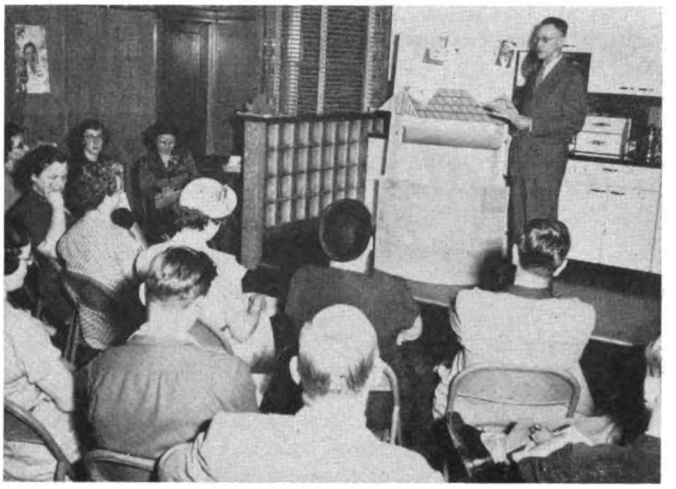
Planning our program as a family unit and putting into practice many of the suggestions that we have gotten can, and will, make for a more successful ranch unit.

It seems to me that it is difficult to separate all the different factors which contribute to a satisfactory family life. I do know that young people are happiest when they are busy. How wonderful it is to have them occupied with worthwhile, absorbing projects which help them grow, mentally and socially, and, at the same time, bind the family closer together with a unity of purpose.

We can take a tip in this business of

TRAINING LOCAL LEADERS

ALLEN L. BAKER, State Club Leader, Pennsylvania, and Chairman, Extension Subcommittee on 4-H Club Work



Allen L. Baker uses the wishing well as a teaching device in a 4-H leader training meeting at Gettysburg, Pa. He believes that local leaders should have supervised practice in performance of assignments, if time permits.

FOR years we have been telling our folks in Pennsylvania that the success of any 4-H Club is in direct proportion to the quality of its local leadership. Give us a good leader and we will have a good club. The reverse is equally true.

By the same token, we have felt that the success of any given leader depends upon his willingness to do the job and on his understanding of his responsibilities. This understanding calls for information, training, and actual experience.

In our own State, I'm afraid we have stretched quite a bit the word training as it applies to our leaders. We have held a good many leaders' meetings. We have provided them with tools for the job. We have given them information about the program and their duties. To me, training implies supervised practice in performance of assignments and we have just not had the time or personnel to go that far.

Experience in a recent community financial campaign has been an interesting experience for me. I became the local leader who had to be given training for the task in hand. The shoe was on the other foot.

Our community group recognizes the demands of an increasing juvenile population and the need for an additional building program. Some 30 men were tabbed for the canvassing job. To facilitate the task, a firm of specialists in raising money was engaged. They are professionals in that business. Their systematic procedures and smooth efficiency were interesting to observe. These suggested some parallels in Extension work.

First of all, we were provided with the necessary background information, including appropriate literature. It made me wonder how much our 4-H leaders know about our college, or university, and its extension program. Next, the campaign objectives were thoroughly reviewed. Do we help our extension leaders become familiar with our complete 4-H program?

The third step was to provide us with an outline of the training program, which could be compared to our Leaders' Guide. This delineated the parts to be played by the campaign director, the canvass group leaders, and finally the canvassers themselves. They could be compared to our State Club leader, the county extension workers, and the local leaders. They even put on a demonstration of how to approach constituents to obtain pledges. This might be likened to getting members enrolled.

The sequence chart or the program of work called for an initial conference between the campaign director and the local administrators. There were two committee meetings for orienting and informing the canvassers. In the third meeting, the demonstration (socio-drama) was used to show how to get people to sign up. Each canvasser was given a kit to hold his subscription blanks. Printed on the kit, where they can be seen every time it is opened are 11 rules to follow in conducting the campaign. We have our 10 4-H Guideposts.

Each canvasser received mimeographed instructions, similar to our Guide for Local Leaders, which outlines the procedure as follows:

a. Lectures.
b. Discussions among leaders and an opportunity to ask questions.
c. Role playing, an enactment of canvassing situations, (the socio-drama).
d. Printed materials needed.
e. Techniques to be used, supplemented by an opportunity to watch the instructor do it.
f. Practice. It said, "Learn by Doing." I know that is a familiar phrase to all Extension people.

And finally there were plans for a Victory Dinner, such as our Achievement Banquet. It all sounded so natural, so familiar, but it was a good experience to have the shoe on the other foot. I learned some valuable lessons.

How Much Do They Learn?

ADENA JOY, Extension Specialist in Human Relations, California

"HOW much do we really get across?" Extension workers everywhere ask this question.

An honest answer would be, more than likely, that our teaching method is better than our learning results. We are not doing a job if our message is not really being understood or accepted.

Such is the conclusion of farm and home advisers in southern California who have been examining their effectiveness in work with groups. Communication is a two-way street, they have learned. Realizing that much of their own teaching has been the one-way street of lectures and demonstrations, they are now inquiring into recently developed insights into the learning process.

Series of meetings on How To Work in Groups are being held for the entire staff of several counties. Since most extension workers have had little opportunity to know the findings in group dynamics, the first step has been to introduce them to this general body of information.

The expert brought in for the crucial introductory meeting has been Dr. Warren H. Schmidt, head of conferences at the University of California at Los Angeles, and author of the book, Techniques That Produce Teamwork. Next steps, after an all-day meeting conducted by Dr. Schmidt and planned by State specialists, were left entirely to the county staff members. In each case, after the introductory meeting, the various staffs decided to continue with several more training meetings.

How to get ideas out of people has been the most frequently stated problem. In answer to this, many ways for increasing participation have been described and demonstrated, such as use of buzz groups, listening teams, role playing, observers, and evaluation committees.

Preplanning has also been emphasized because it seemed particularly applicable to the extension situation. "How can our activities be an education rather than a service?" was a typical question. Careful preplanning can make possible a genuine educational experience. This should answer such queries as:

What are the hoped-for outcomes?
What are the needs and goals of the people who will come?
What are the real purposes of the meeting?
What preparation of the learners is needed?
How much do they already know?
How ready are they to learn more?

Will the meeting answer these questions in the minds of the people—

What's the purpose of this?
What do I get out of it?
What is the plan of procedure?
What is expected of me?
How can I use this?
What is my next step?

Through demonstrations and role playing the farm and home advisers are attempting to apply some of the latest insights about group behavior to their own type of program. Several of the findings from recent research which they have found helpful are:

Shared leadership. The jobs needed for good leadership can be distributed among many people. Leadership is a function not a person.

Task-relationship activities groups. Every group operates on tw levels, that of the job to be done, an the feelings and attitudes among pe sons. The levels operate simultan eously, and adequate leadership re quires awareness of both.

Two-way nature of communicatio However clearly one person may e press his ideas, many factors inf ence the nature of their reception others. Only if the second person c "feed back" his reactions can teacher know how much has be learned.

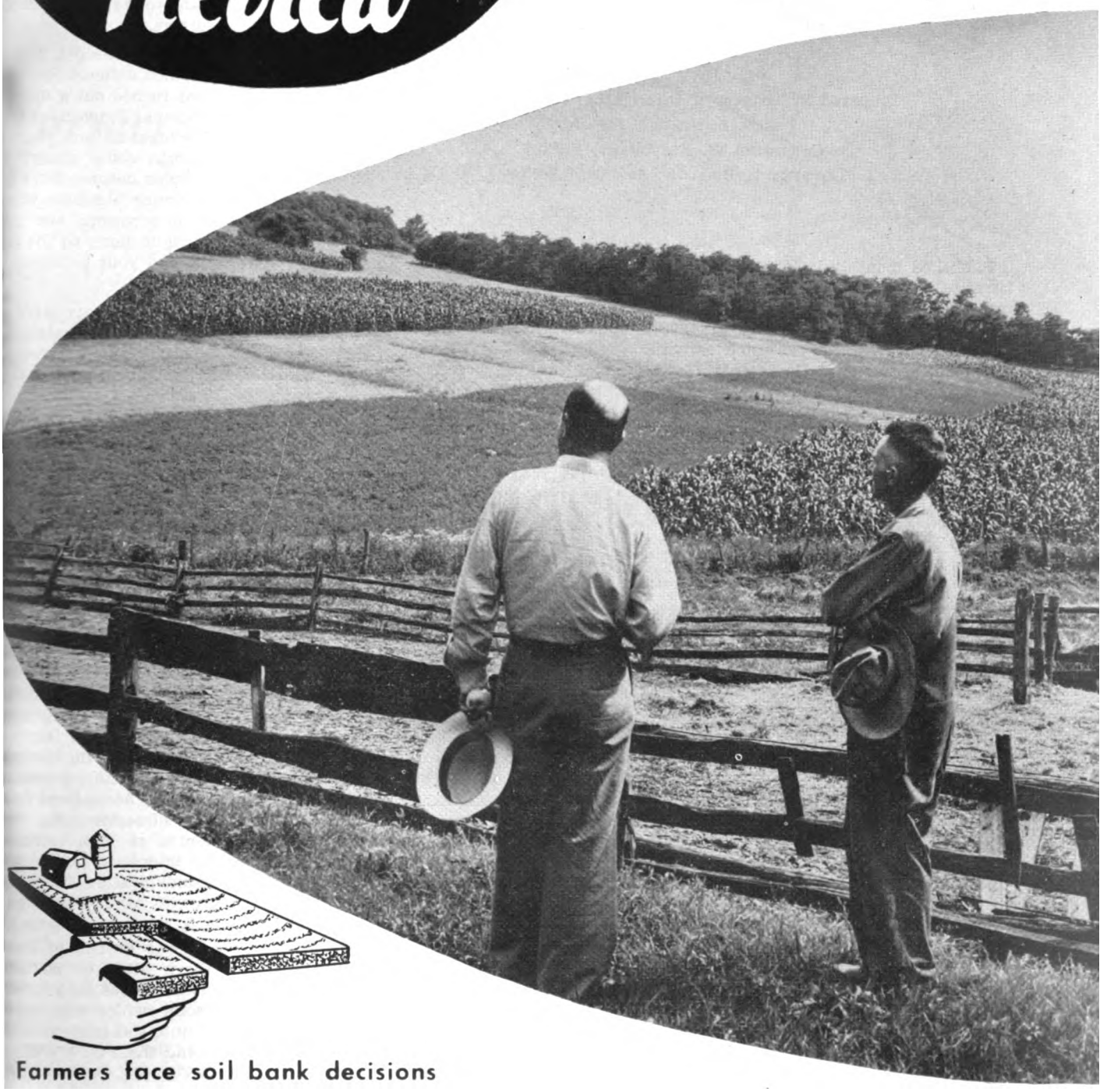
Careful planning required democratic meetings. Getting peo to participate, make decisions, can responsibility, does not just happe Careful planning before the meeti is necessary in order that leadersh may be democratically shared duri the meeting.

Extension workers in Californ have received these new ideas working with people with keen u derstanding and enthusiasm. R ognizing that they tend to conc trate exclusively on subject mat they welcome an opportunity to quire new methods of presentation

This training program on How Work in Groups has been started a small scale in California but pro ises to spread rapidly. The Sta staff will be involved in the progra and as soon as the county staff r ready, they will offer assistance rural groups throughout the State

JULY 1956

EXTENSION SERVICE Review



Farmers face soil bank decisions

See page 123

UNITED STATES DEPARTMENT OF AGRICULTURE • FEDERAL EXTENSION SERVICE

EXTENSION SERVICE Review

Official Organ of the
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Prepared in Division of Information Programs
LESTER A. SCHLUP, *Director*
CATHERINE W. BEAUCHAMP, *Editor*
DOROTHY L. BIGELOW, *Associate Editor*

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In this Issue—

EAR TO THE GROUND

For many months we've been hearing from one source or another that many Extension workers are not familiar with the organizational pattern of the Cooperative Extension Service. Others are interested in knowing more about the relationship of the American Association of Land-Grant Colleges and State Universities to the USDA and to State and County Extension workers.

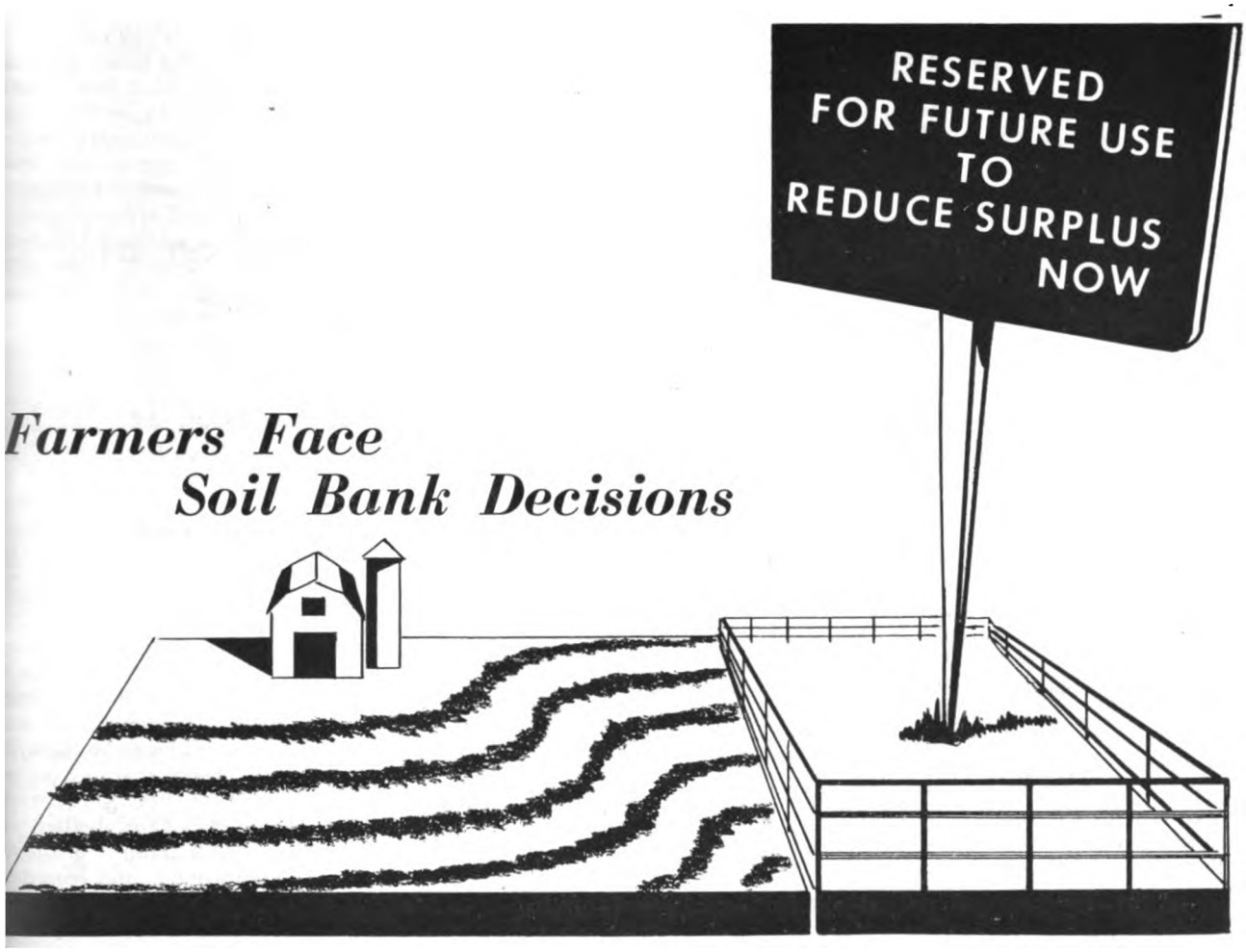
We persuaded Dr. Russell I. Thackrey to attempt this difficult job, and we think he has turned out a masterpiece. If you are not acquainted with this democratic organization, you will find it well worth some study. In spite of its complex nature, there are well-defined channels through which your opinions on programs and policies can move right along to the top. It's your right and your privilege to express yourself.

Dozens of committees are hard at work throughout the year studying Extension problems and coming up with the best recommendations they can make. To repeat Dr. Thackrey's example, program projection developed from long discussions of the need to probe deeper into our county resources and potentials. The culmination of this has been the intensive effort to get county people to study their county, evaluate its needs, and plan and develop a program that will create better people and a better place to live.

Knowing the strength and soundness behind you will help to impart it to the people in your county, and thereby strengthen your own influence.

In next month's Review Gordon Nance of Missouri tells why he's still finding satisfactions in Extension work, even after he has retired from almost 40 years of service. He liked being a salesman of ideas, enjoyed developing his talents in public relations, and found pleasure in watching others grow.

Also included next month is something new—a page or two of short items that have ideas or methods you may want to try out for yourself. If you have some choice experiences that would fit into this miscellaneous page, please send them in. CWB



Farmers Face Soil Bank Decisions

'. M. FERGUSON, Administrator, Federal Extension Service

PASSAGE of the Agricultural Act of 1956 with the soil bank provi-ons presents an opportunity and t the same time places a big respon-bility on State and Federal agencies oncerned with the welfare of farm eople.

The soil bank has two parts. The rst is the acreage reserve—to reduce ie acreage of designated crops be-w allotments on a voluntary basis. nly this phase of the program is i effect for the '56 crop year. he second is the conservation re-erve—to reduce the acreage of land i row crops and small grains on a oluntary basis and put such acreage) conservation uses. The immediate ob is to bring to farmers an under-anding of what the legislation pro-ides.

Now that the soil bank has become aw, farmers are anxious to get in-formation on it and eager for help in relating it to their own farm plans. Commodity Stabilization Service committees have the responsibility of signing up the farmers, but the Extension agents can help the farmer understand how participation would affect his particular farm situation. Until the provisions are developed for 1957, however, our role will necessarily be limited by the emergency type program being made available.

All families will have to go through the same decision-making process that families in farm and home development employ when they inventory their resources, analyze their anticipated expenses, and consider the various alternatives.

Extension agents are experienced in counseling families on their farm and home plans. Educational leadership is their responsibility and they will be looked to for advice when the benefits of the new law are considered.

Leadership means not performing the chores but marshaling the forces available to get the story across. This includes agreement with all concerned on a plan of action outlining the job identifying outlets for information and dividing up the tasks among those participating.

The Extension Service has a primary responsibility to farmers. Thus, in providing information to them, Extension workers do not serve as salesmen for any one activity or program; rather they make sure that farmers thoroughly understand the aids that are available to them and that they know how they can be used. The final decision as to the type of assistance the farmer wants is left to him.

Our Cooperative Extension Service . . .

The American Association of Land-Grant Colleges and State Universities . . . *Helps to make it tick*

R. I. THACKREY
Executive Secretary-Treasurer
AALGC and SU

UNLIKE Gaul divided into 3 parts, the Cooperative Extension Service is composed of 3 parts, namely, the Federal, State, and County Extension Services. The heart of these is the great land-grant college system, which is unique in higher education in the world. It brings together formal campus teaching, research, and extension work in one institution serving the people.

Many other countries, seeing how tremendously effective the land-grant college system has been in improving the welfare of the American people, are developing institutions along the land-grant college pattern.

A great force for the strength and growth of the land-grant college system is the American Association of Land-Grant Colleges and State Universities. For brevity's sake, it is often called the Land-Grant Association.

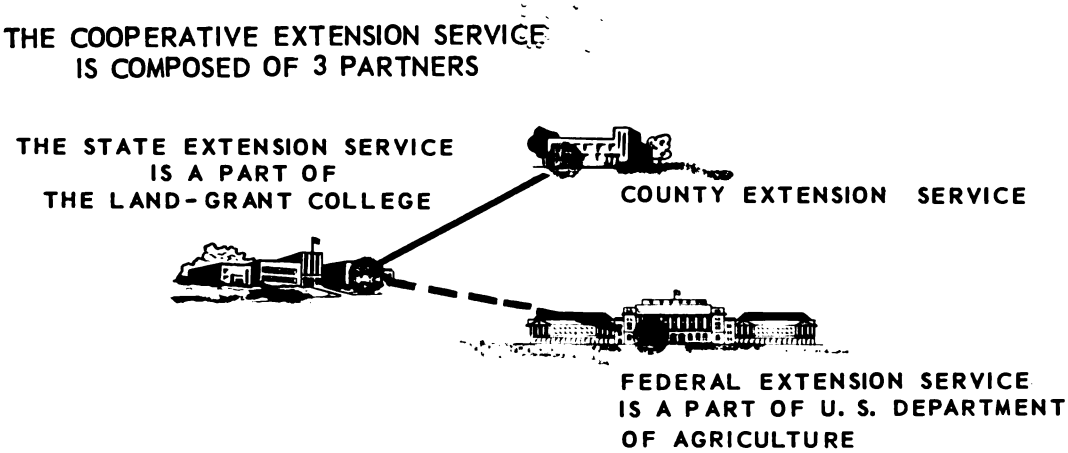
This organization furnishes the mechanism through which the land-grant colleges work with each other and with the U. S. Department of Agriculture in formulating national extension programs and policies and regional programs and policies. These are broad and flexible enough to permit each State and county to adapt its program to its own needs and conditions.

There is nothing in the amended Smith-Lever Act of 1953, which is the basic extension legislation, about the Land-Grant Association. The act says that "Cooperative agricultural extension work . . . shall be carried on in such manner as may be mutually agreed upon by the Secretary of Agriculture and the State agricultural college (Land-Grant College) or colleges receiving the benefits of this act."

A Unifying Body

Clearly this does not exclude the possibility of having 51 completely different extension programs in the 48 States, Alaska, Hawaii, and Puerto Rico. Just as clearly, the concept of the U. S. Department of Agriculture working completely separately with each of the 51 colleges on program policy would require either a tremendous staff in the U.S.D.A. or would result in policies being "dictated from Washington" in the interest of uniformity and coordination. Few individual colleges would be able to resist such a centralizing trend.

Neither of these has happened or is likely to happen. The Cooperative Extension Service of the Department and the land-grant colleges is truly cooperative largely because the land-grant colleges have a framework



through which they can work with each other and with the Department. This is the Land-Grant Association, which will be 70 years old next year.

The Association was formed in 1887—long before the initiation of cooperative demonstration work—because the land-grant colleges and the Department of Agriculture needed it in order to work together in discharging their responsibilities to American agriculture.

Originally, the Association included only the presidents of the land-grant colleges and their agricultural experiment station heads as delegates. As early as 1905, a formal Committee on Extension Work was established, although the subject had been a topic of lively discussion at various earlier meetings. In 1909, this committee was made a section, which gave all extension directors status as delegates to the Association's annual convention.

Structure Grows Complex

Through the years, the formal organization of the Association has changed, and various fields of work have been brought into its delegate and committee structure.

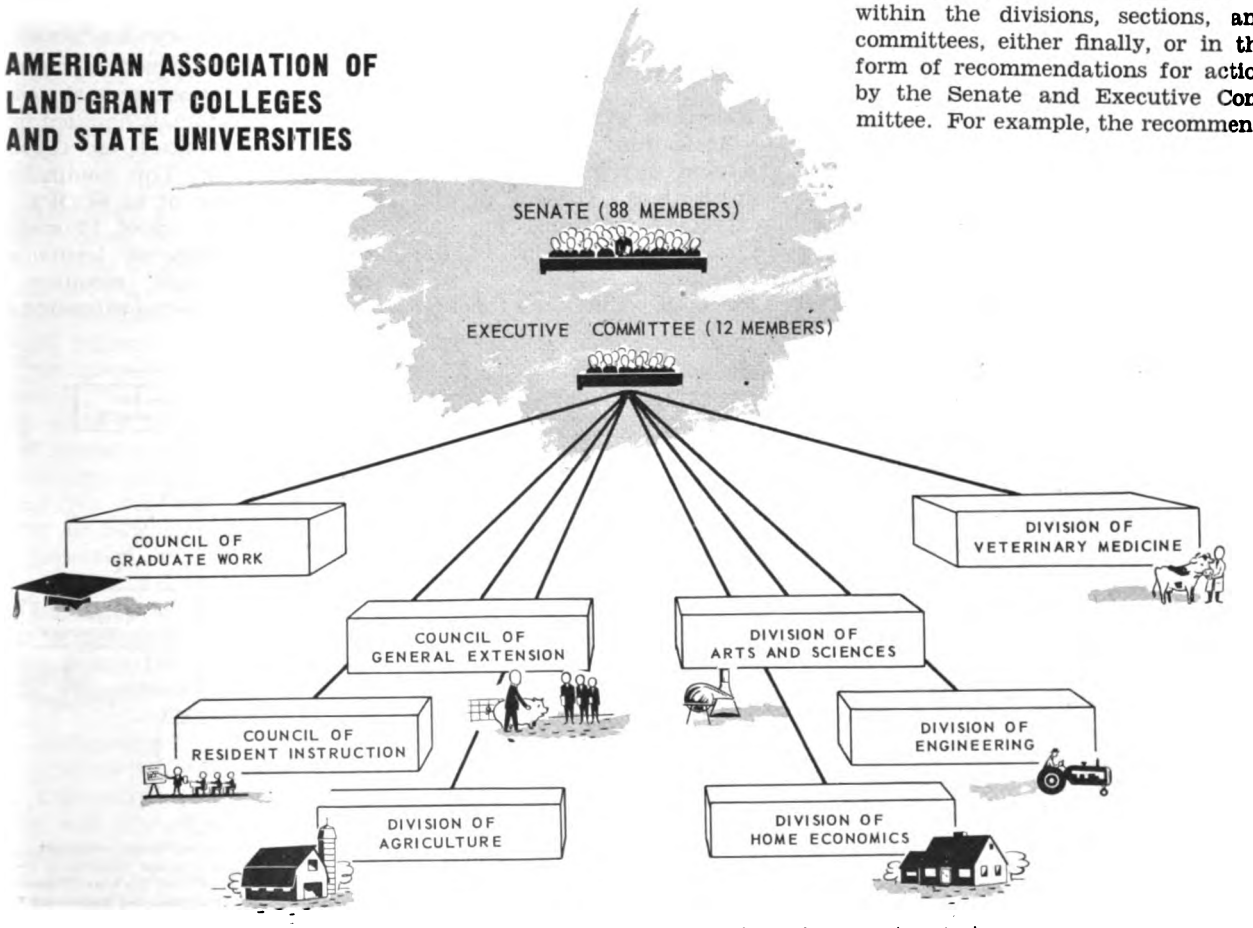
Membership in the Association is institutional, and today all 69 land-grant colleges and universities are members. The internal organization is complex. Its top governing body is called the Senate, which includes the heads of all member colleges and universities, 3 elected representatives of each of the 5 divisions, and 1 representative of each of 4 councils.

The divisions are: Agriculture, Arts and Sciences, Engineering, Home Economics, and Veterinary Medicine. These five major subject-matter fields have received traditionally "land-grant" emphasis. The councils, which cut across subject-matter lines, are on Graduate Work, Resident Instruction, and General Extension. Altogether, some 600 delegates attend the annual convention of the Association. About one-half of them are from agriculture and related fields.

Between annual conventions, the top policy-making body of the Association is its Executive Committee. This is composed of 12 members as follows: Five presidents of member institutions elected by the Association Senate and 5 representatives of the Association's divisions elected by them, plus the president of the association and the immediate past president, who is chairman of the executive committee. Currently, the representative of the Division of Agriculture on the Executive Committee is an extension director.

Each Has Responsibility

While the Senate and Executive Committee pass on major policy questions before the Association, much policy determination is done within the divisions, sections, and committees, either finally, or in the form of recommendations for action by the Senate and Executive Committee. For example, the recommend-



(Each Division has many Sections and Committees, where policies are determined and recommendations made to the Executive Committee and Senate.)

ed form of the revised Memorandum of Understanding, governing the conduct of Cooperative Extension Work, was originally developed by a committee representing the Association Senate and the Secretary of Agriculture. The Association's representatives were all extension directors.

This proposed form of memorandum was first reviewed by the Extension Committee on Organization and Policy, by extension directors meeting regionally, by the Extension Section of the Division of Agriculture, and by the Executive Committee and Senate of the Association. Changes were made at each step and the final draft was approved by both the Senate of the Association and the Secretary of Agriculture. This memorandum, to be effective in any State, must be approved by the governing authorities of its land-grant institution, and by the designated representative of the Secretary of Agriculture. It is now in effect in most States.

The Association has no authority, of course, over any of its members and desires none. It is effective because its recommendations are arrived at only after careful study and review by its member representatives.

The Association's interests are as broad as the interests of the land-grant institutions, which offer instruction and do research and extension work in almost every field of knowledge. Despite the wide range of the Association's interest, agriculture and home economics and their related fields occupy a central position in its activities and concerns. The next section will outline their functions in the Association and deal specifically with the position of Cooperative Extension within the Association.

ECOP Spelled Out

How the Extension Committee on Organization and Policy Functions

THE first section of this article described the general structure of the American Association of Land-Grant Colleges and State Universities. This part will deal briefly with the work of the Association in the fields of agriculture and home economics and, more specifically, its organization for considering the problems of Cooperative Extension Work in cooperation with the U. S. Department of Agriculture.

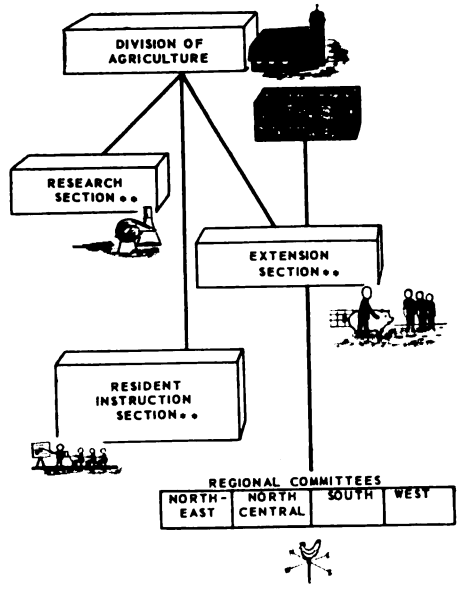
In the Land-Grant Association, each of the two divisions, agriculture and home economics, are divided into Research, Resident Instruction, and Extension Sections. Heads of these programs in each land-grant institution are delegates to the association's annual convention and are members of the division's regional and national committees.

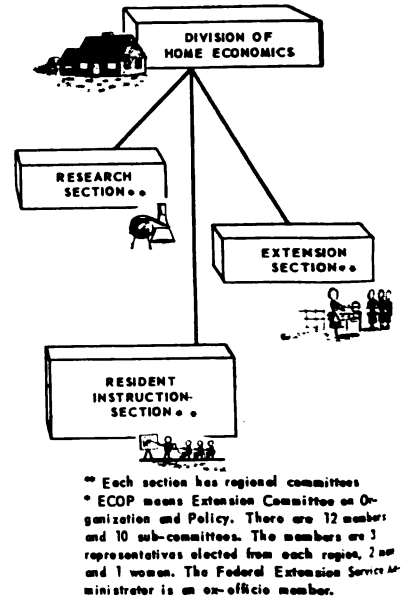
Since Cooperative Extension includes both agriculture and home economics, the home economics extension section and agricultural extention section hold joint meetings at the annual convention. Both are represented on many of its policy-making and recommending committees. Each division has its own executive committee to consider common problems of research, teaching, and Extension. Divisional as well as sectional meetings are held at the annual convention.

The Extension section of the Division of Agriculture is composed of the extension directors of all land-grant institutions. Officers of the section prepare programs for and preside at general sessions of the annual meeting.

The executive committee's function in the section, which performs a major role between annual sessions of all the directors, is handled by the Extension Committee on Organization and Policy. This committee is generally spoken of as ECOP.

ECOP is made up of 12 members serving for staggered terms of 4 years each. These members are elected by the regional extension com-





** Each section has regional committees
* ECOP means Extension Committee on Organization and Policy. There are 12 members and 10 sub-committees. The members are 3 representatives elected from each region, 2 men and 1 women. The Federal Extension Service Administrator is an ex-officio member.

nittees, composed of all the directors n each region: Northeast, north cenral, southern, and western. From ach region 2 men and 1 woman are lected to this national committee.

The national committee chooses its wn officers, a chairman and secreary; names the many subcommittees o consider various problems; and oes extensively into problems at its to 5 or 6 meetings between conentions of the association. The Adinistrator of the Federal Extension ervice is an ex officio nonvoting ember of this committee, and he nd members of his staff meet with during its sessions.

The regional committees of direcors also choose their own officers. hey meet 3 to 4 times a year in eir region, with members of the ederal staff present, to discuss their roblems and to make recommendaons for common regional action nd for ECOP to consider and act pon.

ECOP's Responsibility

The work of ECOP arises from any sources. Some of the discusons originate within the regional ommittees, which bring recommenations to the national committee or consideration by all the regions nd the Federal staff.

ECOP meets regularly with repesentatives of the major farm and ommodity organizations to get their iews and recommendations. It also eets regularly with its able and ard-working legislative committee. t least once a year it meets with eads of agencies in the Department f Agriculture and with the Secreary and his assistants. There are urrently 10 subcommittees or advisory committees, including, for exmple, those on 4-H Club work, marketing and inservice training. Members or representatives are selected hen necessary for many more asociation committees or joint committees.

Such activities as the National Extension Center for Advanced Study t the University of Wisconsin, the Vational 4-H Club Foundation and he Association's Committee on Preervice and Graduate Training for Extension workers, to name only hree, came into being as the result of consideration by this committee.

ECOP is a channel through which, for example, problems raised by the administration of the Federal Extension Service or national farm organizations, may be carried through the regions and to the States for discussion. Through this same channel problems originating in a county may be brought. through the regional groups, to national attention and discussion.

All major actions of ECOP are subject to review of course, by the whole extension group at national annual meetings, in regional meetings, or if time does not permit, by mail action. Usually they have had this review before the national committee acts. Major issues, such as the 1953 revision and consolidation of extension legislation were discussed and reviewed over a period of years by the regional and national groups before action was taken.

For Example

Space permits only one specific example of the way the Association functions in extension policy matters in cooperation with the Department of Agriculture.

At the urgent request of major farm organizations, the Extension committees of the Association prepared a long-range program for development of Cooperative Extension Work through Federal, State, and local funds. National officers of farm groups considered this essential as a basis for their own recommendations to Congress. This program was approved in principle by the Executive Committee of the Association. In the early summer of 1955, ECOP again discussed the program with representatives of the national farm groups. The Federal Extension office also participated.

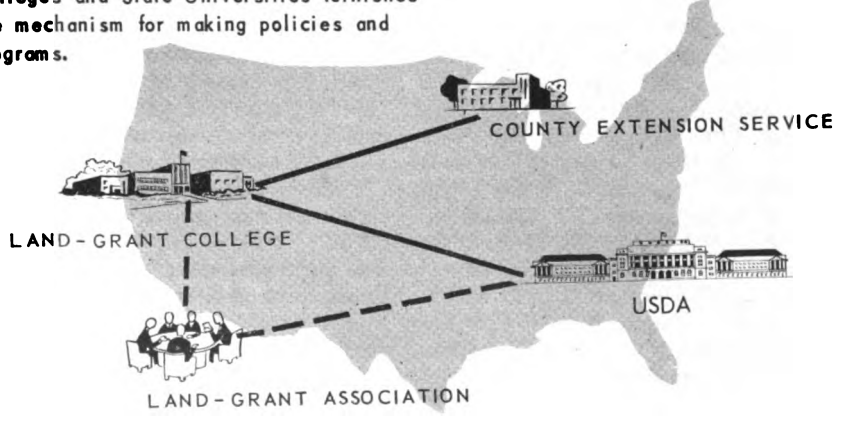
It became clear that certain information was needed to provide farm organizations with facts on which they could, with confidence, endorse and urge support of an expanded program. Necessary for this purpose was, first, that the major emphasis of the long-range extension program should be clearly defined in a statement of objectives. Second, and even more fundamental, was clear knowledge that county, State, and national extension programs are the result of program planning for rural development worked out by farm people in the counties. From there, they proceed to State and national program planning.

Prior to Program Planning

The Extension Committee on Organization and Policy concluded that, despite some excellent county program work done in various areas, by and large county Extension work has consisted of serving on the basis of current ability to service the requests for Extension help which local people originated. They reached the conclusion that, as a basis for sound long-range program planning, the following actions were called for: (1) an appraisal by people of each county of the whole county situation as it is; (2) an estimate of the county potential arrived at with the help of Extension workers as resource per-

(*Continued on page 130*)

The American Association of Land-Grant Colleges and State Universities furnishes the mechanism for making policies and programs.



Leadership Training Begins Early in New Jersey

WILLARD BITZER and MARTHA BRANDRIFF,
4-H Club Agents, Sussex County, N. J.

JUNIOR leadership seems to come naturally to the Sussex County, N. J. 4-H program. There were eight junior leaders in the county 3 years ago. Today there are 25.

And what fine problem-solvers our junior leaders have been! For example, when horsemanship became so popular that the Boots and Saddle 4-H Club grew to 70 members, it was too big for three adult leaders to handle. Solution: Young members were divided into nine groups and one older, more advanced club member assigned to each group to teach younger members the skills they need.

Two of these junior leaders carry the major leadership responsibility for another saddle horse club now and there's a third being organized in another part of the county. It will also have a Boots and Saddle junior leader.

Practically the same thing has happened to the Wantage Hustlers. The club's three new leaders did what comes naturally by growing from club members to junior leaders to adult leaders. During this time, the club also grew. The solution to better leadership: A division into junior and senior groups with two former members, just turned 21, taking over the juniors.

Another former club member, now 22, is assistant leader of the senior club. This young man has a knack with teen-agers, which makes it logical for him to stay with the older group. He is president of the 4-H Council this year and will carry much of the responsibility for setting up the physical facilities for 4-H exhibits at the county fair this summer.

And why is Sussex County so endowed with young people who are willing to take the time and responsibility to assist younger club members?

As proud as we are of our 4-H'ers, we don't really think Sussex County is any different in this respect at all. For one thing, it is a rural county. Club work is important in the community and there is recognition in store for young people who are willing to help others.

New Projects for New Situations

DOROTHY V. SMITH,
Assistant Extension Editor,
New Jersey

WHAT'S an agriculturally ambitious teen-age fellow to do when he lives in the suburbs and his parents measure their property in feet instead of acres?

He can do as 15-year-old Robert Sked of Hightstown, N. J., does, go in for raising shrubs from cuttings.

That's one of New Jersey's newest 4-H Club projects, designed to meet the growing need of suitable projects for nonfarm youngsters.

The project outline, written by 3 club agents who have many suburban families in their counties, calls for starting at least 10 plants of 10 different shrubs or ground covers, exhibiting at least 1 at a 4-H achievement show or fair, and giving a demonstration about the unit, in addition to record-keeping.

There's a suggested calendar for club meetings and activities in the outline. The writers of the project also suggested topics for demonstrations, starting a cutting box, or potting rooted cuttings, for example. For an individual exhibit, they suggest showing a box with cuttings in place as one possibility. And for ambitious clubs planning a group exhibit, they listed the layout of a small home nursery, among other things.

There are directions for starting cuttings, too, all in an attractive, well-illustrated project manual.

Robert Sked is one of the 250 New Jersey club members who has followed the manual to a "T." In fact, he's done more than the manual calls for, having received a generous supply of holly cuttings from a large holly nursery in the county.

The Garden State has some horticultural clubs. But, like many other club members interested in growing shrubs from cuttings, Bob belongs to a general agriculture group, the Bear Brook 4-H Club, whose members carry on a wide variety of enterprises. Some have real down-to-earth farm projects, such as growing watermelons, field corn, and tomatoes and raising sheep and turkeys.

Our training program for junior leaders has consisted primarily of (1) encouraging both older club members and leaders to make use of junior leaders, (2) providing individual help as requested, and (3) publicizing the contribution and achievements of junior leaders. We feel that the secret lies with the attitude of the leaders. They have faith in older members' abilities, and are willing to permit able young people to assume responsibility.

Robert Sked of Hightstown, N. J. raises ornamental shrubs from cuttings. He knows each of his 30 varieties by their botanical names.

For Leadership Development
For Better Camps

TRAIN YOUR COUNSELORS

Above—Two junior counselors serve as craft assistants.

Left—Regular daily meetings of the camp counselors make for a smooth running camp.

. W. HARSHFIELD, Ohio
ate Leader, Boys' and Girls' lubs

AMPING is encouraged in Ohio because of its potential in counlor training and leadership develment. Many objectives can be ated for the members themselves, it the possibilities for leadership velopment for camps justifies the ne and expense extension workers ve to this program. We recall a strict conference of extension gents in the early thirties when the ntiment was for giving up camp ograms. The discussion continued r most of the morning when one teran agent remarked, "I think we ad better go slow. As I look back er 25 years of experience, most of le young adult leaders in my county e persons with whom I got acainted in 4-H camp." That statement changed the tone of the conrence. This agent's experience can e duplicated in most counties.

Last year a total of 13,861 members attended one of the 110 camp ssions. Extension-sponsored corporations own 11 camp sites with ssets of a half million dollars. Eight ther camp sites are being used by ne or more camp groups.

Since leadership development is our ain objective, we believe that every ffort should be made to involve as uch of the local leadership as posible. In the first place, each county s largely responsible for the program ersonnel of camps. One of the extension agents serves as program irector of his or her county camp. ong and recreation leaders, and other personnel are drawn from the county in so far as possible. Secondly, the eleven extension camp corporations are concerned with program as well as facilities.

Eight of the 11 are district camps, each serving 5 to 10 counties. Each camp corporation has been responsible for raising funds and building the camp site. It provides for a camp manager, kitchen help, life guard, and other help. Another very important task is to arrange for counselor training.

We believe that a counselor training program has been more influential than any other factor in improving the camping program. It has provided leader training and it has lessened the burden on extension workers. Each county endeavors to select some of their outstanding young people for counselors. In many counties there is competition for the job of being a counselor. Most are from 16 to 25 years of age. Some of the younger ones prove very satisfactory for junior campers, while college students are preferred for senior camps. It has been a source of satisfaction to see these young people take over the operation of a 4-H camp.

The training camp for counselors is scheduled as the first camp at 9 or 10 of the 4-H camp sites. Usually they devote Friday to Sunday to avoid interference with jobs. The programs have been planned as a demonstration of the operation of a 4-H camp in so far as possible. Counselors are selected to serve as program director for the day, cabin counselors, assistant craft instructors, dining room supervisors, and other positions of responsibility. Every effort is made to give the counselors the "feel" of conducting a camp. In addition there are discussions on the jobs of counselors as well as opportunities for recreation. We want the counselors to have a good time while learning camp responsibilities.

Around 1,000 counselors are being reached through this training program each year. There are sufficient repeaters to help make these a demonstration and workshop type of camp. State staff members assist with these camps. We have been fortunate in being able to use Sears Roebuck Foundation funds to pay the fees of the counselors.

County camp planning conferences, which include these counselors, have been an important link in the training program. Some are able to meet both before and after the training camp to better organize and prepare themselves for their county camp.

Little subject matter is included in Ohio 4-H camps. One exception is conservation information which is offered by a conservationist at each camp, made possible through a grant from the State Department of Natural Resources. For the most part, programs consist of crafts, recreation, dramatics, music, vespers, and other group activities.

The Art of LISTENING

DOROTHY EMERSON, Associate State 4-H Club Leader, Maryland

THE art of listening is well worth cultivating. The more you practice it, the more adept you become and the more useful it is to you.

It is said that Henry Ford while talking with a group of men would suddenly walk away as though the men weren't there. An idea he'd been searching for had come to him and he wanted to give it undivided attention.

An extension worker especially needs to be a good listener. Each person who comes to the extension office for a conference has a special reason for coming. Sometimes a person will talk about many things before she can bring up the real question or problem on her mind. Quiet, courteous, understanding listening on our part makes the farmer and homemaker feel our sincere interest and assures them that we really want to help them.

Begin With the Possible

Begin with small experiments. Try for one day listening completely to what other people say to you with no thought of what you would like to reply. It may seem sad, but it's true that people do not usually want to take our advice or accept our opinions. They hear only in the light of their own experiences. They must translate whatever they hear into their own world of thinking.

Listening calls for alertness, keenness, self-discipline. Few people know how to listen well. Even when someone is talking to you, notice how you are thinking of what you are going to say the minute you have the opportunity. We miss some of the most important information we need to hear, simply because we don't listen at the right time.

Welcome New Ideas

Listening is mentally refreshing. Many high-salaried business executives take time to sit for an hour or so each day in a listening attitude. They call this "dispersed attention." They have discovered, when they empty their minds of patterned thinking, worries, and negative attitudes, that new, fresh ideas come into being.

Recently I had to give a talk on a timeworn subject in extension work. Day after day the same old ideas went through my mind. Finally I sat down and typed them out. Then when my mind was emptied of its habit thinking, new expressions and thoughts came popping in. When you get the habit of listening for ideas, you'll keep a notebook handy and jot them down, for ideas come at strange times and places.

The chairman of a committee who listens and welcomes ideas will more likely have an active committee or discussion group. If the chairman has all the answers to start with, the committee members soon sense this and may sit back and say to themselves, well, all right, if he wants to run it, let him run it himself. Listening encourages cooperation.

Some of our colleges are now establishing courses to teach students the art of listening. Extension work is a wonderful field in which to test this art and to prove what a powerful quality it is for a leader to develop.

To summarize, listening helps to open up the mind, clears the way for new ideas, encourages a more positive approach to solving problems. It helps to establish mutual understanding and sympathy with others, and at the same time nourishes self-confidence.

ECOP Spelled Out

(*Continued from page 127*)

sons; and (3) a decision on how to reach this potential. The latter should define clearly not only what should be done by and through Extension, but also those ways in which county groups can bring into play the assistance of other agencies, both State and Federal, whose services can help the local situation.

To Determine Needs

ECOP felt it was imperative to get such a program underway immediately. Accordingly, it asked Administrator C. M. Ferguson of the Federal Extension Service to assume leadership, with the hope that between June of 1955 and the first part of 1956, at least 5 to 10 percent of all counties would have carried out this procedure, with others to follow as rapidly as possible. Meetings of directors in all regions were called for in August 1955 at which the proposal was thoroughly discussed and agreed on, together with procedures for getting it underway in the States and counties. It was further discussed at the annual meeting of all Extension directors.

This is not a new method of program planning and projection for Extension, since the needs of farm people and farm related groups in the counties have always been the basis for its programs. But it has resulted in new and vigorous attention to seeing that it actually works this way in the counties, and that planning arrives at definite goals and realizable programs. It is placing Extension, the land-grant colleges, and the Department of Agriculture in position to say with firm and factually backed conviction: "This is the program, and these are the needs of the future. They are arrived at and stated, not by us, but by the people we serve."

Invite Parents Into Partnership in 4-H

MRS. ETHEL M. CROSS, Associate County 4-H Club Agent, Hampden County, Mass.

EVERY 4-H Club worker knows that the girls and boys who really go places" in 4-H Club work are hose whose parents are solidly be-ind them in their 4-H endeavors. 'et, all too often we fail to take the teps which will insure parental in-erest, and then we bemoan the lack f parental cooperation. And often ; takes such little things. A phone all or a home visit will go a long ray toward securing parents as loyal artners in the 4-H program.

If parents are to be working part-ers, they need to know the aims and bjectives of 4-H Club work. We can ot expect them to be heartily co-perative if the only time we think f them is when we need refresh-ents or an extra car for transpor-ation to some 4-H event.

It is a good idea for the local leader o invite the parents to the first eeting of a new club. The parents ill have the opportunity to learn hat the club aims to do, what the roject requirements are, and what aterials the members will need to articipate in the program. More nportant, it will establish a friendly elationship between the parent and he leader.

Many parents who have specialized nowledge or skills are hesitant about ffering their services, but will usually espond willingly if asked to pass long this knowledge to club mem-ers. A parent who has a special lair, for example, for tying fishing lies, can be invited to come to a club neeting and show the club mem-ers how it is done. You'll be sur-rised at the wealth of interesting 'extras" which can be added to the lub program in this way. And the nportant point is that the parents vill enjoy doing it. It also gives the nembers a feeling of pride that their 'mom" or "pop" was invited to talk.

Parents are our richest source of lub leadership. Every parent is in-erested in seeing that his children et the good things of life. Many busy parent will lead a club in order that his own child may have the benefits of 4-H Club work. It is true that the average parent-leader stays in club work longer than leaders who are not parents.

We have an outstanding example here in our own county of a family where the leadership has continued to the third generation. In fact, I believe we have the only example in the State where three generations are simultaneously leading 4-H Clubs.

Mrs. Gladys Whitten of Brimfield, mother of five children, became a leader in 1925 and served through 1938, and from 1947 to the present time. All of her children were in 4-H Club work, and her daughter Irene, at the age of 14, started as a junior leader of a clothing club and served as junior leader until she was 21. Irene is receiving her pearl clover award this spring, having completed 15 years as an adult 4-H leader.

Four years ago a grandaughter, Patricia, who has been a club member ever since she was old enough to join, became a junior leader and is now completing her fourth year of junior leadership.

There you have it, a total of 42 years of club leadership, because a busy mother felt it was important that her children have the benefits of 4-H Club work.

What can be done to show our appreciation and to recognize such service? We have no money with which to pay our volunteer leaders; and even if we had money, it could not pay for their sort of dedication and service.

For the past 17 years here in Hampden County, we have awarded 4-H family certificates. These are awarded to families in which both parents and young people have been active in 4-H Club work. Participation by the parents may or may not take the form of club leadership.

Each year one or two families are selected as meriting this award. We make quite an occasion of it. It is awarded either at the annual achievement banquet or at the annual leaders' banquet. All the family are guests of honor at the banquet. At time of presentation they are asked to come to the rostrum. The record of the family's activities is read and the framed certificate is presented.

A small thing, it is true, but it means a great deal to the families receiving these certificates. We are happy to note as we go about the county that these certificates occupy an honored place in the home, usually over the fireplace or in the dining room for everyone to see.

The first families to receive such certificates were the Edwin S. Hartley family of Westfield and the Charles W. Brown family of Feeding Hills. Incidentally, the two Hartley girls and Jean Brown later went into extension work as 4-H county extension agents.

Here in Hampden County our annual achievement suppers or "family nights" would be impossible without the hearty cooperation of parents. Because this starts with a supper to which the entire family is invited to attend, the parents are asked to contribute food for a "pot luck" meal. In this way it is not a hardship to any family, and it's an affair to which families look forward all year.

Yes, parental cooperation is extremely important, and once we begin to look for it, we will be astonished at the wealth of help and inspiration we will find waiting to be tapped. It's ours for the asking.

Iowa Women Learn To Serve Nutritious Meals

CARMEN L. DEWAR
Cherokee County Extension
Home Economist, Iowa

HAD you been invited to dinner in an average farm home of Cherokee County, Iowa, about 10 years ago and again today, you would be aware of a great difference in the menus. Ten years ago you might have been served pork chops and corn, fried potatoes, bread, pie and coffee.

It's a different story today. With your meat and potatoes, you'd also be served 2 or 3 vegetables, fresh from the freezer, and plenty of milk.

Cherokee County is an area of large farm units with a relatively high income from hogs and cattle. A few years ago many families had neither gardens nor dairy cows and were too busy to go to town for fresh vegetables and milk.

Suspecting that nutritional standards were low, Dr. Ercel Eppright, head of the food and nutrition department at Iowa State College made a study in 1947. She found that the consumption of milk and green or yellow vegetables in the county was far below the accepted standards for an adequate diet.

Leaders among homemakers in the county were eager and willing to help develop a nutrition education program, and offered their services to the new county extension home economics agent. She attacked the problem of deficient diet from two angles.

The Novelty of Frozen Foods

Noting that many families had not learned to use vegetables, the home agent used the then novel and attractive frozen vegetables as an attention getter. She presented lessons on frozen food management in the home of the woman who first purchased a freezer in the community.

By emphasizing the variety of vegetables and fruits that freeze the best, the question arose as to how to obtain them, for they were not available in the local markets. The home economist, who had grown the approved varieties in her garden and had frozen them, carried them to the meetings for the homemakers to see.

The demand for freezers increased as a result of interest created by the home economist as well as advertisers, of course. The merchants who sold garden seeds cooperated with the extension office by ordering those varieties best for freezing that were approved by Iowa State College.

Packages of the garden seeds were shown to both men's and women's groups where the home economist talked on the value of gardens, relating her talks to the family's health. The Basic Seven wall chart, the wheel of good eating, was distributed widely and hung in hundreds of farm kitchens.

Homemakers learned the daily food requirements, how to save food nutrients, the principles of cooking vegetables, the use of canned and frozen vegetables in recipes, and finally had a lesson on how to vary recipes by using herbs.

Now in 1956 many of the Cherokee farm homes have not only one freezer but often two. The desire to safeguard their health led to an interest in a superior frozen product, better gardens, a wider variety of vegetables, and more interesting, attractive meals.

Better Meals With More Milk

At the time of the nutrition study, a countywide health survey of 4-H Club girls showed the need for better diets. The women's and 4-H girls' county committees, who recognized the value of nutrition lessons, helped to plan programs that emphasized the use of milk.

Lessons on menus and recipes that called for milk were taught adults in all sections of the county. Exhibits were shown in public places, training workshops for local leaders were held, and in every way possible, they emphasized the values of milk.

In Cherokee County, the farmers produce steers and hogs, but have the fewest dairy cows of any county in Iowa, which means that many families had to buy their milk. Because it wasn't always convenient to purchase liquid milk, families didn't use as much as they needed.

To help solve this lack in the diet, the home economist for 4 years included in her program classes on the use of nonfat dried milk. The 4-H Club girls, too, held workshops and learned how to use nonfat dried milk in drinks, puddings, cake toppings, cookies, quick breads, meat dishes, pancakes, and various desserts.

Newspaper stories and radio and television programs carried to the public the information about using milk, both liquid and dried. Although an evaluation study of this 8-year nutrition program has not been made, there is ample evidence that hundreds of families are eating better balanced meals than they were at the time the nutrition study was made and homemakers rallied forces to improve the situation.

We tried and like...

3-Day Workshops

OLIVE C. McCRACKEN
Home Adviser
Solano County, Calif.

THE best device we have found for getting a maximum amount of information to large numbers of homemakers is the workshop of 3 to 5 days' duration. In charge of trained project leaders, 2 or 3 workshops are scheduled simultaneously in nearby communities so that the home adviser can visit each one for a part of the session.

With the installation of military bases in Solano County, the number of families living here has increased tremendously. Mare Island Naval Base, Travis Air Force Base, and the Benicia Arsenal all have been developed since World War II. This has brought rapid shifts in population and many attendant problems.

Add to this the trend of city families to acquire small acreages and farm operators to live in towns, and there is created another need for new extension methods. Excellent highways make all parts of the county readily accessible. The women no

onger need the social aspects of the ome demonstration meetings, but hey do need and want technical adice on homemaking.

Traditionally, Solano County's interests are diversified farming. In one district of large farms, the small children had little opportunity for associating with other children of the ame age until they entered school. Many of them found it difficult to adjust easily. With help from our extension office, the mothers organized a preschool. In other sections of the county, preschools were started o satisfy different needs. Discussions n family relations and child development were included in the program or the families who wanted the experience.

Clothing, upholstery, drapery, child development, and nutrition workshops have been carried on successfully in his way. The fact that the home adviser looks in on each workshop gives the project leaders an opportunity to get her advice and help on problems beyond their experience.

The nutrition workshop has been very popular as a means of helping he homemaker build a healthier family. The amount of nutrition that an be taught in an hour is superficial compared to that which can be concentrated into 3 days of 5 hours each. The women are taught how to check diets for vitamin, protein, and other nutrient requirements. Diets are analyzed. Better shopping and cooking practices for improved family meals are discussed, and other questions for individual homemakers were answered.

Unexpected dividends sometimes accrue from these workshops. This was evident during the recent California floods. On one of the islands, Ryer, where the levees fortunately held, the women were nonetheless in semi-isolation. Thankful for their own good fortune, they took it upon themselves to help the residents of a less fortunate neighbor island. Three upholstery project leaders and three of their cooperators dried out, rebuilt, and renewed two truck loads of soggy furniture for these neighbors. And this was done with only telephoned advice from the home adviser. Their previous training enabled them to turn out new looking furniture from mud-caked, unglued, hopeless looking overstuffed pieces. Indeed, workshops furnish a rare opportunity "to teach," not just "tell."

Most of these women have shared their experience insofar as possible with neighbors, friends, and families. As a result, many requests have been made for more of these workshops.

Special Classes Offered Young Homemakers

MRS. VIOLA M. SMITH
Home Agent,
Moniteau County, Mo.

MEMBERS of the home economics extension clubs in Moniteau County, Mo. realized that many young homemakers wanted to learn to sew for their families, but did not have time to be members of regular clubs because of their pre-school age children.

To meet this need the county program committee arranged to offer special tailoring classes to be held outside the regular extension club meetings. The classes were open to any homemaker who wanted to enroll and learn to make tailored garments. Older women cooperated in the program by serving as baby sitters.

Thirty-six enrolled for the course. Because of the specialized nature of tailoring a coat or suit, the number in each class was kept small. Each of the 6 classes had 5 meetings, held in homes or community meeting places, depending on the wishes and convenience of the members.

All members attended a general meeting. Then they learned to take body measurements and alter patterns. After the patterns were altered, a muslin jacket, skirt or coat was cut and made to fit the alterations. When the necessary adjustment was made the pattern was cut from the woolen materials.

The third class was spent on the first fitting and demonstrations on the proper trimming and pressing of seams. The use of other pressing aids was also explained to insure a smoother and neater fitting garment.

Finishing details, such as tailored buttonholes, handmade buttons, pockets and belts were taught at the fourth class meeting. The fifth class was devoted to demonstrations on putting in the hems and linings. Once the women had learned these skills they were able to give that prized professional look to the garments.

Mrs. Clyde Dummermuth, left, shows Mrs. Clayton Basinger and Mrs. Gene Rohrbach, all of Moniteau County, Mo., how to use pressing equipment.

Many of them find that the skills they have learned can be used to make children's coats, which are expensive to buy and soon outgrown.

The garments which were made cost one-half to two-thirds of the purchase price of comparable suits or coats found in stores. Besides learning to sew and saving on the family budget, these young homemakers had the pleasant experience of working with a group.

The young women are now looking forward to participating in the dress revue which will be part of the Family Night program in November. This new interest and new opportunity had helped us reach many young homemakers who are not enrolled in our home economics clubs in Moniteau County.

Indiana Specialists

TEST THEIR TEACHING SKILLS

MARY ALICE CROSSON, Assistant Extension Editor, Indiana

TO THE UNINITIATED, it is difficult to understand how a staff of 95 home demonstration agents and State staff can possibly influence the lives of 203,710 homemakers plus their families. Yet they do—with amazing results. And they have the facts to prove it.

Indiana's 74 counties have 82 home demonstration agents in the Cooperative Extension Service. At the State level, Eva Goble heads the work, assisted by 3 assistant State leaders and 10 home economics specialists.

Last year 69,636 women were enrolled in home demonstration groups and 134,074 were reached through home visits, office calls, community and neighborhood meetings, and mass media. Of the 69,636 homemakers, 29,555 served as local leaders in 1955. These women are the key links in this magic chain reaction.

Once the State home demonstration program is planned for the year, and that's a story in itself, the specialists plan their itineraries throughout the State. In the counties requesting their services, local leaders from each club meet to hear the specialists present their talks and demonstrations. The local leaders in turn give the talk and demonstration lesson to their club members.

Whether or not these women were teaching effectively was a question long in the minds of the Extension staff. In the past the agents and specialists had used brief, routine report forms to collect information regarding the adoption of recommended practices among the members of the clubs. This method was not satisfactory. They wanted dependable information about the influence these meetings were having on the local leaders, the other members, and the general communities. Were they putting into practice what they had heard and seen done?

Two problems had to be figured out, namely: How to get more accurate information, and how to get more complete returns from the members. Questionnaires had to be written very carefully to get objective data, and they must be distributed correctly to assure a representative sample of both leaders and members taught.

Dr. Gladys Gallup from the Federal Extension office served as consultant in the preparation of the questionnaires and the sampling method. Each of 8 specialists selected one lesson she had taught within the past year.

The goal of the sample in each county was a minimum of 100 members, although a few more than the minimum were included to compensate for those members who had dropped out, moved, were deceased, or absent. Depending on the county enrollment, each fifth, seventh, or tenth member, for example, received a questionnaire. With the cooperation of the home agents and the club presidents a very high response was achieved, as you can judge by the following reports.

Clothing

Clothing specialist, Lottie Sumner, and Grant County Home Agent, Grace Kelley, had presented a lesson on Dress Accessories to 88 voluntary leaders in Grant County, which has 1,064 club members. Judging by the returns of the sample, 873 women heard the lesson. Mrs. Sumner discussed the various types of dresses with which accessories are worn, the size and color of accessories, the care they need, and the relationship of accessories to personality types.

Replies indicated that 846 women had learned to look critically at their wardrobes before selecting accessories; 803 women said they studied the size of the accessory; and 707 women were more thoughtful now about the care that accessories must have. In answer to the question on wearing dress accessories, 794 said they learned that print and patterned fabrics need little or no jewelry. Almost 350 women said that since hearing the lesson they had helped one or more persons choose an accessory color.

During the year this lesson was presented to a total of 692 voluntary leaders who taught in turn 9,61 Indiana women.

Frieda C. Stoll, clothing specialist, and Betty Sendmeyer, Clay County Agent, made an evaluation study of the lesson on Selection of New Fibers and Fabrics. Of the 88 questionnaires filled out, 75 were from club members and 13 from leaders. The county membership is 729.

Eighty percent of the members and 92 percent of the leaders had learned that the name of the fiber should appear on the fabric label. Ninety-two percent of the members and 92 per cent of the leaders affirmed the need for label information on how to clean a garment. Seventy-four percent of the members and 92 percent of the leaders believed that the label should include the temperature for pressing. In answering the question about washing a wool and orlon skirt, 8 percent of the members and 84 per cent of the leaders said it should be rinsed without wringing it. Other similar questions brought a similarly high correlation between the learning received by leaders and by members.

Home Furnishing

Vanis J. Deeter, home furnishing specialist, evaluated her lesson on the subject of window treatment in Harrison County where Marjorie McKinney is the home demonstration agent.

Eighty-six percent of 500 club members had heard the lesson and 176 said they had changed a window treatment as a result of the demonstration. A high proportion of the members had learned how to make tall, narrow windows appear wider, how to select draperies to make a room seem larger, and other principles taught by Miss Deeter and the local leaders.

Foods and Nutrition

The three foods and nutrition specialists, Miriam G. Eads, Lois Oberhelman, and Ann Liggett have been concentrating their efforts on weight control. Miss Eads, who is working in cooperation with the Indiana Heart Foundation, made her study with the assistance of Mrs. Martha Farson, home agent in LaPorte County. After one year in the program, the 73 women enrolled for the six weeks course reported that 8 had reached the desired weight and were maintaining that weight, 15 lost 10 to 46 pounds each, and 43 reported an average weight loss of 11.1 pounds after nine months. This group of women said that group motivation was an important factor in their ability to lose weight.

Lois Oberhelman, with the help of a former home agent, trained 60 leaders in Clark County. These women taught the lesson in 30 communities with a total enrollment of 600 women. According to the 88 questionnaires, 469 women heard the lesson. Of these, 182 were overweight. Seventy-seven percent of the women lost weight as a result of the lesson. This same lesson was taught in 19 counties in which 1,040 leaders were trained. They passed on the information to 14,488 women. One can conclude that hundreds of pounds of surplus fat were lost and many women's physical health improved through the teaching of this one lesson.

Miss Liggett is making a more detailed evaluation study of the weight control program as part of her graduate study plan. She is trying to determine whether the women have lost weight and maintained their desired weight through new food habits; what problems, if any, the women had in losing weight; and whether or not the series of lessons (taught by Miss Eads) was an effective means of teaching basic principles of nutrition.

Home Management

Home management specialist Gertrude Monhaut cooperated with Mrs. Nell Bastin in Boone County to evaluate her lesson on home business methods. In 1954, 6,269 club members in Indiana had heard this lesson. The study showed many women had made changes in their home affairs when only personal action was required. Where the help of other family members was needed or a problem required careful thought, not much had happened.

Of the 767 members present for this home business lesson, 430 had inventoried their business centers, 330 said they needed to make a change, and 138 had made changes in their business centers; 345 members said they had enough insurance, and 84 thought their insurance plans needed adjustment; 184 had decided they needed a will and 9 had made a will since the lesson.

In Lake County, 840 of the 1,200 home demonstration club members heard Ruth Hutcheson, home management specialist, conduct a demonstration on home storage. With the help of the home agent, Lucile Smith, almost 100 percent of the 121 questionnaires sent out were returned. Of these, 104 had heard the lesson, 32 from the specialist and 72 from the local leaders. Seventy percent of the leaders and 42 percent of the other members had made changes in their clothes storage, and all indicated satisfaction with the changes. This study certainly supports the premise that local leaders are effective teachers.

Family Life

Dr. Dorothy V. Mummery, Extension family life specialist, chose for her evaluation study a lesson called Putting Life into Living. Responses to her questions indicated that a high degree of learning had taken place among the members through the local leaders' excellent teaching.

Dr. Mummery chose Delaware County for her study. She was assisted by the home agent, Mrs. Marie Bowen, in distributing and collecting questionnaires for 162 women, the sample chosen to represent the 1,638 women who heard this series of talks. As a result of the talks 1,246 women had made more effort to spend time on personal interests and hobbies; 1,286 women made an effort to make friends; 1,246 women were trying to build up their physical health; 1,221 were making more effort to develop common interests with their husbands, children or others; 1,009 were trying to read more; 440 were beginning to learn a new creative skill, such as handiwork or crafts.

The Indiana specialists, in reviewing the values of these studies, believe that they proved more than the fact that local leaders are effective teachers. The studies made each specialist and each home agent much more aware of the objectives in each subject matter field. They also contributed new meaning, new significance to county program planning.

These evaluation studies also proved how all the staff—home agents, specialists, and supervisors—key into the guidance and operation of a harmonious and successful home demonstration program.

UNITED STATES
GOVERNMENT PRINTING OFFICE
DIVISION OF PUBLIC DOCUMENTS
WASHINGTON 25, D. C.
OFFICIAL BUSINESS

Puerto Rican Extension Staff Pursues Vigorous Communications Program

A group of foreign trainees hear from County Agent Pedro J. Algarin how a bulletin board on a roadside serves to reach the farmers, housewives, and 4-H'ers of that community. In the lower end of the bulletin board there is a rack for folders and leaflets.

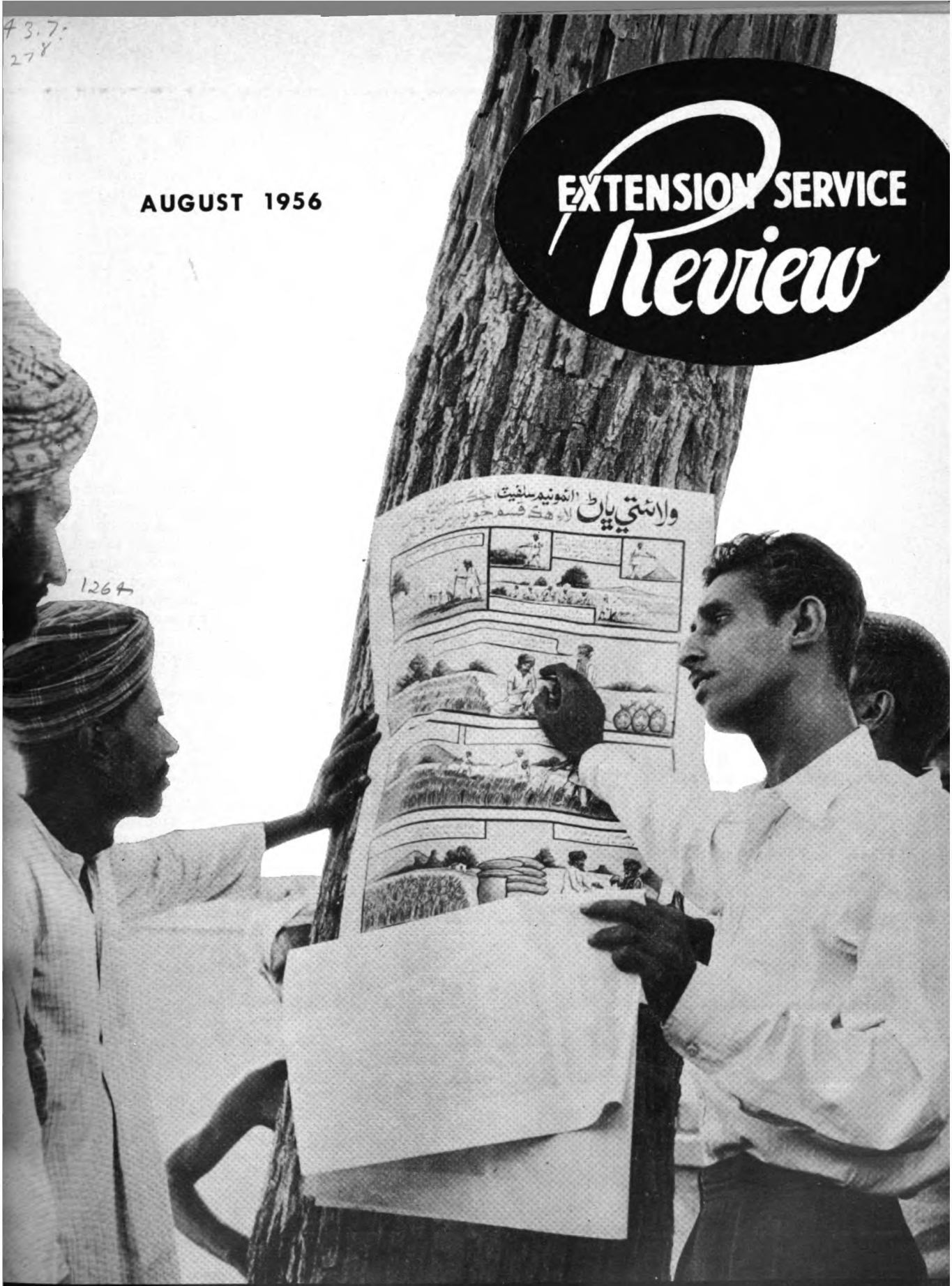
Dr. William Sumner (extreme left) of the University o Wisconsin, and Libian, Paraguayan, Brazilian, Peruvia and Thailandian trainees observe the results of breedin work with milk goats at the Lajas Substation.

Tropical trees, wild orchids, parrots, wild pigeons, giant lizards, giant ferns, a waterfall, a picnic table, and benches made up the set of a TV show presented by the Extension Service of the University of Puerto Rico in coordination with the U. S. Forest Service in Puerto Rico last June.

The home agent and the consumer education agent hol demonstrations at the market place in Puerto Rico on th use of foods in abundant supply, letting the people tast different dishes and distributing publications containin recipes and guides to buying.

AUGUST 1956

EXTENSION SERVICE Review



UNITED STATES DEPARTMENT OF AGRICULTURE • Federal Extension Service

EXTENSION SERVICE Review

Official Organ of the
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Washington 25, D. C.

VOL. 27 AUGUST 1956 NO. 8

Prepared in Division of Information Programs
LESTER A. SCHLUP, *Director*
CATHERINE W. BEAUCHAMP, *Editor*
DOROTHY L. BIGELOW, *Associate Editor*

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In this Issue—

EAR TO THE GROUND

If your bulletin rack has that droopy look, see the back page of this magazine for one way to keep your bulletins upright and inviting. A suburbanite who saw the page said, "I wish some one would dream up a convenient way for a farmer to keep his Extension bulletins handy and clean." Any suggestions from you readers close to the farms?

Please note on our center spread this month a revival of the feature, News and Views. You Extension workers for whom this magazine is written must have even better experiences than those that appear on pages 144 and 145. Please send post haste to editor. Photographs, too, are as desirable as apple pie a la mode.

Speaking of photographs, we are practically desperate for cover photographs of good quality. Action photographs that help to tell a story or illustrate an Extension principle are Class A. Perhaps we should start a contest and offer a prize for the best 12, one for each month of 1957. Any takers?

Just to prove that we are not completely devoted to the "gimmes" this month, here's a word about the interesting articles on program projection in store for you next month. The September issue will bring you the experiences of about 16 States in this intensive effort to "broaden the base and clarify the target in Extension work" as Associate Director Youngstrom of Idaho puts it. Associate Director Ballard of Oregon has also written an inspirational article that may set our sights anew.

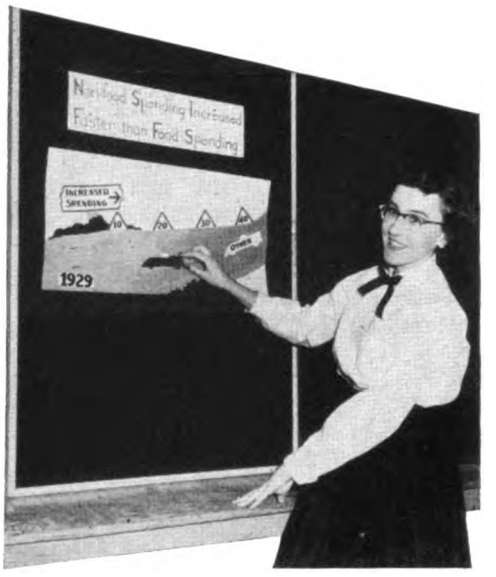
In Lincoln Co., Wash. the people like the idea of diagnosing and prescribing for their own problems. T. M. Hepler, Extension agent in Montgomery Co., Va. says, "It has brought people together and helped them see their needs more than any other Extension planning program we've had."—CWB

COVER PICTURE — Methods of reaching and teaching people are pretty much the same the world over. Here an agricultural inspector is using colored posters to encourage the use of ammonium sulphate in the Dacca district of Pakistan. Photograph is courtesy of International Cooperation Administration, Karachi.

A County Extension Team Visualized a Talk on Public Affairs that was

HEARD and SEEN in 100,000 HOMES

. ROBERT KERN, Assistant Extension Editor, Iowa



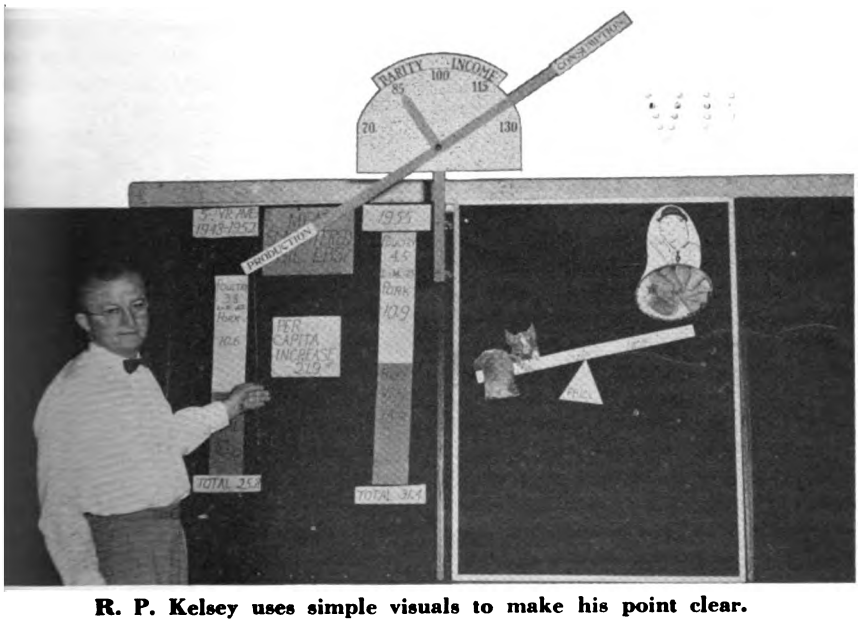
Mrs. Ellen Thomas, one member of the Franklin County, Iowa team.

COUNTY extension workers can do something in public affairs education. The staff at Franklin County, Iowa, has stacked up strong evidence on that point.

Consider it: In about 6 weeks the four-person staff has taken to 25 Franklin County groups a 1-hour presentation on Understanding the Income Situation in Agriculture. An estimated 1,500 citizens of the county have been in those audiences. Through 3 television programs the staff placed its presentation in about 100,000 central Iowa urban and rural homes. And at the request of Secretary of Agriculture Ezra Taft Benson, the staff gave its program to the President's advisory committee on agriculture, the Federal Extension Service, and again for agency representatives of the Department and farm organizations personnel, plus a showing for an Iowa senator and his staff.

The audience size and the invitation for the 2-day Washington whirlwind of presentations give pretty strong testimony to the quality of the job this Franklin County staff performed. You could fill a book with individual reports of viewers that would line up on the same side.

Now, how did they do it? It started as all good county programs in Iowa do, with the staff and the elected County Agricultural Extension Council which supervises the county program. These four staff members—Extension Director Eber Eldridge, Assistant Extension Director R. Pearl Kelsey, Extension Home Economist Mrs. Ellen Thomas, and Extension Youth Assistant Carl Rehder—suggested a highly visualized, team presentation on this subject as a possible program. They roughed out their ideas in a presentation to the council. The council's reaction was emphatic. Members said to give the project first priority and get it before as many Franklin County folks—rural and urban—as possible.



R. P. Kelsey uses simple visuals to make his point clear.

With that go-ahead the four folks undertook a tremendous job. They framed the presentation into five sections: What are the facts of the present farm income situation? What are the facts on the general economic situation? What is being done to help? What programs are suggested as helps? What are the problems of the future?

The staff found the foundation material for their presentation in the program help available from the Iowa State College folks who specialize in public affairs information and program. They organized their presentation from this material, much of it coming from Extension Economists Wallace Ogg and Carl Malone. And they put their major effort on the

(*Continued on next page*)

(*Continued from page 139*)

method of presenting it . . . visualizing and dramatizing cold economic facts into interesting, lively, understandable realities. The first four sections were the "provable facts," the final one the opinions of experts.

The presentation of this mountain of information was worked into a fast-moving team program that takes about 60 minutes. More than 150 different pieces of illustrative art, the majority of them developed by the staff members themselves, go up on the four flannelboards to illustrate facts and then are withdrawn to make way for others during the hour. Within the 60 minutes the speaking responsibility passes from team member to team member 24 times. That means a series of short talks tied together to make a snappy presentation with change-of-pace to keep audience thinking moving right along with the facts.

You'll see some of the visual ideas in the pictures that accompany this story. You can see that they aren't fancy. There was no big dollars-and-cents bill for art work. But the audiences have shown repeatedly that these are effective visuals—effective because they backstop the story and point the way to clarity in a public affairs area that's rife with confusion.

The Franklin County staff adheres to facts—provable facts—in this program. The four folks report facts . . . they report—labeled as such—"opinions of experts." They take no sides, they offer no opinions of their own, they do not detract from any opinions of others, they support no views except their view that decisions in democracy are made by the people, and the people who have the facts can make wisest decisions.

The Franklin County staff is a good staff. You'd have trouble finding a better balanced, more capable one in Iowa, or perhaps outside of Iowa. But the four folks are not trained economists nor are they unusually trained as communicators. They are good, sound extension workers. They claim no greater capacity for work in public affairs than you'll find in all good county staffs. They say, and they mean it, that "If the Franklin County staff can do it, any county extension staff can."

Satisfactions in Extension Work

GORDON NANCE
Professor of Agricultural Economics, Missouri

ON NOVEMBER 2, 1917, I became an emergency county extension agent. On January 1, 1956 I retired as extension economist. With the exception of 1 year I spent the intervening 38 years in the Extension Service.

To me, extension work has been a highly satisfying life. It has given me as much as I reasonably could expect from any job.

My associates, professional and otherwise, have been among the most worthwhile people in the counties in which I've worked as agent, in the States in which I was extension economist, and those from other States with whom I worked on regional and national problems.

Extension has provided ample opportunity for the development of whatever talents I may have; in analysis, to determine what programs are needed; in administration, in planning and carrying them out; in salesmanship, to achieve their general acceptance; in ingenuity, to meet the problems encountered; and in public relations.

Steps in Progress

As an extension worker I can remember a good many pleasant experiences. One year, 80 percent of the family milk cows in my county were tested for tuberculosis, and the reactors sent to slaughter, but in 2 years, 76 of the 83 scrub dairy sires were replaced by purebreds. In 4 years, "endless chain" pig clubs replaced most of the scrub hogs with high grades. In the early 1920's, I saw farmers weather the depression by following methods I recommended, while their neighbors, who scorned "book farming," lost their farms by foreclosure. The income from cotton for my State was increased 25 percent in 4 years by a cotton production and marketing program.

A producers' marketing association was organized that now handles 9 percent of the milk used in a ha million consumer area. The 4-H Clu members were the first to break th trail to the university that is no attended by many of the promisin young people of their counties. A 1 year-old club boy visited his coun seat for the first time when he wen to show his pig. The first bank I ever saw was the one that donat his prize money. He later becam cashier of that bank and is now a executive officer of one of the larg banks in his State. Most extensio workers have memories like thes

When I think of this progress wonder if I could have been as usef in any other job.

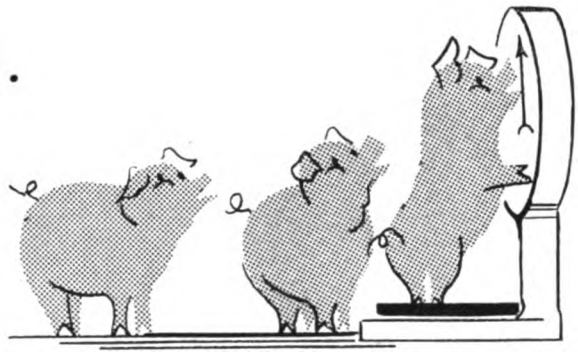
Extension has been satisfactor also, in purely selfish respects. E tension work has given me about much recognition and prestige as deserve. This is not said in modes but as the cold-blooded appraisal an economist. It has given me pr ably as much as I would have achi ed in any other vocation.

Last, but by no means least, to economist with Scotch in his ance try, the financial rewards have be adequate. My salary has never be large, yet we have been able to l comfortably with enough for reti ment. As wise old Judge Caver told me when I was considerin changing jobs, "If you are living well as you want to on a job y like, why take a job you like less make more money." Taking all thi into consideration, I doubt if I wo have been happier in any job oth than Extension.

I can recall the phenomenal dev opments in agriculture and Extensi work in the last four decades, and s "All of this I saw and a part of I was." I can look back with sat faction and forward with confiden to even more phenomenal chang To be a part of it is a great joy.

Minnesota Promotes a . .

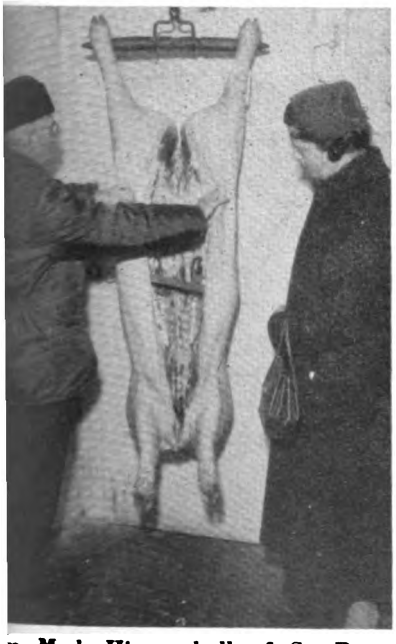
PORK LIFT



BY APRIL 1, 1956, "pork lifts" had been staged in over 100 towns 24 Minnesota counties. Their purse: to increase the sales of pork housewives and at the same time courage farmers to market their gs. The pork lifters hoped to get usewives back in the pork-buying bit by informing them of pork's w price, its many uses, and nutrinal benefits.

The idea for the pork lift started June 1955, as the livestock comttee of the Minnesota Farm Bu-au, the chain stores, and the Food tailers' Association got together d talked over the problem. On vember 1 a larger meeting was ld by meat packers, marketing inests, and the National Livestock d Meat Board.

County agents and extension specialists joined in the lift in each town with programs on the meat-type hog and the many uses of pork in meals.



s. Mark Hinnenthall of St. Peter ts some information on pork value om Fred Wetherill, Nicollet County ent and chairman of the pork lift.

In addition to far more pork-buying, the lift had other effects: In St. Peter, Nicollet County, pork prices rose—for example, pork loins rose 16 cents a pound. Live hogs increased from $11.15 up to $14 a hundred pounds at a St. Peter buying station.

Much of the credit for the pork lift's success goes to the local chambers of commerce, who got squarely behind the program. For example, the St. Cloud Chamber of Commerce spent about $20,000 in advertising. The Daily Times put out 5,000 copies of its paper in which the lift was featured, and the chamber of commerce bought 5 tons of hams to give away.

Firms not even involved in meat sales cooperated. One electrical appliance company of Rochester dressed each of its 10 employees as a pig. Each pig had a name, tied into the particular appliance his section sold. The 10 pigs gave away 500 pounds of sausage and 1,200 pounds of lard to housewives who came in to look at appliances.

The firm also allowed a farmer 20 cents per pound of all his pigs sold on a certain day during the pork lift toward the purchase of one of the larger appliances — a refrigerator, home freezer or TV set.

Struck by the operation's phenomenal success in moving pork, the St. Peter Weekly Herald ran a two-column full-length editorial on the success of the pork lift in Nicollet County.

Contrary to some expectations, the pork lift didn't cut down on beef sales. It did, however, reduce poultry and fish sales a little.

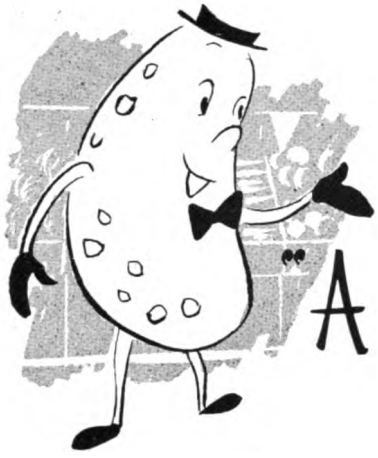
Nicollet County Agent Fred Wetherill believes that the pork lift resulted in a 200 percent increase in pork sales during the period. Everett Seibert of St. Peter sold 6,300 pounds of pork during the week, 5 times as much as he had sold in the same time a year ago. He, too, noticed no reduction in beef sales.

Wetherill was one of the agents asked to take the lead in his county. "We met with 12 St. Peter businessmen and 2 farmers to discuss whether they would be interested in a sales promotion and educational program. All were very much in favor, but the organization was left up to the editor and me.

"We contacted a number of key businessmen with favorable results. I wrote to all businessmen in town, explaining the situation about pork prices, the lowered swine income to farmers of the area and the advantages to the housewife who buys pork at present low prices. I explained the committee felt the program should be voluntary for each businessman.

"It seemed an imposible job to get started, but it began to snowball and I have not seen any program that has turned out as well as this and as enthusiastically supported. Town and county people consider it a very successful event. I've had favorable comments from both groups."

These teaching aids helped county agents in their pork lift promotion: "Hogs for Profit," a film produced by the University of Minnesota Agricultural Extension Service, "The Meat-Type Hog," a film produced by the University of Illinois, a slide set on the meat-type hog developed by Extension Livestock Specialist Henry G. Zavoral, and "Pork Pointers," a fact sheet on preparing pork in meals by Mrs. Eleanor Loomis, extension marketing specialist.



Alaska's New Marketing Project - - - "A Nugget Buy"

MRS. MARY ANN H. GALLAGHER
Extension Information Specialist, Alaska

ALASKA'S new gold rush is for "nugget buys"—Alaskan truck, dairy, and wild fruit products.

Behind the "nugget buys" is an information and promotion program for Alaskan products that expands each year. A Nugget Buy is the trademark. "Nugget—the potato" is the animated personality who tells the story of Alaskan products.

"Nugget" was given a territorial-wide introduction to retailers and consumers the summer of 1955 by Stewart Durrant and H. P. Gazaway, a two-man committee representing the territory's chambers of commerce. Durrant is manager of the Matanuska Valley Farmers Cooperating Association. His partner is the University of Alaska Extension Service marketing economist and head of economics research at the Alaska Agricultural Experiment Station. The two men, with the help of an advertising agency, designed and distributed more than 2,000 "nugget buy" banners to 20 Anchorage merchants. Samples were sent Juneau and Fairbanks chambers of commerce.

"Nugget's" story is that Alaskan produce is not only a bargain buy of the finest quality, but an investment in local industry, payrolls, and future prosperity of all Alaskans. The Governor of Alaska, B. Frank Heintzleman, boosted the program when he proclaimed an Alaska Farm Week from August 28 to September 3. Extension Service home demonstration agents supported "nugget buys" with press releases, radio and television programs, and work with home demonstration clubs.

The two-man committee visited grocers to suggest ways Alaskan produce could be displayed. One of the largest independent supermarkets in Anchorage featured Alaskan products in its annual "country carnival." The Carr's Food Center manager exhibited Alaskan shrubs, flowers, fruits, vegetables, and potatoes. More than 20,000 customers saw the display which was sold at the close of the week.

Gazaway and Durrant arranged with growers to donate produce for a week's window display in a large Seattle department store. Ed Wolden, advertising and promotion manager for Carr's Food Center, arranged for the shipment and display in Seattle. They are repeating the display this summer. Farmers are interested in such promotion, Gazaway said, but they need someone with marketing experience and time to help them coordinate their efforts.

The "nugget buy" was the first step in Alaska's extension marketing project. When Gazaway outlined the project for extension agents during their annual conference in October he offered to help agricultural agents working with farmers to improve their efficiency in production, handling, and sale and use of truck crops, including potatoes. He proposed that home demonstration agents expand their consumer education program to include information about availability, variety, quality, comparative grades and value, selection, and storage of Alaskan produce.

Alaska's marketing problems are unique, Gazaway said. Agencies, services and information available for farmers, retailers, and consumers in the States are not active in the Territory. The relatively inexperienced Alaskan farmer faces established competition from the States. The competition offers grocers a dependable supply of uniform products on a year-round basis with full service to the buyer. Alaskan farm cooperatives offer some help to their mem-

(*Continued on page 150*)

James Thibodeau, produce manager of Carr's Food Center, adjusts sign for Alaska produce week "nugget buy" above display of locally grown vegetables

Does the name EXTENSION ring a bell?

Too often not.

◄ JUDITH B. KOENIG, Assistant Extension Home Economist, Franklin County, Pa.

r you were to ask a fellow extension worker, "What is Extension?" u could probably count on an acrate answer. But, what kind of an swer would you get if you asked stranger on the street that quesn? Chances are that he'd look at ı strangely, shrug his shoulders, d say, "I don't know."

This isn't uncommon, nor is it an ıggeration. The majority of peo- don't know what Extension is, or at it has to offer. It's our job, as ension personnel, to bring Extenn to the attention of the people.

t hasn't been too long ago that ecame a member of the extension nily. In fact, I'm still referred to the "baby" in my county. As a ent college graduate, I'm still anering the usual question, "What you doing now?" When I explain it I'm an extension worker, I get blank look followed by numerous stions pertaining to my job.

And within the county itself, Exsion is often unheard of. How ny times I've mentioned my official e to local merchants, farmers, and businessmen only to end up with explanations as to who and what I am, what Extension is, et cetera!

After months of explanations I found myself asking, "Why don't these people know about Extension? Here it is. A service set up for the people of the State. A service that is free for the asking, and it is unknown. Why? How could I as an extension worker, help to make more people aware of this service?"

The answer seemed obvious—utilize one of the mass medias, the newspaper. It was then that I began writing a series of articles about Extension. Each article in the series covered a different phase. The editors of the local papers were pleased with the idea and with the articles, and they willingly cooperated.

My first article was an introduction to Extension, entitled, "What is Extension?" In it I endeavored to explain exactly what the service is, who operates it, and how it is financed, and who benefits from it. This was followed by the second article, Meet Extension, which introduced the office staff with brief biographical sketches of the personnel, and explained briefly what the extension people do in the county and in the office.

These two articles were followed by articles on other phases of extension work. Each article in the series was informative, and yet served as a means of publicizing the activity. The result? Numerous people whom I met through business or social event eagerly said, "Yes, I know of Extension. I've seen articles about it in the paper." More people are asking for publications, and the office phone rings more frequently. Interest in Extension has increased, and above all, I don't have to explain what Extension is as often as I did before.

This isn't by any means a complete solution to the problem of informing more people about extension work, but it is a start. I don't know how many other counties have met with this same problem, and I don't know whether or not this same sort of thing would work elsewhere, but if this is a common problem, writing such a series might be a step in the right direction. It's at least worth a try.

ur Office? It's the Barn with Twin Silos

The barn with the twin silos" is way Ramsey County, Minn., exsion agents describe their new ce home at 2000 White Bear Ave., Paul.

On March 1 the Ramsey County ension office staff moved from a wded office in the St. Paul City Hall into commodious quarters in the red brick barn formerly used by the Ramsey County Home. These quarters include five offices and a kitchen 24 by 34 feet, which can be used for project training meetings for homemakers and for 4-H leaders. The kitchen is equipped with storage units, as well as two ovens and a refrigerator donated by the 4-H leaders' council. 4-H leaders helped make attractive curtains for the kitchen and the offices.

The remaining 180 feet of the barn is used for exhibits and displays for the Ramsey County Fair. The adjoining granary is used for 4-H demonstrations and booths during the fair, the machine shed for exhibits.

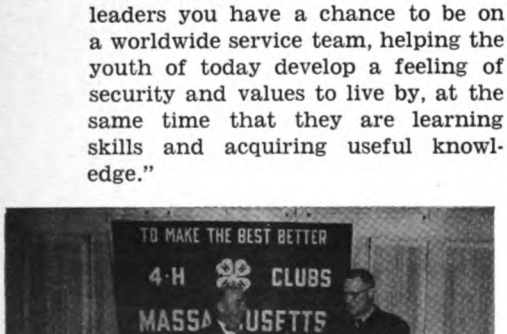
NEWS and VIEWS

Where Credit is Due

In spite of competition with other meetings, 170 local leaders, county and State Extension workers met in Greenfield, Mass., to honor leaders in 4-H. It was Massachusetts' seventh annual State 4-H Leaders' Day.

The theme of the main assembly was Safety Is in Your Hands. Following short talks by specialists from the National Safety Council, University of Massachusetts, and local fire and police departments, the local leaders divided into buzz groups, each assigned a special phase of safety. Secretaries reported discussions back to the assembly, and these were later distributed to all local leaders in the State.

After the citations were made, E. W. Aiton, national 4-H Club director, spoke on What 4-H Leadership Can Mean to You. He said: "As leaders you have a chance to be on a worldwide service team, helping the youth of today develop a feeling of security and values to live by, at the same time that they are learning skills and acquiring useful knowledge."



Extension Award Winners

For exceptional and outstanding service in Extension work, the following persons, pictured above at the Department of Agriculture, received the Distinguished and Superior Service Awards June 5, 1956:

Front row—left to right: J. Virgil Overholt, Ohio; Livio Lefebre-Alvarado, Puerto Rico; Fannie Mae Boone, Arkansas; Verna M. Criss, Pennsylvania; Mary L. Summers, Missouri; Blanche Goad, Mississippi; Lyman H. Rich, Utah; and Earl G. Welch. Kentucky, received Superior Service Awards.

Back row—left to right: C. M. Ferguson, Federal Extension Service, Distinguished Service Award; Jesse M. Barbre, Oklahoma; J. E. Carrigan, Vermont; J. D. Prewit, Texas; Merle D. Collins, California; Ivan D. Wood, Federal Extension Service; Paul L. Putnam, Connecticut; William F. Greenawalt, Pennsylvania; Robert S. Clough, Missouri; Leo Barnell, Nebraska; and John W. Holland, Kentucky received Superior Service Awards. Others receiving the Superior Service Award not shown are: Byron Dyer, Georgia; E. R. Jackman, Oregon; Robert A. Lamar, Oklahoma; Estelle Nason, Maine; and the Clay County Extension Team, North Carolina.

Tips for Farmers on Financial Management

Here are some pointers packed into a small space that may be helpful to county extension workers. They are in the last part of an article in the Agricultural Finance Review, November 1955. Entitled "Financial Management for Farm People," it was written by Lawrence A. Jones of the Agricultural Research Service, U.S.D.A., Washington 25, D. C. Reprints of the article may be obtained from Mr. Jones. He says, "To be successful in financial management, farmers should establish goals, analyze resources, develop and implement farm and home plans, and understand a few basic principles of income management, credit use, and investment practices. Often, however, the extent of success is related to the use of simple practices and techniques. These constitute the tools that help the farmer do the job. Many such techniques will need to be devised by farmers themselves, but a few suggestions follow:

1. Record keeping. Records are needed of receipts, expenditures, and changes in debts and inventories.

2. Analysis of records. Only by a periodic review of records can financial progress be adequately measured.

3. Written plans. Although not essential for many farmers, steps toward farm and family objectives can best be kept in mind and fulfilled when scheduled in writing.

Down with Weight . . . Up with Morale

With health certificates from their doctors, 32 Christian County, Ky., women enrolled in an extension class to reduce their weight safely.

Classes sponsored by Mary Ellen Murray, home demonstration agent, were held once a week for 5 weeks. Guest speakers were the State nutritionists with the health department, the county health doctor, and a mental health specialist. Charts, booklets, films, and food demonstrations kept the class interested.

At the last meeting, the members said they felt better, had fewer colds, less back aches, and more energy. In many instances, their outlook on life changed to a better one. By working together in this endeavor, each bolstered the other's morale.

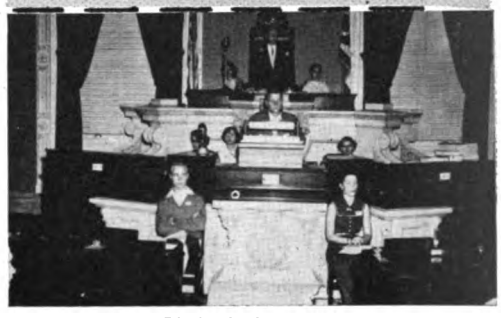
The class had far-reaching effects in the county. It was discussed frequently wherever women met. This was one reason why foods was selected by the majority of homemakers for their next project.

Shall the Bill Pass?

One day of the annual Ohio 4-H Club Congress is devoted to a Know-Your-Government experience. Preparation starts at least 6 months ahead with the selection of a bill that will interest delegates and is debatable. Examples are bills regulating transportation of farm implements on the highways, requiring pasteurization of milk on farms, making certain requirements for auto driving permits, and making provision for vocational guidance in schools.

The 1956 bill concerns the establishment of junior colleges over the State. Resource persons prepare arguments for and against the bill. Provided with a brief on the bill, county extension agents arrange a meeting of their delegates with their local legislators to discuss the lawmaking process and the merits of the bill.

The officers who have been selected and those who are to argue the bill get together the day before the program for a briefing by the clerk and speaker of the House of Representatives. In 1956, Dr. Harvey Walker, professor of political science, discussed the lawmaking procedure before the boys and girls went to the capitol. There they participated in a good demonstration program on the way a bill becomes a law.



Ohio 4-H Club Congress meets.

City children visit a farm.

4. Thorough study. Farming today involves many complex financial choices that require information and study before decisions are made as to farm and family expenditures, insurance, credit, and social security.

5. Family council. Many financial decisions should be made only after family discussion. The family is affected, and its full cooperation and understanding are needed.

6. Professional counsel. Advice on financial matters is as important as it is on farming technology. It may be obtained from bankers, other lenders, insurance and investment counselors, and attorneys.

That Long Arm of the Extension Service

Everyone knows that children learn best by being shown. This is the reason that Mary Alice Montgomery, a teacher of retarded children took them to a farm, as a part of their training in occupational choices. Wayman Johnson, assistant State extension supervisor in South Carolina, and the county agricultural agent, R. W. Smith, were invited to accompany the children. The trip to the farm had been preceded by appropriate instruction in the classroom. Each child had made something, a duck, a barn, hogs, cows, and placed them on the small farm that the children put together. So they were prepared in this way to understand the explanations which the men gave them about the farm animals, tractor, barn, garden and the canned and frozen foods in the house.

The teacher reported that the children learned well from this experience, because they saw the actual objects and experienced the subject for a little while in its natural setting.

As Mr. Johnson points out, "In the new approach to farm and home development, the same principles of teaching are being used. Adults as well as children learn quickly through personal experience."

Extension Education Is Spreading . . .

in EAST ASIA

DAVID E. LINDSTROM*

THE EXTENSION idea is taking hold in East Asia among the free nations of that part of the world. This was clearly evident in the discussions at the East Asian Rural Reconstruction Conference held at the International Christian University in Tokyo, Japan, last August.

Only the free countries of East Asia were represented. Farmers as well as government officials were invited and came. This was the first time in history that farmers had been included in such a meeting in this part of the world.

Evidences of extension organization were reported by delegates from almost all of the countries. These countries, forming a fringe of free countries around Red China, included Cambodia, Ceylon, India, Indonesia, Japan, Nepal, the Philippines, the Republic of China, Okinawa, Thailand, and Vietnam, with an unofficial delegate from Korea.

How Extension works was the theme of the two workshops and three round table discussions held during the 6-day conference. Then 4 days were spent on field trips to see something of Japan's extension work and experiment station results.

The economic and social situation facing these free countries is very difficult and critical. Production is generally low, although Japan is an exception. Rice is the chief crop. Cereals produced are mostly consumed in the countries. Methods are primitive and generally tied to traditional usages. Agricultural research is not well developed. Extension Service and community development programs are only in their beginning stages.

Improvement of social conditions is coming through community development, the elimination of the caste system, the creation of community organizations, the stimulation of discussion among rural people to work together to find solutions to their own problems, and the development of programs for farm women and youth.

Better production techniques, the building of roads, the development of rural electrification, and similar programs go hand in hand with health, nutrition, and literacy improvement programs.

Methods for improving living conditions through increased production, diversification of agriculture, and cottage industries were generally agreed upon. Education, including extension education, must be looked to as a chief means to this end. School teachers must be trained not only to teach in schools, but also to help educate the people of the community, technically and culturally.

The ultimate aim is to encourage self-help and free expression so that in time rural people may develop their own free and democratic organizations and institutions.

*David E. Lindstrom is Professor of Rural Sociology, University of Illinois, on leave 1953-56 with the International Christian University, Tokyo, Japan.

"When You Step Out"

A new 4-H project, When You Step Out, was organized in Westmoreland County, Pa., and was so popular among the 27 club members that they want to have a second year's project. Both boys and girls, no younger than 15, belonged.

Each of the six project meetings covered a different topic. Basically the project was designed to help the young people gain poise and confidence by learning how to do the accepted thing on occasions of public appearance.

Etiquette in traveling, being a guest and writing invitations and thank you notes were discussed and practiced by the group. They wanted to know also how to apply for a job. Two representatives of a business firm put on a skit which provoked a spirited discussion afterward on the do's and dont's of job seeking.

How to select clothes and care for them was a very popular subject among both boys and girls. A tour of a local department store added to the interest and gave substance to the discussion.

In preparation for the dinner dance at a hotel, which wound up the project, a meeting was held to talk about table manners and related etiquette. Here was the chance to put into practice some of the techniques in behavior that the boys and girls had talked about.

Members were enthusiastic about the club. Some of them said that they had made new friends and they felt more at ease when they knew what to do. The club was directed by Lucille Johnson, Assistant Extension Home Economist, and Austin Edgington, Assistant County Agent of Westmoreland County.

Miniature UNITED NATIONS at Work

IRS. ELEANORE G. TOMPKINS
:xtension Home Economist,
'hiladelphia County, Pa.

The Tasker Chefs, 4-H Club boys, learned many lessons besides cooking.

ON MY way to the first meeting with a group of 4-H girls in the 'asker Homes development of Philaelphia County, Pa., three boys of ssorted ages approached me and anted to know if they could have 4-H Club. After explaining that he county agent would be starting boys' 4-H program to include projcts in electricity, insects, flowers, nd others, the boys without hesitaion said, "We want to cook."

I hastened to explain what a foods roject entailed. The boys listened ttentively, asked a few questions, nen disappeared. At the close of ne meeting with the girls, the 3 boys nd 2 additional recruits appeared at the Community Building. Pleased with themselves, they announced they'd not only found a leader but also had lined up 10 prospective members. In the same breath, they informed me their club would be known as the Tasker Chefs.

As the summer progressed, the boys prepared, consumed, and relished soups, salads, cookies, biscuits, and casserole dishes. Many learning experiences followed. Hilario, a 10-year-old Filipino, had to be convinced that parsley and celery were not the same. Stanley, of Polish background, had to be reminded that a clean dish towel was not first to be used as a neckerchief. George, a teen-ager, wanted to eat his cantaloupe picnic style, minus a spoon. Frank and his brother, Eddie, armed with their 4-H cookbooks, vied with each other to set the table correctly. So the miniature United Nations worked and lived together through the summer club season. During the school year, they meet once a week on a new foods project.

'each Us To Sew—Appeal f Mothers in Trailer Park

Sewing machines are setting up a regular hum in a trailer park in undalk, Md. A group of housewives who live in some of the newest and most modern trailers appealed to Home Demonstration Agent Margaret N. White of Baltimore County for help in sewing and how to use their machines.

Irs. Gordon Roff and daughter are leased about a new dress being made.

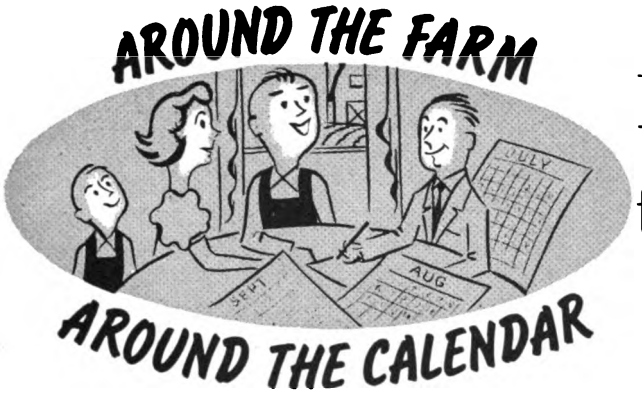
Miss White and her assistant, Imogene Romino, set up shop in the trailer park's small community room, used regularly as the laundry. Questions came thick and fast. Especially eager to learn was one young woman, Mrs. Gordon Roff, pictured here with her 2-year-old daughter. Her husband is encouraging her with the promise of a new sewing machine. They have 4 children to sew for.

It only takes one person to get an idea like this started. In this case it was a homemaker in the park who had learned to sew in a home demonstration club in an adjoining State. She knew Extension was everywhere and inquired at the county seat for extension help.

North Carolina Women Cited for Cancer Crusade

North Carolina has won an American Cancer Society "Cancer Crusade Citation" for a State home demonstration club project in cancer education among farm families. Only six citations were given in the United States this year.

The citation was based on a series of programs which began with Farm and Home Week last year. The American Cancer Society and district home agents set up 2-day training programs in 5 extension districts for home agents and health leaders. The cancer committee of the North Carolina Medical Society provided personnel to teach the agents and leaders, and they in turn held local meetings to acquaint rural people with cancer detection and treatment.



Planning Is a BOON to EVERY FAMILY

AROUND-THE-FARM planning — with the help of a special county agent—is a boon to the income and everyday life of families just getting established in farming.

That's the unanimous report from families signed up during the past year as farm and home development cooperators with Virgil Butteris, assistant county agricultural agent in west central Wisconsin's Clark County.

Proof of the value of having an agent help plan the business comes from the cooperating families themselves. The idea has caught on so well that Butteris has a waiting list of 80 or more families who would like his service.

But there are many other people who also benefit from Butteris' work. He writes a monthly news letter that goes to the cooperators and another 70 families who have requested it.

Also, Butteris and the regular county agent, Stanley Ihlenfeldt, held a special school last year for a number of former displaced families who now farm in Clark County, conducting 15 meetings between mid-January and seeding time, and covered "everything from how to get a driver's license to all basic farming topics."

Plans for the coming winter are to hold more of the same type classes, this time adding an English course for the farm wives.

One endorser of the special school, and also a cooperator with the farm and home development project, is John Jarynuk, a native of the Ukraine, now farming in Clark County.

"The problems that we people from Europe have are many—language, financial, and lack of farming experience—but Butteris and Ihlenfeldt have told us a lot of what we needed to know about basic farming."

Clark County hired Virgil Butteris as assistant county agent for farm and home development a year ago. He and Ihlenfeldt wanted to make sure the county people knew what the idea was all about.

First, the local chairmen of all 33 townships in the county were told what Butteris was there for, and how he would be handling farm and home development. They gave him the names of farm families who had moved onto county farms within the past 10 years.

Second, Ihlenfeldt and Butteris met with most of the area real estate agents, to make a complete check on what farms had recently changed hands. This way, they learned new farm owners immediately, and were able to serve as a "welcoming committee" to farm people who had just moved in.

First Contacts

The result of Butteris' and Ihlenfeldt's campaigning was better understanding of farm and home development by the county board, and strong support when it was needed.

The list of young farmers that Butteris had collected from the town chairmen were his first contacts for getting prospective cooperators. He sent a letter to all the families the chairmen had mentioned, explaining the farm and home development program, and urged people needing such assistance to sign up.

Then by return mail and direct contact, he signed up cooperators from every farming area in the county.

Butteris isn't the only extension worker here who can sign up farm folks for farm and home development. Ihlenfeldt or Dorothy Hilton, county home agent, often make the first contact with the family.

Each cooperating family receives four scheduled visits per year from Butteris or another of the extension agents, but they are always available to see families who have special problems at other times.

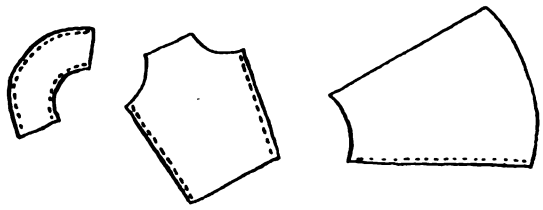
Taps Other Agencies

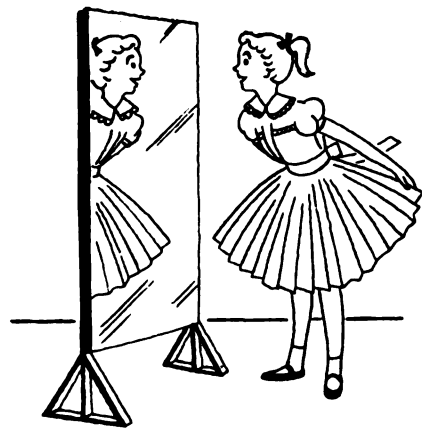
As soon as he starts working with a family, Butteris gets the rest of the agricultural agencies in on the project wherever extra assistance is needed. Butteris always carries sign-up sheets for the Agricultural Conservation and Stabilization office. Farmers who tell Butteris they'd like to get ASC help for pasture renovation, forestry work, or liming can sign up for these benefits right on the spot.

Then Butteris sits down with the family and helps plan, improve, or reorganize the year-round operations to bring the best income. Sometimes it just means keeping better records. Other farms need a shift from one type of farming to another, while still others may need only a heavy fertilizer and liming program.

As a result of trying to tell as many farm families as possible about the Extension Service, the two county agents have sparked their interest and started their thinking toward needed changes. Through the monthly letters they keep in touch and give some help until it is possible to meet with them personally.

Complete—Not Compete





A satisfying project experience in 4-H

LUCILE HIESER SEVOIAN, Former Illinois Home Economics 4-H Club Specialist.

A brief report on a recent study of attitudes and experiences of 128 10- and 11-year-old 4-H Club members enrolled in clothing projects in McLean, Ill.

Laurel Sabrosky of the Federal Extension Service makes the following comments on this study:

MRS. SEVOIAN makes two points in this section of her article which are of particular interest. One is the girls' lack of knowledge of the meaning of the four H's. If the girls are working toward the right objectives, it is really unimportant that the symbols apparently mean something different to them than they do to us adults. Most symbols and words, as well as signs and figures, mean different things to different people. It is the final result that counts and not the immediate, specific knowledge of correct symbol interpretation.

The other point pertains to 4-H'ers lack of knowledge of completion requirements. This has also been found true in other studies, and with older members as well. Other studies have shown that members have thought they had "completed," only to find they have not, and as a result got no recognition for what they considered completed job. I believe this is challenge to extension workers to better inform both local leaders and 4-H members as to completion requirements, since recognized achievement is very important, especially to younger 4-H members.

OUTSTANDING 4-H Club members have told us what 4-H Club work means to them, but what do we know about the concepts of 4-H that the rank and file members have? This was a basic question in a recent study of attitudes and experiences of 128 10- and 11-year-old 4-H Club members enrolled in clothing projects in McLean County, Ill.

Project work was the most important phase of the club program to these young 4-H'ers. In describing 4-H, almost all of the 128 girls interviewed said, "You do sewing (cooking, and so on)" or "You learn to do things." Project work was mentioned as the part of 4-H that more members liked best than any other phase of the program. More members also expressed appreciation for 4-H membership because of project work they had done and what they had learned rather than because of other reasons.

In their descriptions of 4-H, three-fifths of the members told about extra activities, such as tours, camps, parties, and the county 4-H Club show. One-half of the members described 4-H as being fun. Other characteristics mentioned with much less frequency were that 4-H is a club and meetings are held, talks and demonstrations are given, and there are recreation and refreshments.

A few of the members looked upon 4-H as a place where they were part of a group, were with friends, or got acquainted with others. One-fifth of them described it as something interesting, nice, or well liked. Only 2 of the 128 girls mentioned getting prizes in 4-H.

These and other findings in the study emphasize the importance of a satisfying project experience for beginners in 4-H. However, they point out that a program of project work alone will not satisfy all beginners. Extra activities, recognized as essential supplements to project work for older boys and girls, appear to have much appeal to young 4-H'ers also.

Few Knew Symbols

The club members were not as aware of 4-H symbolism and requirements as leaders might expect. Less than half of the members knew that the four "H's" stand for "head, heart, hands, and health." Only one-third could name more than 2 of the 5 requirements listed in all project handbooks and expected of all Illinois 4-H Club members. All but five of the girls had completed these requirements; also, all local club achievement programs had been held previous to the interviews. Yet, over two-thirds of the members did not know the meaning of an achievement member: one who has completed the five requirements.

Completing a project was the requirement most often given. This may suggest that completion of other requirements was less satisfying, less recognition was given for their completion, or minimum requirements need evaluation.

The apparent lack of the idea of prize-winning in these members' concepts of 4-H is noteworthy. The satisfaction received from ratings on project work was not entirely related to

(*Continued on next page*)

(*Continued from page 149*)
the level of the rating but was influenced also by comments of the judges and attitudes of leaders and parents toward the rating given.

4-H Clothing Training for Mothers, Too

In this section of Mrs. Sevoian's article, her data verify the findings of some other studies. Many of our 4-H members get their training in subject matter from their parents and not from leaders. She points up very well the importance of recognizing this fact and doing something about it. At the present time, surveys indicate that leaders are not yet receiving adequate training for their jobs. These data show that leaders need even more training than we have been thinking they need. Other studies have shown that young 4-H members who do not receive adequate project help from either their parents or their leaders are likely to drop out of 4-H Club work.—Laurel Sabrosky.

It was a surprise to learn how much 4-H Club girls depend upon their mothers for help in learning to sew in 4-H clothing project work. Recognizing that all mothers do not know the fundamentals in sewing, can we stop with training of leaders? If club members, especially beginners, are to have the guidance needed to insure a satisfying project experience, perhaps we should begin with the mothers. Of course, the answer to this question is dependent upon where club members do their sewing and who helps them learn how to do each step of construction.

There is considerable variation in the opportunities members had for doing project work under direct supervision of club leaders. Slightly over one-tenth of the members did not sew at club meetings. Nearly three-fifths could work on their projects at regular club meetings, and slightly over that proportion had opportunities to sew at special work meetings.

Only 4 of the 128 girls in the study finished all of their project work at club meetings. One-fourth did the majority of it at club meetings, one-fourth did all of it at home, another one-fourth did the majority of it at home, and others did equal amounts at the club and at home. Slightly over one-half of the girls did the beginning steps in construction at club meetings, but only 7 percent did the finishing touches there.

Another major principle our study revealed is this. Clothing project work will be more satisfying to every one concerned when the standards by which it is judged are made known to those helping the club member learn to sew.

When asked whom they thought helped them the most in learning how to make their garments, slightly less than one-half of the members named their leaders and one-third named their mothers. The remaining members said that they were helped most by other persons or equally by their leaders and mothers.

Where mothers are giving as much help to 4-H'ers as they were in this study, it would seem wise to make an effort to give mothers information or training on clothing project work. To be effective this training must be given before members begin project work. All too often mothers have learned this type of information at county shows or exhibit days after the children's garments have been completed.

How To Reach Mothers

Where club members do their sewing and who helps them learn to sew may vary considerably among the clubs in a county or within a local club. How familiar mothers are with the 4-H program also may vary. Thus it is suggested that the local clothing leader be responsible for giving information and help to mothers. The leader in turn should have training on ways of working with mothers.

Various methods could be used in reaching mothers, such as inviting them to club meetings, having special meetings for them, making home visits or telephone calls, or using circular letters. Work meetings could be held to teach new construction techniques or to help mothers with limited sewing experience. The use of a leaflet explaining the clothing project objectives, requirements, and recommendations is desirable also.

A Nugget Buy

(*Continued from page 142*)
bers, but usually independent farmers are their own marketing agents, selling directly to military buyers, retailers, or consumers.

Gazaway hopes the extension marketing project will unite efforts of all agencies helping Alaskan farmers, retailers, and consumers. The Alaska Department of Agriculture, chambers of commerce, agricultural experiment station, extension service, marketing associations, and home demonstration clubs promote Alaska produce.

This year's plan includes work with Alaskans interested in quick-freezing vegetables and in prepeeling potatoes for commercial use. Outlets for new Alaskan products are part of the program. Vegetables such as kohlrabi grow and yield well, but sell in small volume. Merchant and consumer education are needed to open this market for farmers.

Marketing of native berries was started in 1954. It is a program that could be expanded to increase income of families in isolated villages. Managers of exclusive food stores in the States have shown interest in Alaskan berries as specialty items. Gazaway is investigating this possibility for the late summer berry crop.

In 1955 several air shipments of 100 to 200 pounds of low-bush cranberries were sold successfully by Carr's Food Center. The berries' popularity was proved by the speed with which they sold. Gazaway served as liaison between the store and Mrs. Denton Moore, of Kokhonak Bay, who dealt with pickers. He helped retailers with the pricing and merchandising and kept home agents informed so that they could provide publicity and berry recipes.

Native blueberries are another potential crop for Alaskan markets. With both berry crops there are problems to solve in picking, harvesting, transportation to market, and publicity. Communications are poor; mail may take a week to reach villages, and radio connections often are unsatisfactory.

Concentrated promotion effort is scheduled for August—Alaska Farm Products Month. "Nugget—the potato" will help merchants identify Alaskan-grown products for the summer.

They call it the . . .

Mile and a Half Show Window

GORDON ELLIS, Nassau County Agent, Florida

IN NASSAU COUNTY, FLA., the 4-H Clubs have an unusual educational opportunity. They are responsible for the development of a strip of land 1 mile long and half a mile wide along U. S. Highway No. 1. On this 350 acres, a timber grazing and game program has been developed, which gives it the name "Mile and a half show window."

This area is part of a tract of 740 acres of flat woodland which the Navy owned during the war but did not use. The merchantable timber and trees had been cut off, leaving very little but stumps and wire grass, a fertile spot for fires to spring up.

The 4-H Club boys have planted 125,000 slash pine seedlings since 1949. The basic management plans show 263 acres in pine-type land, 11 acres in hardwoods, 39 acres in pasture, 5 acres of barrow pit to be made into a fishpond, 5 acres in roads, and 27 acres for such purposes as field crops and buildings.

Near the entrance of the property is a circle drive which takes in a little over an acre. This is the arboretum or tree garden. Every variety of Florida native tree is being planted here.

Over 50 of the 125 4-H Club boys in the county have worked on the project planting trees, picking up roots, working on fences, precommercial thinning, and other similar assignments. They have planted 500 red cedar seedlings, 500 catalpa seedlings, 100 tulip poplar, and 50 tupelo gum seedlings. One of the local leaders is now supervising the work.

Cooperating with this project are the local school board, the Florida Forest Service, the Agricultural Extension staff, and a group of project advisers.

A Useful Yardstick

Using a point system, the 23 home demonstration clubs in Caddo Parish, La., set up a scorecard to measure their achievements during the year. Mattie Mae English, home demonstration agent for 31 years, conceived the idea as another technique to encourage participation in club activities.

Some goals toward which they worked were: Increased membership, regular attendance, full representation at council meetings, prompt beginning and ending of meetings, and ready participation in community services, such as encouraging women to register and vote.

Hello, Neighbor

A young farmer in Belmont County, Ohio, walked into the courthouse and asked where the Agricultural Extension office was. An office worker replied, "I never even heard of it."

That started County Agents R. W. Lang, William M. Shaw, and Robbie E. Latta to thinking about how they might become acquainted with their fellow workers in the courthouse. They finally decided to put out the welcome mat and have an open house. While their 80 some visitors munched cookies and sipped coffee, the staff explained what extension folks do to help farm families. Hopefully, their office neighbors next time will say, "Extension office? Right down the hall is where they'll help you."

You Are Important People

Over 100 Maryland homemakers who were elected county committee chairmen met in Baltimore to find out the answer to "What is my job?" State chairmen and State staff members of the Extension Service emphasized the importance of the chairmen's responsibilities and their privileges as "important people."

The chairmen met with specialists and exchanged ideas, set up objectives and goals. Publicity chairmen, for example, planned workshop training meetings in newswriting with emphasis on recognition of club achievements. Health and safety chairmen decided to emphasize fire prevention, driver education, child safety, and wider understanding of the services from local health departments. Citizenship chairmen pledged themselves to work toward greater participation in community affairs.

Review of The Range and Pasture Book

This unusually well-illustrated book by Donahue, Evans and Jones can be recommended for use in schools as a basic text for vocational and general agriculture, and veterans training courses. It is valuable for results of experimental work with grasses and their uses in farming operations, and would serve well for home demonstration clubs to learn more about grasslands.—*W. R. Tascher, Federal Extension Service.* Published by Prentice-Hall, Inc., Englewood Cliffs, N. J., 1956, 406 pp.

New life for . . .

YOUR BULLETIN DISPLAY RACK

Victor Stephen, Staff Artist, Pennsylvania State College of Agriculture

Our old bulletin rack didn't tempt passers-by; the "before" photo shows why. In fact, when people did stop they often couldn't tell what was offered because the wooden crossbars blocked out titles, and the bulletins were continually falling in front of one another. Unsightly wires put up to keep the larger publications from hanging over the edge didn't help the appearance either.

But that's all changed now as you can see by the "after" picture, and it didn't take much time or effort either. Since the foundation of the old rack was strong, we merely replaced the crossbars and wires with precut sheets of one-fourth-inch transparent plastic. The plastic was screwed to wooden dividers on the shelves, making individual compartments for each publication. A new coat of dark green paint covered the old brown stain. The supply of publications is kept up to date and replenished when necessary.

If your display rack is in the "before" class, why not remedy the situation with the little time, money, and effort necessary to make it a really serviceable "bulletin salesman."

SEPTEMBER 1956

EXTENSION SERVICE Review

FARM-CITY WEEK, NOVEMBER 16-22

UNITED STATES DEPARTMENT OF AGRICULTURE • FEDERAL EXTENSION SERVICE

EXTENSION SERVICE Review

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Prepared in Division of Information Programs
LESTER A. SCHLUP, *Director*
CATHERINE W. BEAUCHAMP, *Editor*
DOROTHY L. BIGELOW, *Associate Editor*

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In this Issue—

Farm-City Week Scheduled for November

WARM handshakes, words of encouragement, and a better mutual understanding are anticipated throughout the country as farmers and city folks link arms in observing the second annual Farm-City Week, November 16-22. In thousands of communities throughout the United States, and in Canada, too, farm and city people will meet together and enjoy each other in their efforts to get better acquainted and to learn more about each other's problems, viewpoints, and situations.

America has been noted for its citizenship efforts to voluntarily strengthen the bonds which weld people together in that unity of spirit and progress which is so vital to the destiny of a great Nation. Farm-City Week is an expression of this desire to live, work, and grow together in neighborliness.

Congress has recognized the importance of this farm-city partnership in American progress in its resolution designating the week of November 16 as National Farm-City Week. The resolution requests the President to issue a proclamation to that effect and to call upon the U. S. Department of Agriculture, land-grant colleges, State extension services, and other appropriate organizations to cooperate in advancing the objectives of the week.

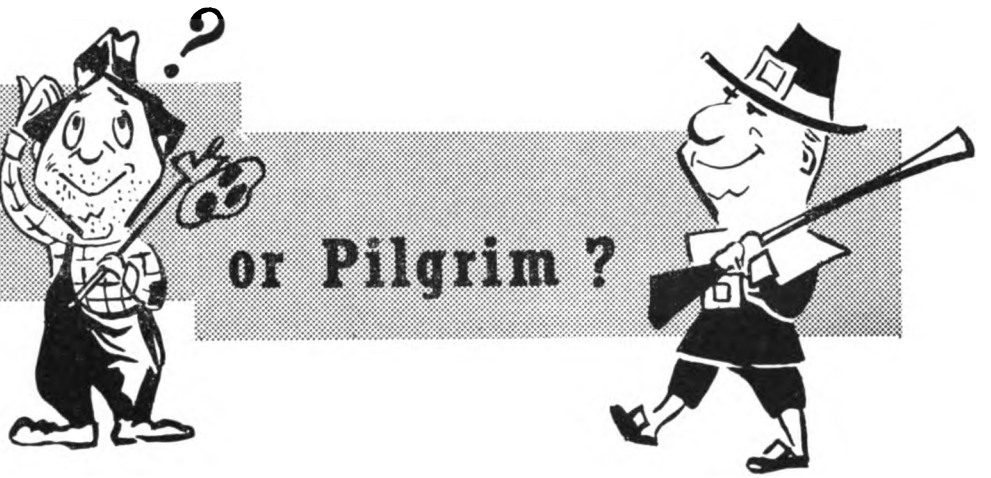
County extension agents through the years have contributed much in year-round efforts to bringing farm and urban dwellers closer together and to strengthening understanding and appreciation of the American way of life. The nationwide accent

(*Continued on page 168*)

COVER PICTURE

—William W. Broome, Vicksburg, Miss. businessman talks over the farm-city problems with Farmer Joe B. Scott and sons Jimmy and Bobby. —Photo by courtesy of Vicksburg (Miss.) Evening Post.

Tramp or Pilgrim?



FRANK L. BALLARD, Associate Extension Director, Oregon

PROGRAM projection is a year-old addition to extension terminology. It seems to imply in some quarters mysterious procedures, or at best, burdensome complexities, to add to an already complex situation. As with most ventures, extensive jargon has developed around the new term, and volumes of explanation have been released. But for practical considerations the whole process is as simple as can be. All it is, is deciding what to do with extension time. Program is only the things we do. Projection is looking ahead, planning what to do in the light of what we see. The traveler who doesn't know where he is going and why is a tramp; one who has a goal is a pilgrim.

Each part in planning must be considered in true relation to the whole. And so the heart of the whole program process is involvement of the people served. This is not a new theory, but with increased thought directed to program making it has gained new and greater emphasis.

The future of extension, I believe, rests squarely upon this basic element—involvement of the people in program making. Once accomplished with thoroughness and skill, the breadth and scope and increased number of extension projects that will be advocated in the future are beyond any possible estimate.

Involvement of the people in program making is not new; it was being done at least 40 years ago, and has continued in one form or another through the years. Unfortunately it has not been as thoroughly accomplished as it could have been. Too often a group of leaders met for only 1 or 2 meetings with the extension agent and then were dismissed. They acted only as a rubberstamp on the project suggestions previously made by extension staff members.

Commonsense tells us that their approach was not good. You must have systematic and well-planned discussions with county leaders of special-interest groups in order to bring out the major problems and most valuable suggestions as to objectives and goals.

If some overall county representation can then be solicited to sift out the more important suggestions and to establish priorities, a start is made in clarifying valuable longtime objectives and certain annual goals. It also develops within the consciousness of the leaders a sense of proprietorship in and responsibility for a county program.

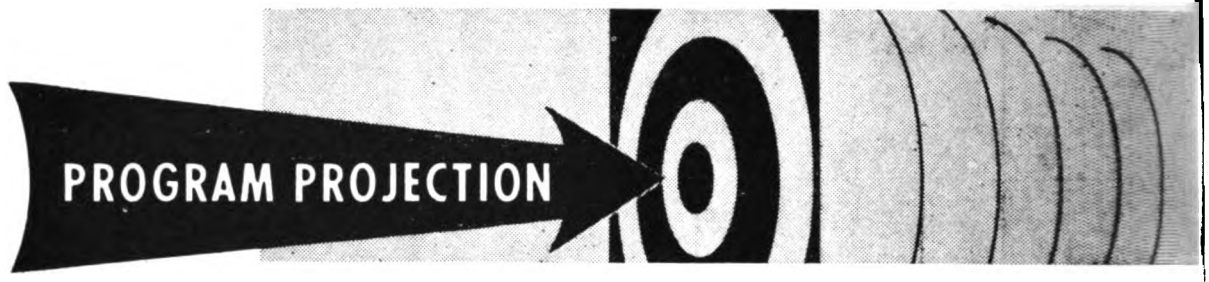
Extension Is a Resource

In this sense, the extension people at both the county and State levels serve in a resource capacity. They develop certain skills in group discussion and in bringing consensus. On the county level, they act as executive secretaries in handling the groups and the committees. All this adds up to an excellent teaching method. It also has an affirmative effect upon extension staffs by bringing out the advantages of good staff integration. It is, moreover, a first-class public relations procedure as the strongest principle in public relations is a good program that correlates the public and Extension. From the standpoint of the people, perhaps the greatest value lies in development of lay leadership as one of the main objectives of Cooperative Extension work.

The problems within any area of special interest require numerous meetings of the group before conclusions sound enough to enlist enthusiastic sponsorship can be reached. Convincing demonstrations throughout the country attest the effectiveness of this principle. The Committee on Extension Organization and Policy and the Federal office agreed with the farm organization group, which has been supporting increased funds in the Department budget for Extension, that these demonstrations had been sufficiently convincing to justify a thorough program-making procedure in every county in the country within a reasonable time. Results can already be tallied to show that a coordination with the people results in a better understanding of Extension's potentialities and a clearer concept by the Extension staff of the county's real problems.

Another result usually is agreement upon a longer list of problems than had been anticipated. Experience already indicates that these problems will go far beyond the technical points involved in the physicial and biological sciences on which Extension has made most of its record, and reach into economic and social questions. Rural health education, safety, housing, public affairs, taxation, and rural zoning are examples of problem areas which already have been included. Often the leaders in the interest groups appreciate additional extension assistance, and cases of marked expansion in county staffs

(Continued on page 158)



"Let's have a clear-cut, down-to-earth Extension program in every county."

C. O. YOUNGSTROM, Associate Extension Director, Idaho

THE term, program projection, came into Extension use over a year ago when the Land-Grant College Association's Extension Committee on Organization and Policy took a firm stand on the need for a more intensive program making policy. The Committee believed the time was at hand to do a more effective job of building a clear-cut, down-to-earth extension program. Many difficult problems confront farm people today. They face a rapidly changing technology, rising costs, declining prices, loss of foreign markets, and shifts in raw materials for industrial use. Capital requirements have jumped. The risk factor is greater. The trend is to mechanization. There is a pressing necessity to increase the productive capacity of the land. All these are challenges to sound agriculture.

On the family living side, technology is changing household tasks so that home management and wise use of family income for goods and services are increasingly important.

In meeting these new problems a long-range extension educational program is required. The resources of rural people—the land, the water, the timber—must be developed wisely and efficiently, with an eye to both personal profit and the best interest of the Nation. These broad objectives can be accomplished successfully with an educational program in which farm people take responsibility for leadership and make wise decisions.

One of the main purposes of the Extension Service is to guide farmers toward their goals. From the beginning, the program has been based on practical methods of obtaining the most profit and enjoyment from basic resources. It starts with a clear understanding of what kinds of agriculture are best suited to an area. It moves toward the most rewarding results that can be expected by making use of knowledge and ingenuity. The plan is by and for the people.

Program projection is a means of bringing more people into the process. It projects in two ways. It looks beyond this year and next year in drawing the blueprint for the future. Plans are projected ahead. In the second place, program projection enlists the sound judgment of a broad representation of the people in deciding what the main problems are and the best way of solving them.

Of course, Extension has been operating on that foundation through its history. Program projection provides a working mechanism to establish a broader base.

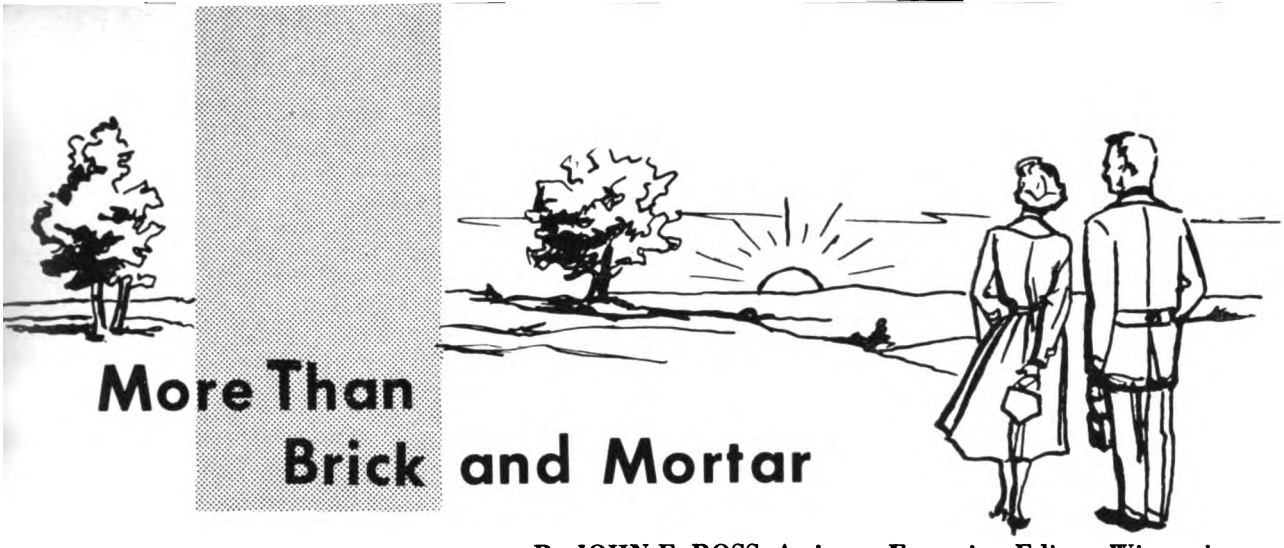
The intensive emphasis on longtime county programs as proposed in June 1955 was supported by the farm organizations. The committee on organization and policy promoted it. Extension administrators moved quickly to put it into effect. The committee asked each State to tackle the job at State and county levels. Regional meetings in August at Memphis, Salt Lake City, Chicago, and New York brought the purpose and method into focus for State extension directors. Shortly wheels were turning in the counties. That's where the program is actually developed. County agents took it to farm families. About 10 percent of the counties worked on program projection the first year. Then another group of counties joined the movement. Eventually all counties will adopt it.

A second meeting with farm organization leaders in June 1956 gave ECOP an opportunity to report on progress in this program-building process. Continued emphasis was urged.

The idea involves the careful assembly of background information for thorough analysis of situations and problems. For this purpose county advisory committees are augmented by commodity committees, family living committees, youth committees, and special interest groups. The number of farm people involved depends upon the variety of agriculture and relative importance of its various phases. In every community it means more people on the land are bringing their best judgment to the common problem of how best to increase income, conserve resources, and provide a better standard of living. These committees weigh the evidence and chart the course.

Program projection is working. It is already helping rural people to adjust their sights to the future without losing view of the immediate needs. It is helping extension agents, subject-matter specialists, and administrators reorient their educational services so they can be most effective in meeting the desires of the people.

In a sense, program projection is a meeting of agricultural stockholders. Its approach is soundly conceived. It is not a one-shot panacea but rather the careful development of a broad and vital educational program. The process requires the time and talents of many leaders from big and little farms over a considerable period. It provides the basis for action, for Extension is an action program. If well done, program projection will lead only to greater satisfaction to the people served by the land-grant colleges and to enlarged opportunities and responsibilities for the Cooperative Extension Service.



More Than Brick and Mortar

By JOHN E. ROSS, Assistant Extension Editor, Wisconsin

AWYER COUNTY, WIS., has discovered an antidote for a good many its rural headaches. And the antite shows signs of being a good one. It's called program projection by experts. To the people of this rthern Wisconsin county, it means nning and working together for a ghter future.

Sawyer is no rich agricultural nty. It's the fifth largest in Wisnsin, with almost 850,000 acres. t only 31,000 of these are cleared crops. The land and the people se suffered from the big-time tim- rush around the turn of the cen- y. The road back to productivity d good living has been difficult.

The county's immediate source of w wealth now lies in the ideas of people. The potential for physical provement is great.

County Agricultural Agent Shern Weiss said they first started ir projection committee back in 6, more or less planning from year year. In the latter part of 1955, nning was projected to 5 and 10 rs and even longer.

County Agent Weiss, Mrs. Mary es, home agent; and Kenneth lizenga, farm and home developnt agent, pulled together all the kground information they could on the status of the rural econy, which included farming facts d also facts on forests and recrean. They called on extension spelists from the State University for vice and information.

Assembling the Facts

Here are some of the facts. The nty in 1954 had 656 farms with average cleared land, 47 acres; average size, 134 acres. The average farmer had 10 milk cows and 3 acres of alfalfa. His milk production was 6,100 pounds—over 1,000 pounds below the State average. At present, over 76 percent of the farms have incomes of $2,500 and under. Only 2 percent have incomes over $6,000.

Farms are not concentrated. Wild or forest land surrounds many units. Most farms have a large acreage of timber land, much of which is devoted to pasture.

The county has 52,000 acres of lake and 250 resorts—a large tourist attraction. However, present tourist pressure on the lakes is reaching the maximum.

The potential in private and public forests is high. After 1930 many of the private landowners let the land go tax delinquent; thus the county forest, State forest, and Federal forest were established.

The county has a large Indian poplation. Many of the people have low incomes, and when they are not gainfully employed they're a tax burden to the area.

Weiss assembled this information and more, and then called on his people. With the backing of the county agricultural committee, the county conservation committee, and the 4-H leaders, he called in a citizens planning group that represented all walks of county life—farmers, rural nonfarm, forestry, recreation, Farm and Home Administration, Soil Conservation Service, Agricultural Stabilization Service, farm and home development, 4-H leaders, homemakers, homemakers' council, agricultural committee, religious organizations, young farmers, breeding associations, and parent-teacher associations.

Individuals were selected "on the basis of each member's ability to work with others, his standing in the community, the success of the individual, and his willingness to give time to this type of planning."

Among the group of 30 were 9 husband-and-wife teams, because, says Weiss, "We are taking into consideration the needs of the entire family in our program."

Trends Outlined

The group met and discussed the information assembled by the county extension staff. They outlined these existing trends in their rural economy.

Fewer and larger farms—from 1,509 in 1935 to 1,016 in 1950, and from 90 to 140 acres average in the same period. Number of farms may eventually drop as low as 500. Larger farm units will probably be self-sustaining with very little income from outside sources. This is not now the case.

Specialization in agriculture is coming. Overall costs are too high for the small unit or the diversified unit. Farm buildings are now inadequate. Enlarging units will mean more buildings.

Industrialization is coming in the northern cutover areas. This will continue, particularly in the field of wood industries. Growth of rural nonfarm population is on the increase, with factory and timber workers moving in.

Farm and rural nonfarm wives are

(Continued on next page)

(Continued from page 157)

seeking employment to help meet cost-of-living increase. They're working in small factories, retail stores, or teaching.

Shorter work weeks and more leisure time are on the way. Salaries are higher and more people are taking vacations. New sources of recreation are being developed.

Back to The People

After the group had met they went back to their separate communities to discuss the problems with all the folks they could meet, either individually or in groups.

Weiss says the committee got a lot of their ideas over a coffee cup in farm kitchens with the entire farm family sitting around the table. He estimates that more than 300 people contributed ideas.

The citizens' committee then reassembled and came up with a long-range plan, "What we'd like to see happen to our county in the next 10 years."

Weiss says, "The plan is flexible, because we don't know what the economic situation may be. We'll review this thing every year to keep it moving. And we'll continue to use planning ideas and resources from the university."

Here are examples of long-range improvements suggested by the committee after their round-robin discussions.

Over 80 percent of the farms should be able to increase their income. Most of them should double it.

Acreage in cropland should be doubled on each farm to support enough livestock for increased income. This means clearing more land and uniting small farms. Livestock should be increased 150 percent on each of the farms.

Building expansion is needed on 75 percent of the farms to house additional livestock.

Double the use of agricultural lime. There are 10,000 acres of high value crops now. We need 35,000 acres.

Sheep numbers could be expanded three times the present number to use rougher farm areas.

An excellent summer egg market exists. The county could add 20,000 laying hens.

The broiler industry for turkeys and chickens should be expanded enough to establish a dressing plant, byproducts to be used by mink ranchers. Present mink ranchers are not operating on a large enough scale for self-sustaining business. They should double present production.

The county has 20,000 acres of balsam and spruce on county-owned and private land that has potential value for Christmas trees. Programs should be introduced for management of natural stands. The surface is only being scratched on tree planting and timber stand improvement.

Home conditions need considerable improvement. Now 13 percent do not have electricity. Eighty percent do not have bath and toilet facilities. Seventy percent of homes and barns are without running water. Clothes washing by hand is practiced in one-third of the rural homes. Ninety percent of the homes need major repairs and remodeling.

We are reaching 420 youngsters out of a possible 1,500 in rural youth programs. The Indian youth population receives very little 4-H training.

There's considerable need for industrial development using local products. Many small farmers need to find employment in industry, locally if possible.

We need careful study to determine number of resorts in line with present natural resources and potential expansion.

Extension's role in the program has remained advisory. Weiss says, "We've learned a lot together. For the first time we're all really learning to know our county and realizing problems we haven't seen in the past." He adds, "Our people have taken on the view that Extension is the source of information to help do jobs more efficiently and effectively."

In Manitowoc County

Sawyer County in the North is one of 15 in Wisconsin moving ahead with the program. Over on Lake Michigan Manitowoc County is making great strides.

Here the pattern is similar, although Manitowoc is blessed with more fertile soil and more agricultural potential. Forty percent of the farms had incomes from $2,500 to $5,000 in 1954 and 32 percent from $5,000 to $10,000. Farm size has gradually been increasing with number of farmers gradually decreasing.

County Agricultural Agent J. R. Buchholz called on his committee representing all phases of rural life to come up with long-range prospects. The committee devised these five problem areas that needed attention:

1. Lower the cost of production by increasing yields, cutting costs of dairy and other livestock production.
2. Lower the cost of marketing through participation in dairy promotion, bulk milk handling, special cattle, hog, poultry, and special product sales.
3. Adjust production to demand.
4. Conserve natural resources.
5. Better family living.

The committee also recognizes needs of rural nonfarm and city residents and includes programs for them.

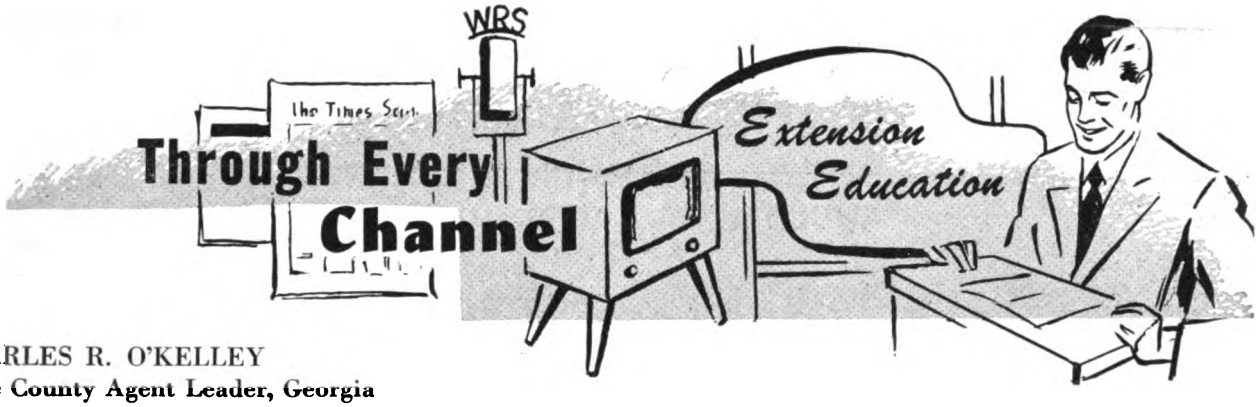
As in Sawyer County, the group has lined out an ambitious long-range program. There is direction in their work as a result of projection.

Tramp or Pilgrim?

(Continued from page 155)

because of the inability to accomplish the purposes in view are easily at hand.

Often some of the activities agreed upon by the lay groups are not directly within the administrative field of Extension. Here Extension has a wide-open opportunity to come forward in a leadership position. Through the years the extension agents, educators under the statute, have become recognized constructive community leaders. In this role they take a lead in bringing the resources of agencies not under extension administration to attention of the special-interest groups within the counties. They assist in working out the best means of local application of the work of these other agencies, whether State, Federal, or private. Thus, this hastily sketched process of deciding what and how to do it points toward a rural life program of which Extension's projects will be a substantial part but not the whole structure. The extension staffs gain understanding and support for their activities in the extension field and are supported in their leadership role to bring all possible help to the agreed improvement activities of the county.



CHARLES R. O'KELLEY
State County Agent Leader, Georgia

WE IN Georgia have long recognized that a county agricultural program, although skillfully planned, is of little value until it is thoroughly understood and accepted by the people whom it can affect. Many different approaches must be used if one is to be successful in doing this job. The mass media are very important in presenting agricultural programs to the people. I should like to mention briefly several of these approaches, all of which have been used successfully by county extension staffs in Georgia.

Printed Programs

Just as soon as the county program projection committee has completed the planning of the program, efforts are made to get the program printed. This is usually done in bulletin form and is financed by one or more local business firms or by the boards of county commissioners who sponsor extension work in many counties. Enough copies are printed to distribute to all farm families as well as business leaders.

Distribution is made through personal contacts and meetings such as home demonstration clubs, senior 4-H Clubs, various commodity groups, special community meetings, civic clubs, chambers of commerce, and the like. An attempt is made by the county extension workers to make this distribution when they can thoroughly discuss the program with the group at hand. Distribution is seldom made by mail as this has proved to be very ineffective.

Special Editions

A special edition of the county newspaper featuring the county agricultural program often follows completion of planning by the projection committee. Primarily, this features the goals set by the planning committee. Articles are written by a representative of each agricultural agency in the county and by members of each subcommittee (such as livestock production and marketing, youth, and home improvement). In the special edition local business firms devote advertising to the program, calling attention to its significance and pledging their support. Very often the newspaper sends this edition out to each rural box holder, thus getting the program into the hands of every farm family. Throughout the year, county extension workers and the various committees continue to use the local newspaper to tell the public how the program is developing.

Radio and Television

Many agents have found radio and television extremely helpful in presenting the county program to the public. The county agent and home demonstration agent often invite the chairman of the county program projection committee and one member of each subcommittee to appear with them on radio or television to present the program. Several programs are often devoted to this important task. Then, throughout the year, these same people take advantage of radio and television to keep the public informed of progress being made toward carrying out the county program.

Community Meetings

Community meetings are usually one of the main media through which farm families are kept informed about the planning and development of the county program. Visual aids such as slides, charts, and flannelgraphs play an important part in presenting information in an interesting and understandable manner.

Involvement of Other Organizations

Most organizations in the county use the county agricultural program as a guide in assisting rural people. This includes such organizations as health department, welfare department, chamber of commerce, and civic clubs. It is only natural that these groups should use the goals set in this program as their guide, since each group is represented on the county program projection committee. Local business firms, such as banks, fertilizer dealers, and farm implement companies, also offer whatever assistance they can to the development of the program.

Followup

The real success in the development of a county program, once it has been carefully planned by the county program projection committee, is dependent upon the year-round continued interest and determined efforts of both the overall committee and its subcommittees. These committees must meet periodically to take stock of accomplishments and make additional plans for giving an extra push in the weak spots. Mass media are often called upon to keep the program before the people at all times. With loyal committee support and the use of proper methods, the county agent and home demonstration agent are headed for success in county program projection work.

The Soil Bank

OFFERS EXTENSION WORKERS EDUCATIONAL OPPORTUNITIES

JOHN B. CLAAR and E. P. CALLAHAN
Federal Extension Service

THE 1957 soil bank program, recently announced, presents some important management decisions to farm people this fall and winter. To what extent shall we participate in the acreage reserve? The conservation reserve? How will participation be likely to affect our family income? Our work load? The risks we run? In light of the opportunities the soil bank presents to us, what changes should we make in our farm business? For example, would any changes in our numbers of livestock be necessary or to our advantage if we participated? Any changes in our labor force, equipment, fencing, storage space, or credit arrangements?

Educational Help Wanted

Certainly these are some of the questions that farmers will bring to extension agents this fall and winter. There are no "pat answers" to farm management questions of these kinds. Educational help, if it is to be effective, must be given in terms of the specific problem and situation in each case. It must be in the form of helping the farmer or family relate the facts to the problem and "think it through," rather than telling them what to do.

The reason for this is that the best answer—the best course of action—usually depends not only on the "facts" of the program, prices, and yields, but also on the farm and family situations, resources, and alternatives. For example, one farmer may have a skill which provides an opportunity to earn a high rate of pay for part-time work. That opportunity may make it desirable for him to put all of the cropland he can in the soil bank so as to reduce his farm workload. Another farmer may want to do the same thing in order to take life a little easier. Still another may have no such opportunity or desire.

A Useful Tool

Extension workers have a good tool for helping farmers weigh such alternatives. It is the partial budget, a device for summarizing the various consequences expected to result from a contemplated change. Farmers appreciate the opportunity to learn how to budget the likely effects of various degrees of participation in the soil bank on their costs and income.

Included with this article is an outline for a partial budget of contemplated participation in the soil bank. It calls for detailed information that is available locally, particularly information on costs of producing crops. It can be used for estimating the effects of one year's participation in the acreage reserves or participation in conservation reserve for a longer period of time.

Most farmers will need several copies of the outline, for example.

SUGGESTED PARTIAL BUDGET

For Local Adaptation

If I were to put ..... acres of ..... in the {acreage / conservation} reserve, I would expect the following consequenes:

1. Reduction in certain items of gross income—
   I would produce for sale approximately

   .....fewer {bushels / cwt. / bales / pounds} of.....
   (product)

   Approximate reduction

   At ..... per ....., this would mean reduction in
   (price) (unit)
   gross income of approximately..$ .....

2. Increases in certain costs—

   Approximate increases

   ..... {lbs. / bu.} of ..... seeds on land in reserve @ $.....$.....
   price

   ..... { } of ..... on land in reserve @ $ .....$.....

   Construction of .... $ .....

   Purchase of feed to replace that which would be grown—

   ..... of .....@ $ ..... $ .....

   Total 2, Increases in costs $..... $.....

3. Reductions in certain costs from not growing the .... .. acres of .....

			Approximate reductions
Seed, ...	fewer {pounds / bushels}	@..... (price)	$.....
Fertilizer	fewer tons..	@.....	.....
Insecticides	fewer pounds	@.....	.....
Tractor fuel	fewer gallons	@.....	.....
Custom work . ..	fewer {hours / acres}	@.....	.....
Hired labor	fewer days	@.....	.....
.....	fewer	@.....	.....
.....	fewer	@.....	.....
		Total 3, Reduction in costs	$... .....

4. Increases in certain items of gross income—

Additional sales of ..... that I would produce with labor, equipment, or other resources not devoted to the ..... acres of ..... put in the reserve:

		Approximate increases
..... {bushels / pounds / cwt.}	@..... (price)	$.....
.... (unit)	@..... (price)	$.....
Soil Bank payments		$.....
Additional ACP practice payments		$.....
Increases in wages, custom work fees, etc., that I would receive		$.....
	Total 4, Increases in gross income	$.....

5. Effect on net income

(4+3-2-1)

4. $.....
3. $.....

Subtotal $.....

2. $..... .....
1. $.....

Subtotal $.....

Effect on net income $ .....

6. Other effects

Contribution to surplus reduction .....
Reduced risk .....
Increased conservation and fertility .....
Change in value of the real estate .....
.....
.....

one copy for minimum participation in the acreage reserve, a second copy for maximum participation, and copies for evaluating participation in the conservation reserve. But the usefulness of the budget lies in comparing the estimated outcomes of different alternatives.

The outline will need to be adapted in some cases. County workers may want to request help from their supervisors or the State office in revising and reproducing it. For example, a cotton grower may need two lines in Section 1—one for lint cotton and a second line for cottonseed. A corn grower in the commercial areas who contemplates overplanting his allotment may need to consider, in Section 1, not only the reduction in the number of bushels he will probably produce if he puts corn land in the acreage reserve, but also the fact that reducing to his allotment will make him eligible for the support price. Also, he may need to decide what he would do with land he takes out of corn production but does not put in the soil bank, and how this would affect his costs and prospective income. These would call for slight adaptations in Sections 1, 2, and 4.

How to Use the Tool

It is important to note that only the costs that would be affected by contemplated participation in the soil bank are taken into account in the suggested budget outline. The object is to estimate the effect of contemplated participation on the individual farmer's net income. It is not necessary to estimate his net income, or the items of receipts and expenses that will remain the same whether he participates in the soil bank or not.

In a short period of time such as a year, the cost of tractor fuel to grow corn would be reduced by putting some of the corn land in the acreage reserve, but the depreciation on the tractor and equipment would not be reduced perceptibly in most cases. On the other hand, putting a substantial part of the cropland into the conservation reserve for a period of years might reduce the depreciation of farm equipment. Less use of the equipment might result in less frequent trade-ins or in larger trade-in allowances, or in less ownership of equipment.

It should be emphasized that each farmer will need to enter different data in his budgets. For example, one farmer may be able to get along without a hired man by participating to his maximum in the soil bank. Another may not be able to reduce the cost of hired labor because he must keep a hired man in any event and must hire him full time or not at all. Still another farmer may not have any hired help.

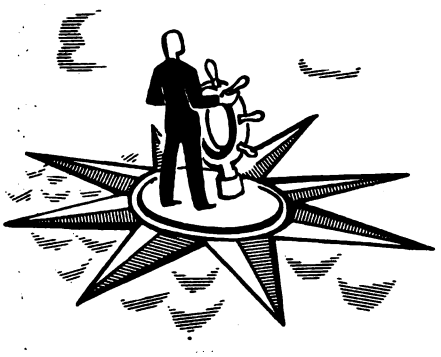
This is not to say that no useful generalizations are possible. Experience in helping farmers to budget the opportunities the soil bank presents to them will enable an agent to formulate some very useful rules that will save time. Such rules will have to do with cost rates, yields, and relative profitability of typical alternatives. It will eliminate the need for further detailed budgeting of some alternatives, and save time that can be spent on the more promising ones.

Other Important Considerations

In addition to the estimated effect on net family income, each farmer must consider certain other factors if he is to arrive at sound judgments

(Continued on page 162)

We Know Better



Where We Are and Where We Want To Go

MRS. GENE SMITH MOODY,
Associate Editor, Virginia

Extension workers in 12 Virginia counties believe that program projection has helped them pinpoint their progress and chart a course.

"IT HAS brought people together and helped them see their needs more than any other extension planning program we've ever had." So says T. M. Hepler, county agent in Montgomery County, Va., concerning the much talked-about program projection. He and the Montgomery County home agent, Mrs. Kate Estes Hodge, share the enthusiasm of other agents in the 12 counties selected to pilot program projection in Virginia.

With the help of a team of extension specialists and district agents, background information has been made available to each of the 12 counties. With this and the counseling of county people, including professional and businessmen, it is possible for the agents to pinpoint where they are and steer a straighter course to where they want to go, say, 10 years hence.

Program projection already is showing specific results. In Smyth County, Agent H. B. Eller reports the formation of a countywide lamb marketing pool, as a result of a planning meeting with the county livestock committee. Some 3,000 lambs belonging to 40 producers were included in the program. "The pool is highly satisfactory to the participating raisers," Eller says. The lambs are graded by a representative of the State Division of Markets, weighed, and sold by a sales committee. To date 4 shipments totaling over 1,500 lambs have been made. One indirect result of the pool has been the use of State lamb graders at 2 nearby auction markets for the first time in about 4 years.

Increase of sheep numbers in Smyth County was also an aim. So far 581 ewes have been brought into the county under the accelerated extension program. These were obtained at prices which will save the growers around $4 to $5 a head over the cost of similar ewes in late summer.

A third sheep project suggested by the livestock committee at the planning meeting was the training of a local man to shear sheep on a custom basis. "Done!" is the tag put on this project.

Heretofore in many counties the emphasis of extension work has been determined by the economic importance of various agricultural products. Now, as a result of program projection, other things are coming to the fore. In Montgomery County, for instance, rabies control, health and nutrition programs, general cleanup, and other interests are getting renewed stress. The agents there claim a better application of extension effort to problems of the people, more initiative on the part of local leaders, and better dovetailing between agricultural and home economics programs. "We are in a better position than ever before to work with the chamber of commerce and the city and county planning commission," they say.

From the State viewpoint, Assistant Extension Director G. C. Herring has this to say: "Agents and specialists in the past, whether extension programs involved people in the planning procedure or not, generally thought only in terms of annual programs. Program projection has directed attention to the need of long-range planning which will provide the basis of the annual plan . . . agents learn more about their counties. In the past, agents have not to a sufficient extent used the facts as a basis of determining needs and opportunities."

Program projection? There are a few wrinkles left yet to iron out. But by and large, it seems that Virginia likes it.

The Soil Bank

(Continued from page 161)

and a course of action that "squares" with his situation and the things he holds dear.

Reduction of risk is important to most farmers. Each needs to ask himself "What is it worth to me to have a specified, sure income in lieu of part of my crop?"

The increased conservation, and in some cases increased fertility, that will result from participation in the soil bank, are important and valuable. Each farmer must decide how much they are worth to him.

Finally, the soil bank program is aimed at the surplus problem. Each farmer needs to estimate how much his participation will reduce production (Section 1 in the budget outline). He may be willing to sacrifice some prospective income in order to help bring supplies into closer balance with consumption in hope of improving the price for himself and other producers. If so, he must decide how much short-run prospective income he is willing to sacrifice as his contribution toward reducing surplus. And if he will, by participation in the soil bank, produce more of some other product (or service) for sale, he will need to consider what the market for it will be.

Facts and Dreams

the stuff plans are made of

by LISLE L. LONGSDORF, *Extension Editor, Kansas*

PROGRAM projection is long-term planning. Sound planning results from a thorough study of available facts. These facts need apply to the individual farm, family, and community in which the family lives.

Facts become the basis for the local people in studying the situation and identifying their problems. Then comes the advancement of the program of education and action to correct or eliminate the unwanted problems in rural living.

Facts are gleaned from studies and surveys made by State and government agencies working within the county. These facts are then brought together and evaluated by the farm people under the leadership of the county agent staff.

Program projection involves collective planning by farm people with guidance from county and State personnel of the Extension Service. Contributions are in the form of organizing study and planning sessions. Once the people in the county begin planning with basic facts in hand, the planning then becomes sound and broad in scope and takes on the "forward look."

Cite Two Specific Areas

Program projection may be reported by citing two specific areas. First, the longtime program of the Finney County Agricultural Council representing the approach taken by individual counties in all areas of the State; and second, the Great Plains Program as it affects some 31 counties in western Kansas, including Finney.

In the winter of 1954, facts were compiled in preparation for a long-term program in Finney County. The county agricultural extension council chose to work through 12 project committees. Each project committee related its work to a certain phase of the Extension Service program. These included: 1, Balanced farming and family living; 2, crops and soil conservation; 3, livestock; 4, dairy cattle; 5, recreation; 6, farmstead improvement; 7, consumer education; 8, health and nutrition; 9, home management; 10, public services; 11, community cooperation; and 12, parent education.

Committees met and studied their present situation. They listed and ranked the most important problems so as to help the county council determine problems needing most emphasis. A committee of council members and agents combined the suggested solution to these problems into long-term objectives.

Significantly, these committees began their planning with a thorough evaluation of the resources of Finney County, which included inventories of natural resources including land, water, climate, and others such as gas and oil; present use of natural resources; namely, crop and rangeland, livestock and livestock products, and other resources; human resources; and community resources as rural organizations and other local facilities.

So, in this typical county, known facts became the cornerstone on which future planning was based. A plan of work which incorporates extension teaching methods is being used by county agents, State specialists, and other cooperating agencies to tackle "unwanted situations" in community living as determined by the respective committees.

The Great Plains Phase

The Great Plains program as it affects some 31 counties illustrates fact finding, farmer planning, and program planning.

Late in May 1955, Kansas Extension Service representatives attended a meeting held by the Secretary of Agriculture and governors of 10 Great Plains States at Denver, Colo. It was agreed that a program for Kansas as proposed at Denver would do much to stabilize agriculture in the 31-county area.

In September 1955, Kansas developed a Great Plains project with the aid of "special need" funds allocated by the Secretary. This included employment of an area agriculturist and an area agricultural engineer. These individuals assisted the county extension agents and local leaders in an examination of existing resources, problems confronting agriculture, and in exploring solutions. Counties were encouraged to develop plans for county Great Plains programs. Farm and area demonstrations for wind-erosion control were established. Individual farms were selected for demonstrations on efficient use of available resources.

Late in February 1956, district meetings were held for farmer representatives, county agents, and other representatives of agencies of the U.S.D.A. These meetings were to train leaders in the processes to be used in the development of county Great Plains programs.

Six areas were chosen for study; namely, land use, wheat problems, livestock and feed reserves, erosion, fluctuating income and credit, and new proposals.

(Continued on page 170)

A soil profile is exposed to a 4-foot depth, either by cleaning off a bank or digging a pit.

The various soil layers are marked with pegs so that their thickness can be determined.

The first layer is s its thick

Miniature Soil Profile Mono

LYLE B. LEONARD,
Extension Specialist in
Soil and Water Conservation,
Kentucky

MOST soil problems concern both fertility and physical properties.

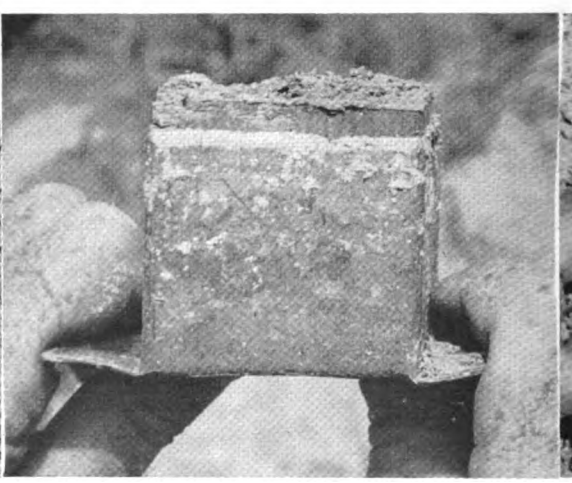
Either may be most important, but they can seldom be separated. This means that the physical nature of soils needs emphasis in extension teaching, just as does fertility.

It has generally been somewhat easier to teach fertility. Soil-testing work provides on-the-spot information, and results of fertility treatment are often rather spectacular. To keep soils education in proper balance, however, methods of teaching physical properties must be developed a used. Soil monoliths can help.

Miniature monoliths made on a percent scale are:

1. Large enough to be seen easi at a meeting, and small enough transport easily.
2. Arranged to show the soil pr file in its true relation.
3. Attractive, being new, and sho ing very apparent contrasts.
4. A way of bringing soil to peopl
5. A way of bringing many so together where comparisons can

Apply adhesive to as much of the tray as the soil samples will occupy.

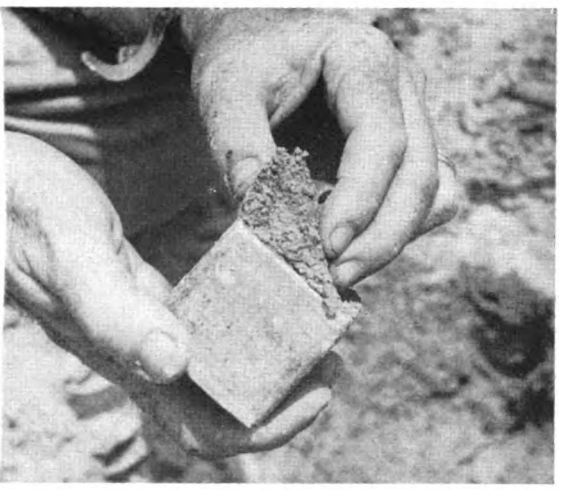


Remove the block of soil from the sampler by pushing out the stopper block.

Insert the soil in have to be

ng one-fourth of
ottom.

The sample is removed after loosening carefully with a wide blade.



Any excess earth is broken off to leave a natural broken surface.

s Are Easy To Make

le readily.

oil monoliths can show effectively:

Drainage and aeration. Color is ally a reliable indication.

Something of structure, if care sed in getting a broken surface osed.

Amount of topsoil. Color and cture are good clues.

Depth of soil favorable to roots. k layers, gravel deposits, and to e extent pan layers are shown.

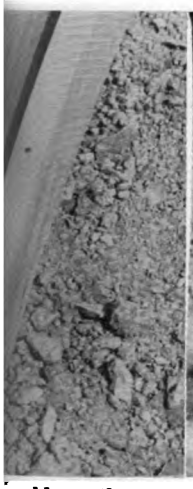
Stoniness or shallowness that would be associated with drought.

- Organic content of surface layer.

Soil monoliths do not show texture nor slope.

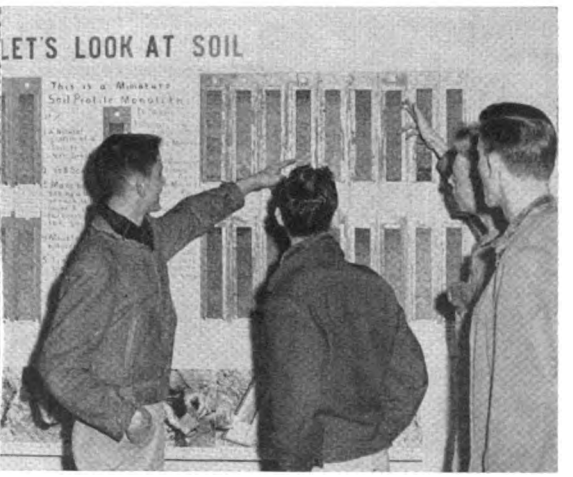
Materials needed for making soil monoliths are:

- Samplers—three, in sizes 2 by 2, 2 by 1, and 2 by 2½ inches will suffice for most soils.
- Blocks to fit in the sampler and serve as stoppers.
- Trays—with an inside measure of 2 by 12 inches. Material for the tray illustrated below consists of 1 back 15 by 4 by ¼ inch, 2 side rails 12 by ½ by ½ inch, and 2 end rails 3 by ½ by ½ inch.
- Adhesive—such as glue, wing dope, etc.
- Fixative—consisting of vinylite resin dissolved in acetone or methyl-isobutyl ketone or a mixture of the two.
- Tools consist of a mattock, hammer, a long bladed knife or narrow trowel, and pocket knife.



umbly soil may
h fixative.

When the tray is filled it will be in the same relation as the natural profile but in 25% scale.



Soil monoliths can be used in many ways. Here they attract a good deal of interest.

Let's Tackle One Problem at a Time

Progress Reports of Several Counties

Merrimack County, N. H. committees urge a leisure time program to ease some of their juvenile delinquency headaches and smooth the way toward a more wholesome community life. 4-H Club work has important part in the community development program.

ON THE initial questionnaires which all members of the Merrimack County Program Projection Committee filled out, there was almost unanimous agreement that juvenile and parent delinquency was a major problem in the county.

After seven different meetings to discuss problems, solutions, and committee goals, it was still the consensus that there was a vital need for a parent-training program on child development and an organized program for the leisure time of people of all ages.

Donald F. Sinn, director of recreation for Concord, met with the committee and explained the needs and possible development of an organized recreational program.

A recreational program needs professional leadership to train and guide local organizations and individuals. It should consider both rural and urban communities, both youth and adults, and the individual who does not at present participate in any activity as well as the social individual.

It may be organized as a State agency, as a service by the State university, on a district or regional basis with paid staff or with a local advisory council.

Such a program should help the residents of any area lead a well-rounded life. It should include activities, social as well as athletic, crafts for personal enjoyment, and educational subjects for personal improvement. It could contribute, but not be the sole factor, to better mental health and to a reduction in delinquency, both adult and juvenile.

The committee believes there is a need for an organized leisure time program in Merrimack County and that a subcommittee should be named to contact other organizations with similar interests to study the possibilities and procedures of establishing such a leisure time program in Merrimack County. This subcommittee should report its findings to the general committee for further decisions.

The committee organized a meeting which was held on June 4 to consider the possibility of a countywide recreation council for Merrimack County.

Waldo Hainsworth, New England representative of the National Recreation Association, was the featured speaker. Richard Tapley, director of the Bristol Community Center, described the type of program which had been successful in that small community. Patricia Olkkonen, University of New Hampshire recreational specialist, showed a movie Leaders for Leisure, and demonstrated some social recreation leadership

Student youth groups enjoy recreation at 4-H Club Center, Rock Eagle, Ga.

During the meetings held by the mmittee, it was decided that an lequate recreational program would lp to curb juvenile delinquency and ad to a more wholesome community 'e. A study of the possible solutions linted to a recreational council of luntary leaders as the most likely swer. Home demonstration and H Clubs would be expected to play nstructive roles in the community velopment program. — *Mrs. Emily . Ferguson, Home Demonstration gent, Merrimack County, N. H.*

ı Coos County, N. H.

THE COOS COUNTY program projection committee delved into the ea of overall county problems last ctober with much enthusiasm and rnestness. Preliminary discussions ought out such a variety and scope problems that it was decided to assify them into agricultural and nagricultural types. Those of an rricultural nature included manageent of farm business, farm labor, rm tax, farm credit, market for rm products, farm-city relationips, protection of natural resources, rm safety and fire protection, inease of gardens, investigation of ssible poultry enterprises, how to t research to farmers, forestry, and nservation of soil and water.

The nonagricultural problems coved health conditions, sanitation, ore home economics and agricul-al courses in high schools, recreion for all age groups and its delopment in relation to tourist trade, insportation, keeping young people the county, and helping retired oups with adjustment problems and ira income.

The committee feels that some of ese problems fall under the responsibility of the Cooperative Extension rvice, while others can more logilly be referred to other agencies. owever, the committee would like work toward actual plans of acon for all these problems and others hich may be studied later. The mmittee has also gone on record follow through to the point of aluating results after plans of acon have been implemented.

In its last meeting before adjournent for the summer, it set up goals be realized and outlined some specific plans to be carried out by subcommittees during the summer.

The thinking of the committee has already influenced the 1956-57 program planning of the county home demonstration council. In Coos County, the program projection committee sees its work as only just beginning and appears to be eager to go on with the job.—*Mrs. Ellen L. Denison, Home Demonstration Agent, Coos County, N. H.*

Problems in 31 Texas Counties

Problems of people grow out of their needs and wants. The complexity of modern rural life, intensified by the commercialization of agriculture, makes the solution of these problems increasingly difficult. Higher living costs, plus larger investments, have narrowed profit margins so that mistakes made by farmers are more costly to them as well as to the total economy.

Problems listed most frequently by county agents in 31 sample counties include: High production costs, lack of adequate farm and home records, inadequate home food supply, poor quality livestock, insufficient local leaders, inadequate marketing programs for specific commodities, lack of farm storage facilities for small grain, low milk production per cow, and soil erosion by wind and water.

Solutions to all these problems are undertaken by special committees or subcommittees of the county program building committee. The problem of high production costs has many facets but only one case will be used here to illustrate the point.

With the release of grain sorghum hybrids, seed multiplication acreages were worked out with apprentice growers. These hybrids were grown under the direction of the Texas Agricultural Experiment Station cooperating with the Texas Agricultural Extension Service. Seeds from successful plots were returned to the experiment station for redistribution through extension channels. Within a short time adapted hybrids will be determined for each area in Texas. With the plan for increased seed production now in use, supplies should be adequate. Increased yield per acre will mean lower production costs of grain sorghum.

The farm or ranch and the home are the points at which available research findings must be brought together for application to real problems. The timelag gap between something becoming known and its use by the public must be narrowed. The extension worker has an important part in helping to fit the pieces of technical "knowhow" together for satisfactory operation. — *Dr. W. N. Williamson, Assistant Extension Director, Texas.*

Extension agents helped Texas farmers apply research on hybrid sorghum.

In Randolph County, N. C.

Because the major concern of farm people is to increase net farm income, the program projection committee in Randolph County, N. C., set 8 goals they hope to reach in the next 5 years.

B. P. Jenkins, Jr., farm agent, and Mary Rose Badgett, home agent, listed the following goals set up by the committee: Provide better markets; produce more efficiently; increase yield per unit; produce, consume, and conserve proper foods; build and conserve soils; manage forest lands properly; use credit wisely; and provide adequate housing and more conveniences in the homes.

There is a trend for more and more farm women in Randolph County to seek employment. Decreased net farm income has made them feel that they

(Continued on next page)

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must help earn cash income to meet their monthly cash operating expenses. This trend is resulting in a big change in family life which is not conducive to wholesome living, according to Miss Badgett.

Food surveys reveal that people are deficient in the consumption of milk and dairy products, green and yellow vegetables, citrus fruits, and vitamin C vegetables, yet 25 percent of the income has been spent for food.

After summing up their problems, this dissimilar group of people planned a number of ways to accomplish their ambitious objectives.

Jenkins reports that they plan to use demonstrations, to expand use of leaders, and to make more and better use of communications media. Since Randolph County has not had a community development program, the committees decided that improvement of community conditions would be a major step toward their goals. Developing 4-H Club work, using more educational meetings to inform people of findings of research, and making more personal contacts were methods suggested by the committee.

Commodity committees were set up and discussion groups were organized in their communities. The committee further felt that another way of helping farmers carry out recommended practices was to work with businessmen, particularly seed, feed, and fertilizer dealers, urging them to recommend to their customers results of research.

Since Randolph County's goal is a 5-year plan, Jenkins said their 1956 goal is to reach 20 percent of their objectives.

Other agents working with program projection in the county are Douglas Young and E. M. Stallings, assistant farm agents, and Ida M. Black, assistant home agent. — *Virginia M. Nance, Assistant Editor, North Carolina.*

Graduate Credit to Learn Insect Control

To speed the control of cotton insects, a special course with graduate credit is being taken by county agents in Louisiana. N. E. Thames, district agent in the northeast, which is predominantly a cotton-producing area, originated the idea. It was approved by the College of Agriculture at the university and the General Extension Division. Meeting once a week at the St. Joseph Branch Experiment Station, the agents will receive 4 credit hours which can be applied toward a master's degree. The course has 2 hours of lecture and 4 hours laboratory work, meeting a sufficient number of times to obtain the credit and to cover the control measures for cotton insects.

Farm-City Week

(Continued from page 154)
on building better farm-city understanding, begun last year and to be repeated again in November, provides a better organized means for climaxing such efforts with one concentrated observance.

Kiwanis International is acting as the national coordinating agency, drawing together and backing the efforts of agriculture, education, industry, civic and professional organizations, mass media, churches, and all of the many groups interested in advancing the movement. An independent public-service minded steering committee representing all facets of national life has developed the policies to guide the movement.

Farm-City Week. which appropriately concludes on Thanksgiving Day, will be featured, of course, in newspapers, magazines, on the radio and TV, and many national and regional observance events will be arranged. Governors will issue proclamations, business firms will stage at-homes for rural people, and many other activities will be undertaken.

But the greatest success in developing a public awareness of interrelated farm-city interests will stem from local activities, voluntarily conceived, planned, and brought to fruition by the initiative of responsible local citizens and groups. County extension workers have had much experience in contributing to the success of such community objectives.

No doubt, you will get further information about this nationwide movement from your State extension director, who has been contacted by Kiwanis International. You may wish to lend your strength in supporting Farm-City Week in your county.

WE'RE A *Better Team*

ALLEN S. LELAND, State County Agent Leader, Massachusetts

Worcester and Hampden Counties in Massachusetts are heavily populated urban areas of diversified agriculture. Both counties make use of the Extension Service administrative, advisory, and commodity groups. In addition there were contacts made with a large group of local people in three different Hampden County towns.

In both counties the people wanted additional programs for non-farm and suburban young people of 4-H Club age. Help was also needed in organization and leader training, and home-owners want more information on ornamental horticulture.

Better team cooperation among staff members has resulted from working more closely together on county needs. The boards of county extension trustees have also developed a better understanding of the total county extension service and of important county problems.

Public awareness of the value of consumer food marketing news brought about newspaper and radio releases that now make information available to all the people in both counties. In addition, food fact information is sent each week to home economics teachers, and school lunch managers, public institutions, and rest home directors.

Public affairs will receive some attention in Worcester County through educational programs for local zoning board members, town recreation committees, and the training of town moderators. The farmers who would be affected by a new toll road were given helpful information on rules and procedures.

In Hampden County, 20 percent of the 225 people involved in program projection were new to the Extension Service. Some of the changes probably would have taken place without program projection, but it has deepened the understanding of county needs and problems, particularly those which the Extension Service can help directly or indirectly.

SIFTED FACTS, backbone of a program

LIKE State and county extension workers, the Federal Extension Staff has been digging up some facts which point up national trends in population, health, housing, production, marketing, nutrition, family relationships, and other areas of concern to extension workers.

Translating these facts and trends in terms of possible future developments as well as local needs and objectives is part of a big job shared across the country by all extension people. This article explains how the Federal staff expects to proceed from here.

COUNTY EXTENSION workers know that one of the important steps n the process of improving county rogram development is a study of he facts and trends of production, arketing, utilization, consumption, amily and community living, and imilar areas. This is done with any local people in order to develop both an immediate and a long-me program to meet their needs and nterests.

The Federal Extension staff decided if they were to be of maximum dvisory assistance to their counterarts in the States they would need o know more about such facts and rends nationally. Because it is important to know what the changing mphasis in extension education may e in the years ahead, there was a esire to study the present situation nd recent trends, and then take a ook at the potential and make some ongrange program plans.

Early in 1956 the entire staff of he Federal office divided itself into he following working committees: a) Basic assumptions, (b) population –labor force and the family, (c) amily living, (d) community servces, (e) commodities, and (f) use nd conservation of natural resources. With the exception of basic assumptions, all committees further subdivided into subcommittees with specific ssignments. All information and research facts having a bearing on the ubject were explored. Information was obtained from the Agricultural Marketing Service, Agricultural Research Service, Forest Service, Soil Conservation Service, Commodity Stabilization Service—all in the Department of Agriculture; Department of Health, Education, and Welfare, Department of Labor, Department of the Interior and Bureau of the Census. Books and other publications dealing with facts and trends were reviewed.

Each committee prepared a report on the basis of the current situation, trends in, and projections ahead for 5 to 10 years. The entire staff had an opportunity to hear all of the reports at a staff conference and to discuss the implications in relation to program projection in the States. Several complete sets of the reports have been sent to each State Extension director. The Federal Extension Service subject-matter leaders are supplying special reports to their counterparts in the States. Similar information adapted and expanded in the States and counties can be useful to local leaders in helping them to determine a long-range flexible educational program to meet their needs. This is being done in many counties at the present time.

For the Federal Extension staff what has been done is just a beginning. The group has already agreed:

(a) That these reports should be kept fluid and revised periodically.

(b) That each individual would work with his or her counterpart in the States in interpreting the facts and helping apply such facts to the State.

(c) That all staff members who have a responsibility for assisting States in the program development process should also become more proficient in the methods and procedures of program development.

The administrative staff, that is, administrators, division directors, field agents, and task force chairmen, are planning a 1-week seminar in the fall to review the research literature and give consideration to four areas of work in the field of program projection.

1. Develop a statement on philosophy and clarify purpose and terms.
2. Develop methods and skills in the collection, interpretation, and use of background data, including devices for presenting data to planning groups.
3. Develop skills in involvement of people, motivation and the group process.
4. Develop an evolutionary process of moving from present methods and procedures to long-range planning (sometimes called program projection).

After this seminar, procedures will be worked out to involve the entire Federal Extension staff in a training program on methods and procedures.

All of this effort is motivated by a

(Continued on next page)

(Continued from page 169)

strong desire on the part of the Federal Extension staff to become more proficient along with State and county workers in their role of providing educational leadership to the people within the fields of agriculture, family living, and related subjects. Our concern is that program development happens in the county in a way that involves many people who are well-armed with factual information as a basis for intelligent decision making.

Facts and Dreams

(Continued from page 163)

Each of the 31 counties held from 2 to 4 meetings from which evolved a definite county program. The county meetings were attended by the farmer-county leaders working on this special project.

April and May calendars called for a summarization of the 31 county programs into a State summary. This summary consolidated the various statements of situation, problems, and suggested solutions. Again, district meetings were held by the county leaders to examine the State summary of current and long-range adjustments. These proposals were published as a June report, recommending changes applicable to Kansas agriculture.

Basically, the county planning groups worked from this guiding principle, "Ideas must be understood if individuals and groups are to discover the problems . . . Opinions must be respected if they are to arrive at satisfactory solutions . . . Facts must be faced if the solutions are to be workable."

Each of the 31 counties agreed to designate one representative for the county on a continuing regional committee to complete the planning process. Thus far, deliberations have emphasized production and income from the farm units. As soon as this phase is under operation, it is planned to move into the family side of the problems and work out desirable solutions. It is recognized that unless the production and income of an area is stabilized, there is little that can be done on the family living side.

Analysis of Needs . . . a First Step in Program Projection

Wyoming Extension Specialists

LET'S look at six Wyoming counties that have had program projection emphasis. They present four types of farming and ranching, yet all the people have a common interest. They want to know how to better themselves financially, socially, and spiritually.

The different problems in those counties fall into three major headings. Here's how they stand.

Farming and Livestock

Management is of vital concern to all our farmers. National farm programs point toward less production of some crops, yet each farmer must produce in large enough volume to keep in business. It's as simple as that.

Most farmers see the need for growing crops that don't contribute to a surplus, but they still want to know what those are and what it costs to produce them.

Two counties are looking for alternative crops to replace those taken out of regulated plantings. Another county believes it's important to adjust to the soil bank plan.

Nearly every county has a livestock problem, important because it provides almost three-fourths of the agricultural income to the State. Ranchers want to know what it costs to produce a calf to weaning age . . . to produce a yearling . . . a 2-year old. When prices for calves are down, many operators are tempted to try another type of operation. Not all ranches are flexible enough, nor, if they were, would it be desirable to change. These folks also want to know how big a family unit should be.

Of course, cost of operating includes management, percent-calf crop, calf weights, feed, labor, taxes, interest rates, and other costs that aren't easy to reduce when prices received for calves are low. Ranchers also want to know the feed value of improved forage varieties. They want field-size demonstrations to see how cattle winter on new grasses.

Because of drought conditions, livestock operators are looking for ways to reseed and improve rangelands. This year, counties have held demonstrations, on request, with a new range seeder developed by research agronomists and engineers. Other folks have asked to see the machine used on overgrazed lands and where there are sagebrush and other low-yielding plants.

Family and Community

About 65 percent of the rural folks in these six counties have telephone service. Naturally, others want it, too. But they're having trouble because distances from ranch to town and between ranches often are many miles, requiring large construction expense.

Most folks have electricity. To some it is new, and for some it is on its way. Those who do have power want to know how to get the most for their money. They also want to know about wiring and safe use.

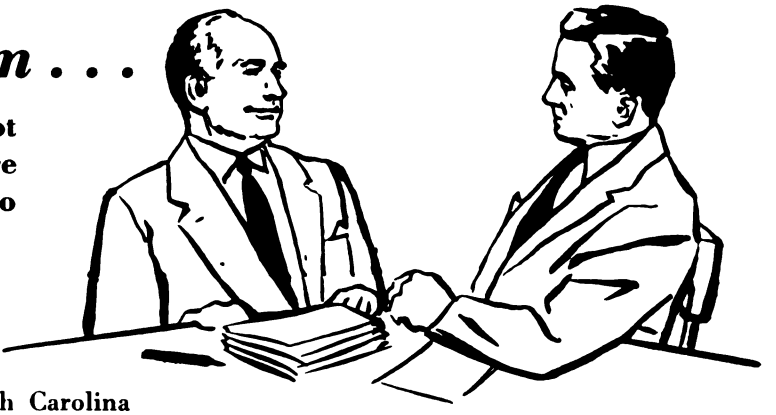
Increased consolidation of schools has brought questions about efficient use of money for buildings, buses, and road improvements. Road planning continues to be a major item on county planning committees. Folks want their needs met on farm to market roads, better RFD service, and school routes.

People want better medical service, ways to deal with high freight rates, and ways to use irrigation water when additional storage facilities become available. They often mention community and family relations as a problem. Family life conferences have been popular, and requests for them are increasing.

Maybe we have had a slow start with program projection in our State, but we figure we've also made some rather rapid strides. For instance, we've found that groups know their problems well and once they get information for a solution, they go to work in a hurry. Next thing we know, they have another problem. It keeps us hopping.

The Higher You Aim . . .

Folks in Spartansburg, S. C., are not afraid to make big plans so long as there are enough people ready and willing to get behind progressive action.



S. C. STRIBLING, Agricultural Editor, South Carolina

SPARTANBURG County farmers and others interested in the farm problem in this progressive South Carolina county now have a carefully planned, well-balanced, long-time agricultural program for the county. This program has established definite goals and objectives to guide individual farmers, farm leaders, agricultural agency workers, and others in a common effort to improve the agriculture of the county in years ahead.

The program is the result of the combined thinking and planning of the Spartanburg County Agricultural Committee, representatives of farm and home organizations, agricultural agency workers, business and professional workers, and others interested in the development of the agriculture and rural life of the county.

The enthusiasm, good judgment, and wise leadership of the county extension staff were important factors in getting the program prepared and approved. In the achievement of the objectives and goals set up in the program, these county extension workers will work closely with the farm leaders and others in the county.

Realizing the importance of the program to the future of the county, the extension staff proceeded step by step as follows:

1. Men and women district agents of the State Extension Service met with the county extension staff to discuss the proposed program and decide upon the procedure to be followed.

2. The county extension workers met with the executive committee of the county agricultural committee to plan a definite method of procedure and to set up subcommittees subject to the approval of the county committee.

3. The county extension workers met with the overall county agricultural committee and other farm and business leaders of the county, explained the proposed program and methods of procedure, and got the approval of the committee and confirmation of the various subcommittees.

4. Sufficient community meetings of farm people and others were held to explain the program, get ideas and suggestions on problems needing solution, and to select additional representative members to the county committee.

5. All basic statistical data available for the county were assembled by the extension agricultural economics specialists and other extension specialists and placed in the hands of the county agents and, in addition, available data from local agencies were obtained by the local agents.

6. Steps were taken to see that subcommittee chairmen were thoroughly acquainted with the plan and with the methods of procedure.

7. Meetings were held with the various subcommittees to study the present county situation, the trends, problems and solutions of the phases of the county program with which each given subcommittee was concerned. Appropriate specialists of the State extension service met with each subcommittee and assisted them with their studies and planning.

Modern household equipment is being installed in farm homes of the county.

8. The executive or steering committee for the county met and heard the reports of the various subcommittees and approved their inclusion in the overall county program.

9. The longtime county program was written and carefully checked.

10. The program in its final form was presented to the overall county committee and given final approval.

The program is now being explained at community meetings, in news articles, by radio and television programs and by all other available methods. County extension workers, vocational agricultural teachers, soil conservation workers, and representatives of other agricultural agencies, business, commercial, and professional groups are working for its adoption and application.

Spartanburg County is one of the larger counties in the State. It has an area of 531,000 acres of which 358,782 acres are in farms. The 1954 census of agriculture showed there were 5,547 farms in the county averaging 64.7 acres in size. The reports show there were 4,371 white farm operators and 1,176 nonwhite operators in the county in 1954. A total of 1,802 or 32.5 percent of the farms were operated by tenants. The county is a highly industrialized one, and the trend toward industrialization is increasing. There are 44 textile plants

(*Continued on next page*)

(*Continued from page 171*)

and a total of 180 industrial plants in the county which employ about 25,000 persons, many of them members of farm families. A rather wide variety of farm crops and farm enterprises contribute to the farm income of the county. These include such crops and enterprises as cotton, peaches, grain, corn, truck crops, dairying, poultry, beef cattle, and woodlands. The county is located in the foothills of the Blue Ridge Mountains, and conservation of soils and natural resources is an ever important problem.

To assemble and evaluate data covering such a wide field of situations and trends and to formulate plans for improving these situations was a big task, and naturally the report and projected program are extensive.

The summary statement of the program presents: (a) the combined reports of the subcommittees on the present situation and trends in the county, (b) the potential situation possibilities, (c) the problems impeding attainment of the potentials, (d) the immediate and longer range recommendations to solve problems and reach goals set by the people in the direction of the full potential, and (e) the projected program for extension education.

The projected program for extension education calls for additional emphasis on the farm and home unit phase of extension activities. More families will be given assistance in developing plans better suited to their individual farms and homes—plans which will enable them to increase efficiency, get maximum farm income, and use their income for maximum benefit of the entire family.

It is planned to expand the community development program, and to train community leaders, provide them with suitable information, and help them carry out their responsibilities.

The projected plan calls for more work with dairymen to help them plan their operations for greater efficiency and to manage their herds better so as to reduce operation costs.

Hog grazing and feeding demonstrations are planned to help expand swine production; further assistance will be given to poultrymen in the rapidly expanding poultry enterprise; special emphasis will be placed on pastures and feed crops to meet the needs of a rapidly growing livestock industry in the county; assistance will be given peach growers in order to emphasize recommended practices in the production, harvesting, and marketing of this crop which is a multimillion dollar industry in the county; and renewed emphasis will be given to helping individual farmers with crops that are important on individual farms which have accounted for only a small part of the county's farm income in recent years.

Other important phases of the agriculture of the county to be included in the projected expansion of the extension activities include: Greater emphasis on proper forestry management and marketing of forestry products; control of crop pests; assistance to individual farmers and farm groups in the conservation and wise use of their soils; 4-H Club activities; and the use of better seed, better fertilization, cultivation, harvesting and marketing practices, and more efficient use of land, labor, machinery, and credit.

Extension Service workers also plan to give greater emphasis to improving farm homes and home life, and to helping farm families in the fields of clothing, foods, and nutrition.

Early Results of Program Projection

HAROLD B. SWANSON, Extension Editor, Minnesota

PROGRAM projection in Minnesota, like other States, is still in its infancy. Eighteen counties have had preliminary meetings, and some have worked out definite plans for the future. However, there has not been enough time to place any of these plans into operation.

In these early stages of program projection, the agents in the counties involved have done a thorough job, striving for broad involvement and for a real expression of the needs and desires of local people. In many cases, the agriculture of the county has been thoroughly studied for the first time. In one county, program projection meetings have had the effect of convincing many people that the extension program did not belong to any one organization or one group. Consequently, broader, deeper understanding of Extension was an immediate result. Besides showing that Extension could reach all groups of farmers, these meetings also pointed to the fact that Extension could also reach suburban areas and that there were needs for the extension educational program here.

In another county, program projection type meetings brought a greater realization on the part of the county auditor of the scope of the extension program and enlisted for the first time his full and understanding support for extension work. He came to realize that Extension is equipped to serve many nonrural people in this area, which was largely a metropolitan area.

In another county, each member of the extension committee invited a guest, usually a nonfarmer, to sit with him in some of the program projection meetings. Thus, bankers, builders, public officials, public health workers, business people, and industry became acquainted with the extension functions and even gave suggestions for improving the extension program in the county. With these suggestions came their pledge to help and support the program.

One banker commented that he had had to turn down many farm loans because farmers had very inadequate records or no records at all on which he could base his loan decision. He was pleased to find Extension stressing the importance of farm records and systematic farming and offered to lend his support to any program such as this.

In many counties, agents—experienced as well as inexperienced—have said that they thought they knew the county before program projection. However, they say that they realize that they weren't fully acquainted with all aspects of the agriculture of the county, and now know it much better because of this effort. This perhaps was a case of failing to see the forest because of the trees, and program projection helped remedy this situation.

Diagnose and Prescribe . .

That's a part of program projection

LAWRENCE L. BROWN, Lincoln County
Extension Chairman, Washington

PROGRAM planning or program projection, whichever you choose to all it, has been going on in Lincoln ounty, Wash., for several years. owever, during the war years and r a short while thereafter, not much as happening.

The three extension agents on the incoln County staff are relatively ew. Lois Scantland has been on the ene the longest, having come to the unty in September 1953.

Because the three agents and the cretary were new to the county, ey felt it was a good time to revitale this proven extension method; articularly when Frank Webster and elen Noyes, state agents, asked them be 1 of 6 counties participating in tensified program projection work.

All the staff concentrated on studyg the county situation, trends, probms, and existing organizations. Inrmation obtained at district extenon conference on outlook material, arketing, and statistical work of e Crop and Livestock Reporting rvice was helpful.

Since there was not an overall unty agricultural planning committe, we have worked with separate oups. Background material and an alysis of some problems were disssed by such groups as county livetock association, subordinate and omona Granges, 4-H leaders' council, il conservation district board of survisors, crop improvement and unty wheat growers' associations, hambers of commerce of the various wns, Cow Belles, Grange home ecoomics and agriculture committee, me demonstration clubs, and unty home demonstration council. These groups seemed to find it imulating and thought provoking to look at the past and present and delve into the future. They haven't been approached with any proposal for organizing a county agricultural planning group. But we feel they will come to that themselves when they see the need for it.

A few meetings have been held. Probably many more will be necessary for any group to study and arrive intelligently at decisions. We don't plan to do the job in a meeting or two, or in a year or two. People must have time to study, to exchange ideas, and to arrive at opinions and decisions which will improve family living in the county.

In cooperation with the county Pomona Grange an invitation was extended to all subordinate Grange agricultural and home economics chairmen to talk with extension agents on outlook for agriculture and family living, price-cost squeeze, and long-range plans. Agents Field and Scantland presented as a team the topic, A Family Looks at Planning, adapted from material prepared by State Specialists Lila Dickerson and Art Peterson. Other material from the census was available. The group indicated an interest in continuing this type of meeting in the fall and winter months and possibly getting other groups together to discuss the same type of information and to plan together.

Following are some of the organizations interested in program planning and a few of the subjects suggested:

Home demonstration council—Farm families have more free time available. This is an opportunity for them to study and to know more about the world around them. Less physical labor but more management is required for farming. Older parents and young adult families need to develop together an outlook for the future where both are involved in a farming operation. They need to consider financial planning, health, and nutrition, with emphasis on problems of teen-agers and older people.

Grange agricultural and home economics committee chairmen—Life on the farm and in the farm home needs to be made more attractive to young families. Farm families should let others know that they are really sold on their way of life and are intending to improve it, rather than move away from it. Two families on a farm, younger and older generations, have problems to work out to the best interest of each family and for successful, longtime farm management. Rural roads need to be better and more dependable. Continuing education for rural and farm people is important, as well as recognition of the fact that most young farm people will not continue to be farm residents. Farmers need to continue to participate in the organized wheat associations to determine steps for successful operation. The willingness to encourage individuals to study their total farm operation, like farm and home planning, was expressed. The suggestion was made that similar meetings be held once or twice during each year.

County 4-H leaders council—Suggested 4-H leaders get together by communities. They liked the idea of holding 4-H project meetings with members, then holding the general business and recreation meetings for all members to attend.

Farm Advisers

"BONE UP" *at Traveling Conferenc*

REUBEN ALBAUGH, Specialist in Animal Husbandry, Californ

Display of carcass cut-out values of US 1, US 2, and US 3 carcasses.

Dr. Hubert Heitman demonstrates the use of the lean meater, and Lin Maxwell, records measurements

Cattle grading and type discussion.

Lin Maxwell, farm adviser of Tehama County, discusses grades of butcher hogs.

A NEW SYSTEM offered Californ farm advisers in "boning up" o new material is called a travelin conference. This type of inservic training meeting has become ver popular in the field of animal hu bandry in the Golden State. Usuall 2 days are spent visiting ranches an demonstrations in 4 or 5 countie These travelling conferences are car fully planned for timing, subject ma ter, and the presentation of demo stration material.

Here again the program is we balanced, and method and resu demonstrations are presented on me animals. In the county that is bein visited, the farm adviser acts as ho and presents a large share of th subject matter at each stop. Specia ists and research men assist.

This training has a double-barrel effect. It is not only an excelle way to show livestock farm advise results and methods of extensio work, but at the same time it stim lates their thinking on possible fie trials that might be conducted in th counties back home. Then, too, th farm adviser presenting the demo stration gets extra training in doi this important job. When other far advisers see one of their coworke in action it boosts their morale an gives them more courage to do th type of work in their county.

(Continued on next page)

Farm Adviser Glen Eidman discusses self-feeding silos.

Valter Johnson, farm adviser of Placer County, demonstrates mplanting stilbestrol in the ear of a calf.

(Continued from page 174)

The conference allows the farm dviser to get out of his own county nd become acquainted with how ther members of the service plan nd do their job. Such a tour makes heir own job more interesting and njoyable. It creates enthusiasm and ptimism, and stimulates vision.

With this program, research men ecome better acquainted with exten- ion personnel and have a chance to ee their research work demonstrated nd put to use in the county.

After a traveling conference of his type, Assistant Director J. P. airbank, who took part, wrote:

"You and your colleagues did an excellent job of planning and presenting a wealth of subject matter information. Along with the technical subject matter, all of you who were on the program demonstrated good extension work. I have in mind such things as how to conduct field trials and how to report them. They demonstrated good procedures in holding field meetings and in running field tours on schedule, also how to talk to a group in the field and use illustrative materials.

"A fine part of this traveling con- erence was the demonstration of the lendid cooperation our farm ad- isers have with cattlemen."

"I make a motion that ... We Appoint a Committee"

T. E. ATKINSON, Extension Economist, Arkansas

In long-range county planning and action, why and how are people involved? Who works on these committees? Arkansas finds some of the answers in their experiences.

PROGRAM projection is promoted in Arkansas by means of the committee system. This system of committees obtains maximum participation in program projection development and execution.

Whether the task at hand is the development of a longtime county agricultural program or the preparation of the annual county extension plan of work, the same committee system is used from year to year.

The committee system consists of two types of agricultural committees —community and county as well as subcommittees of these general types. County maps, such as the one of St. Francis County, outline all the neighborhoods and communities. These facilitate the mechanics of the committee system. St. Francis County has 51 neighborhoods within its 6 communities. The smallest community has 3 neighborhoods; the largest has 19.

Community agricultural committees usually consist of a man and a woman from each neighborhood in the community, who in turn elect their own chairman. It is desirable that neighborhood representatives be elected, but in case of vacancies, they are sometimes appointed or serve on invitation from the county extension agents.

The county committee is composed of the chairman of each community committee and one farm member of the opposite sex, selected by the community committee. This assures representation by men and women from each community in the county. Ex officio members of the county agricultural committee include the county judge, key banker, county press representative, farm organization delegate, president of the County Council of Home Demonstration Clubs, president of the County Council of 4-H Clubs, and 4-H Club leader. Usually ex officio members also include a representative of each agricultural agency. It is important, however, that the majority of committee members be farm men and women.

To facilitate the work of the county committee, several subcommittees are set up. The chairman of each subcommittee is a member of the county agricultural committee, but other subcommittee members are chosen at large from the county.

In St. Francis County examples of special interest subcommittees are: Farm organizations, home demonstration clubs, 4-H Clubs, agricultural credit, beef cattle, health, and home industries. Subcommittees are usually more helpful in executing the county agricultural program than in planning it. The reports of the chairmen, however, are valuable in determining the rate of progress as well as future potentials.

Programs such as these offer leadership training and selection opportunities for county extension workers. We in Arkansas consider program development and execution a process, and this committee system provides continuity to the process.

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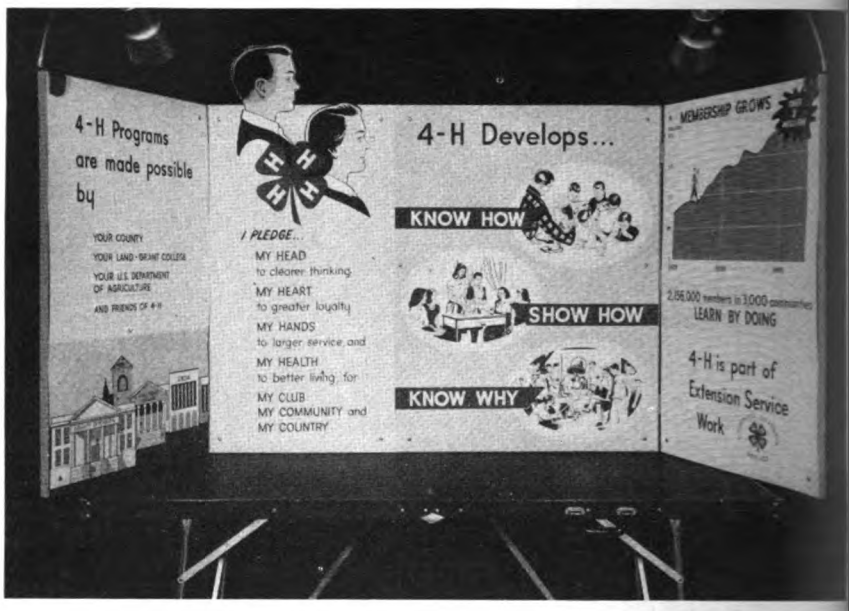

Exhibits in several Extension subjects in kit form are being planned by the Federal Extension Service. The kits will contain silk screen artwork in color designed to fit on a light gray pegboard background. You can easily build the background, which can be folded and carried around. The center panel is 4 feet wide by 3 feet high, and the side ones each 3 feet high and 2 feet wide. The pegboard background can be used over and over again for these kits or for your own exhibit materials.

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OCTOBER 1956

EXTENSION SERVICE Review

Special Farm and Home Development Issue

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LESTER A. SCHLUP, *Director*
CATHERINE W. BEAUCHAMP, *Editor*
DOROTHY L. BIGELOW, *Associate Editor*

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In this Issue—

Ear to the Ground

I want to thank the many extension people in the Federal office and in the States and counties who added an extra assignment on a hot summer day to give you the best of their experiences in farm and home development.

There are many concepts of this extension method. Some States even have a different name for the unit approach to helping farm families find solutions to better living. One man said that Extension has been dealing with parts, and farm and home development deals with the sum total of parts. Referring to service in single subject-matter areas another person said, "You can make spark plugs all day but you won't make a car."

Every State and county applies this method differently. The stories that follow are examples of how a few people are carrying out farm and home development, in their own localities, under circumstances that may differ widely from your own. They were selected to give you a good sampling of the progress being made.

We hope that each of you as you read the articles will find some philosophy or technique, perhaps an explanation or a clearer concept that will be useful to you in practicing this extension method.

Next Month

In next month's Review you will have articles on a variety of subjects: Visuals for TV, family reading, civil defense, management of family finances, consumer education, safety, improved soil fertility, and others. In each the author tries to give you something from his personal experiences that may be helpful.

Those of you who have been in the Extension Service for several years will especially enjoy an article by Virginia Wilson, daughter of M. L. Wilson, former director of the Federal Extension Service. Virginia is an able member of the Foreign Agricultural Service. She writes about the impressions that people of other countries get when they study extension work in this country.—CWB

Two Years of Progress Reveals New Challenges

by C. M. FERGUSON, *Administrator, Federal Extension Service*

As you read this special edition I believe you will be as impressed as I am at the challenge farm and home development poses for all of us. The past 2 years have seen real progress nationwide in the use of this method—to the betterment of farm families and Extension alike.

Much of this progress, and the challenges of the future, are revealed in this issue of the Review. Much more is revealed only by observing participating farm families and extension workers in action. Let's take a quick look at some of the tangible benefits that have come out of this intensive method of working with rural people.

Teamwork

First of all, farm and home development has brought about a team approach to the problems of modern-day farm life. This is emphasized in almost every story that has been written about this method—whether it be a family success story or a county or State methods story. Perhaps the most important message this edition of the Review has for us is the striking example of teamwork reflected throughout its pages.

Look, for a minute, at how the Butler County, Pa., article starts. The whole emphasis is on a county team approach to the demands of 900 farm families for farm and home development assistance. Or look at how John Falloon of Missouri describes the specialists' "team" in his article on balanced farming. Even more important is the family teamwork that typifies farm and home development in all of its stages. The Utah article on how the Norman Grimshaws reached a decision on To Farm or Not To Farm well illustrates this.

Effective Teaching

Secondly, farm and home development has helped extension workers become more aware of the deep-down needs of farm families and how they can best be met. And by working closely with these families on solutions to their problems, it has helped them become better informed and more effective teachers. Special training schools and workshops on subject matter and methods have contributed greatly to both.

Special Tools

Moreover, the unit approach to farm family problems has revealed the need for, and has brought about, specialized work tools for helping agents and families solve individualized problems. Such problems may be basic to a number of families, but each one can be satisfactorily solved only within the framework of the individual family situation. The value of such specialized tools is well described by Donald Burzlaff of Nebraska in his article. Straight to the 'Grass Roots' of the Problem.

Develop Potentials

Thirdly, farm and home development has revealed new challenges to all of us. As the Indiana article points up, farm families have many untapped potentials they are unaware of. It's up to us to help them develop these to the fullest. On the income side alone, the summary of all farm and home development plans made in Indiana last year showed participating families had the potential for increasing net income by an average of $2,998 per family. And a study made in one county showed the potential increase in net farm income to be 94.3 percent, using current farm prices. What a challenge for helping farm families improve their economic situation. The challenge for development of family skills, attitudes, and ability to recognize and solve problems intelligently is just as great.

Leader Growth

Fourth, farm and home development has led the way to leadership development that extension workers never suspected existed before. The Kentucky article on Rowan County's strawberry enterprise brings this home forcibly. "Many of the farm and home development families had not been extension leaders before, but as a result of their work in the strawberry program, they have become new leaders for other projects." Similar stories of leadership development growing out of farm and home development work can be found in most States.

New Families

Fifth, farm and home development has opened the door for working with families Extension has never been able to reach before. The Maryland article cites one instance in which 18 families were reached through the efforts of the county staff to interest one family in farm and home development. And Statewide, 75 percent of the farm and home development families are new extension cooperators.

And so the story goes. It's a story of progress for Extension and farm families alike. Recruiting, training, and placing on the job the new extension workers that have joined our ranks during the past 2 years is no small task in itself. That these new workers, along with older extension agents, are working with large numbers of farm families on problems requiring a high degree of skill and competence is a tribute to those who have taken the leadership in farm and home development.

Opportunities for even greater accomplishments are unlimited. All of agriculture and rural life is in a transition stage. How well farm families meet the demands of the future will depend, to a large extent, upon the type of educational assistance they receive. Farm and home development is designed specifically to help families learn how to make changes in an orderly and progressive manner.

Straight to the "Grass-roots" of the Problem

by DONALD BURZLAFF, *Assistant Extension Agronomist, Nebraska*

Nebraska specialists have found that in farm and home development, they have the best means of getting their recommendations put into practice.

IN SPITE of pasture-improvement measures, the problem of wornout pastures has been a constant worry for extension specialists in Nebraska. They have long recognized that the best cure for unproductive pastures is a balance between livestock needs and the acreage set aside for forage production to meet those needs. But progress has been slow in bringing forage supplies into balance with livestock demands.

The farm and home development program gives us the opportunity to get at the root of the problem, which is the need for a basic farm plan. In this program farm families analyze their resources and objectives, set their goals, and make plans to accomplish their objectives. Here was the chance for agents and specialists to work together with farm families in solving forage shortages.

Over the years agronomists had developed new and improved grasses and legumes to increase forage production as well as new concepts in cultural practices for those crops. New management techniques also had been developed to obtain highest production from pastures. The problem was how to get this information to farmers. The need was urgent.

Time did not permit training agents in forage production as well as in other fields of farm management. There were not enough specialists to take the message to all corners of the State. Then it was decided that the material would have to be compiled and sent to the county staffs.

It was not enough to furnish material for agents alone since farmers needed to understand it, too. Specialists agreed that the material would have to be basic and stated in terms that could be easily understood. Furthermore, it had to be accurate and definite, yet flexible enough to fit the diverse growing conditions that exist in Nebraska.

Four Circulars

The solution to the problem of getting the information where it was needed most was found in a series of four pasture balance circulars based on material used by the University of Missouri. The circulars were altered to fit the wide range of growing conditions in the southwestern, the north central, the south central, and the eastern sections of Nebraska.

By means of graphs in each circular, an agent or farmer can determine the amount of forage available from various pasture crops on a month-to-month basis in the area where the farm is located. The forage production is based on animal-unit-months of grazing. An animal-unit-month is the amount of forage required to pasture a mature cow for 30 days.

The pasture chart lists some 11 different pasture mixtures common to each area. They include native mid grass, bromegrass and alfalfa, crested wheatgrass, tall wheatgrass, first year sweetclover, second year sweetclover, rye, Sudangrass, winter wheat and irrigated pasture. A graph beside each pasture crop shows how much forage it will produce monthly between April and November in terms of animal-unit-months. Space is provided for the farmer to total the animal-unit-months of forage produced each month on his farm.

Forage Requirements

Another chart lists six classes of livestock and leaves space to list all stock requiring forage. By converting livestock numbers to animal units, the farmer can determine total monthly forage requirements for livestock on his farm.

By comparing the animal-unit-months of forage produced with the animal-unit-months of grazing needed, a farmer can immediately note a shortage or a surplus of forage for any given month. Then plans can be made to harvest excess hay or silage or to provide supplemental feed or temporary pasture during months when forage shortages are apparent.

The chart on forage production for various pasture crops permits the farmer to readily observe which pasture crop would be best to fill a shortage of forage in a given month. At the same time the farmer can see at a glance the advantages of a long grazing season and which pasture mixtures should be used to give the longest periods of forage production.

Field reports show that the circulars are very flexible and practical. Agents and farmers can start with the pasture available on the farm and build a livestock program to fit it. In other cases they can start with the livestock numbers that the farmer desires and plan an adequate forage program. Whatever the method used, they are bound to come up with a solution to the perennial question: "What can be done to improve production from depleted pasture?"

Hervey Kellogg (left), assistant county agent in Fulton County, Ind., and Annabel Rupel (right), home demonstration agent, discuss house plans with Mr. and Mrs. Albert Walsh.

Younger Farm Families in Indiana Seek Extension Help

For the 3 major decisions that farm families are constantly required to make—what to do, when to do it, and how to do it.

by WENDELL W. TROGDON, *Assistant in Agricultural Information, Indiana*

INDIANA'S young farm families are learning the essentials of "up-to-date" farm and home management in this age of technology. In fact, a gradual reformation is taking place in some 2,727 farms in 39 Indiana counties where the unit approach is being applied. Younger farm families are being advised through the better farming and better living phase of extension work—Indiana's name for farm and home development—and are looking ahead to a brighter future.

Take Grant County, for example. Each of the 142 farm families enrolled in the new better farming and better living program solved or sought solution to one or more basic farm and home problems in an attempt to improve their farm units. Eighty-two of the 142 families planned to reorganize their crop rotation, 6 studied their livestock program relative to efficiency and type, 24 made remodeling plans for their houses, and two planned new houses.

Perhaps it was Warren Short, Grant County assistant agent in charge of better farming and better living work, who best summarized the need for a unit approach to farm problems. He said, "Enlargement of land holdings, fewer workers, and larger capital investment have caused farmers to ask for educational aid in appraising their farm units for long-range programs in addition to short-run changes."

When young people decide to go into farming today, they choose to join a small and diminishing group of Americans — the self-employed. The problems of a young family entering farming are unique. The nature of their family business not only requires that all members contribute human resources for its success but that a much higher than average percentage of net income go into savings.

Paul Crooks, Indiana State leader of better farming and better living work, describes the program as a way of helping farm families recognize, approach, and gain their family and business goals. The program involves helping families recognize their opportunities, appraise their resources, and make the most effective use of their resources through wise enterprise selection and combination. It means applying, in a coordinated manner, a great amount of technological, economic, and social knowledge to the farm and family problems.

As the new method applies extension teaching and demonstration to the problems of the individual farm family, it increases the emphasis on an established phase of the extension program. Farm and home development is not a separate extension program but an expansion of the present service in which the farm and home is viewed as a total business unit.

Most Hoosier counties initiating a better farming and better living plan first formed a county advisory committee. The committee, made up of farm men and women from all parts of the county, serves in an advisory capacity, helps coordinate the total extension program, assists in establishing county extension policies, aids in enrolling farm families in the program, and helps evaluate the work.

Thirty to 40 younger farm families are enrolled in the program. Both the husband and wife attend group meetings. During the morning session of the first all-day meeting, the purposes and objectives of the program are explained. In addition, helps for recognizing, clarifying, and establishing family goals are discussed, and the basic economic principles as they affect the opportunities and requirements in agriculture are presented. The afternoon is usually spent on the economics of crop production.

A second "classroom" session usually consists of a presentation on

(Continued on page 192)

GROUP TEACHING

WORKS WELL IN MASSACHUSETTS

by H. SIDNEY VAUGHAN, *Head, Extension Division of Agriculture, and* VERDA M. DALE, *Extension Home Management Specialist, University of Massachusetts*

Worcester County

Worcester County was the first county in Massachusetts to use the group method of carrying on farm and home development. In 1950 eight young dairy farmers and their wives completed their farm and home plans in 6 all-day meetings. Since then additional successful groups in Worcester County have given five other counties encouragement to work with farm families in the same way.

Finding time to carry on this program plagues the Worcester County staff, too. Home department programs are planned far ahead, and the county agricultural agents carry heavy commodity programs. However, home agents and agricultural agents have shared equally in recruitment and all meetings, thus giving emphasis to farm and home development by making it a part of their regular program. Home economics and agricultural specialists working together have assisted with the work in the counties.

Plymouth County

Edgar W. Spear, associate county agricultural agent, and Beatrice I. White, county home demonstration agent, used the poultry mailing list to offer farm and home development assistance to interested families. Both agents made home visits to explain the progam. This resulted in 8 couples enrolling for the series of 6 meetings.

Evidence of a successful first attempt at the family approach in group meetings is contained in the following statements turned in unsigned at the close of the last meeting:

"The most important help to me has been the ideas which make one think and try to analyze his own situation."

"It made my husband much more interested in home affairs and made him want us to have more activities as a family. He never realized until now that we had next to none."

"It helped us considerably in planning and operating our farm. The most important thing is that every one of the group is treated as an individual with individual problems."

"I must admit that at first I thought the home book was a little too much in detail, but by looking at the results I think it may be that I didn't want to face facts. Now that I see it in black and white, it looks as though I am not managing too well. I have an incentive to improve. It's my pride, I guess."

"This series of meetings has already made us more alert money-wise and record-wise."

"Clarified our thinking about our needs because it unified our picture. Both farm and home problems were discussed with the whole picture in view."

Franklin County

Prepared management lectures have been replaced by short, punchy statements of facts and occasional visual aids to help in decision making by man-and-wife teams in Franklin County.

The first effort at the outset of each new series is to get the couples, usually 6 to 10, acquainted and to achieve a friendly informal atmosphere for most effective idea swapping. Each couple is equipped with its own set of farm and home development workbooks to provide the necessary degree of privacy, yet is near enough to a neighboring couple that morale never slumps under the load of "all that figuring."

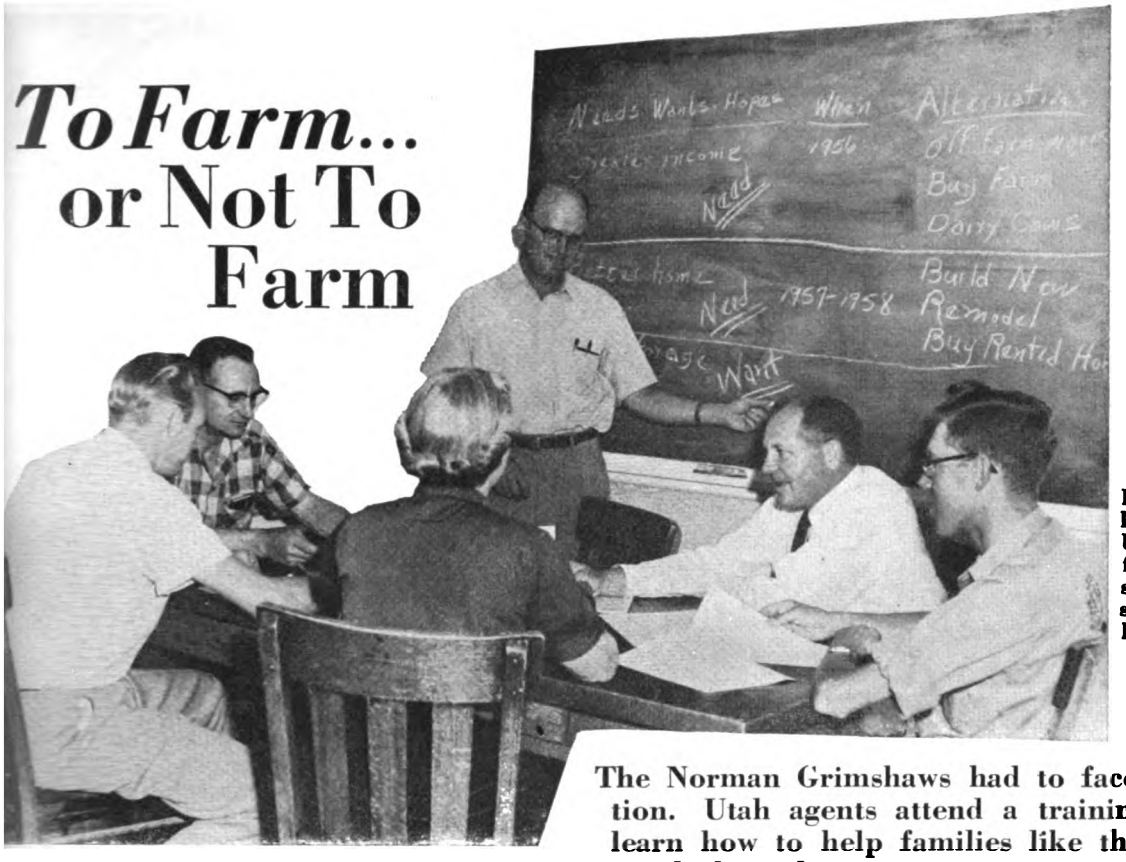
The problem of fitting the farm and home development families into a busy schedule was solved easily by Marjorie H. McGillicuddy, home demonstration agent, and O. Lewis Wyman, county agent. Early in the program they decided to spend 1 day a week on farm and home development. In this way when each week rolled around, the necessary time was available. By spring 25 families had completed their farm and home development plans.

Summary

As we look ahead in Massachusetts four major problems continue to challenge our State steering committee of State and county workers:

1. Satisfactory interpretation of farm and home development to State and county staff workers.
2. Persuading county workers to place the plan high on their schedules.
3. Development of adequate information and recruitment methods to secure families.
4. Conducting a management training program for agriculture and home economics agents to supplement college training and lack of personal experience in this unit approach to farm and home development.

To Farm... or Not To Farm



Leon Michaelsen leads discussion at Utah workshop for county extension workers studying farm and home development.

The Norman Grimshaws had to face that question. Utah agents attend a training session to learn how to help families like the Grimshaws weigh their choices.

by LEON C. MICHAELSEN,
Farm Management Specialist, Utah

THE Norman Grimshaws needed more income and better housing. They wanted better food storage. Above all they wanted to continue to farm and rear their family at Enoch in southern Utah's Iron County.

They hoped for a better car, a new piano, a college education for their children, and for a less strenuous work schedule.

The Grimshaws are young, able, earnest folks. Their previous training and experience would enable both to find good jobs wherever jobs are to be had. Their farm is small—40 acres in an area where 100 are needed. They rent a home that is comfortable but not convenient.

They began tackling their problems by listing their needs, wants, and hopes. They did it during one of a series of unit approach district workshops held last winter by the Utah Extension Service.

The sessions were planned to give county extension agents confidence in attacking problems in farm organization and operation. Of course, if families are to improve their farm income they must decide what to do, but they need much help.

Many agents felt they were doing their job if they were on hand to help the family with a new feed ration, a plan for a broom closet, or landscaping. They thought that to be present when the family needed help on controlling weevils and weeds, and classification of steers for sale was unit approach work. In many cases problems in farm business analysis just didn't arise, or were postponed.

Members of the State steering committee, including County Agent Leader Marden Broadbent and Home Economics Supervisor Thelma Huber, made visits to the agents. Next, they held a series of workshops like the one the Grimshaws attended.

Workshops lasted 2 days. Broadbent explained why the workshops were being held. Then agents from the host county described the farm of the cooperating family—their resources, plans, and problems.

Next, agents called at the farm home for experience in visiting with the family, checking livestock, land, water, and other resources, and discussing family plans and problems. They spent the afternoon with the family listing family needs and wants.

Which of the many items classified were actually needs—"musts" to the family? Which were wants—hopes? Of the things listed which came first? The tractor or the cows, the new room or the piano? In terms of meeting the greater family needs which are most important?

The family decided. Agents merely helped weigh advantages and disadvantages. But families came up with some sort of reasonable priority for the items listed.

The second day of the workshop was devoted entirely to considering alternatives open to the family that would provide for their high priority needs.

The Grimshaws, for instance, decided they had alternative choices

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They Like To Learn in Groups

by R. H. McDOUGALL, *County Agricultural Agent, and*
BETTE L. GODDARD, *Extension Home Economist, Butler County, Pa.*

WHEN 200 farm families want help with their farm and home plans, extension agents find a way to give it to them. Butler County agents' solution was a series of 4 to 6 group planning meetings, with husband and wife using the workbook and reference materials supplied by the Pennsylvania Extension Service. These served as a basis for establishing goals, making decisions, and putting into action some of the suggested changes. It took 3 years to conduct these meetings for 200 families.

As a staff, we believe that farm and home planning is well worth all the time that county extension workers devote to it. When farm families themselves search for the background facts and apply them to their own situations, they have a greater understanding of the factors involved in making decisions. Then only are they ready to take action.

As a result of their participation in these groups, some Butler County farm families have changed their farming system by purchasing an additional farm, by expanding their dairy business or building a larger poultry house, or adding a hired man to their labor force.

A wife began to teach school; a partner on a farm obtained employment elsewhere; a farmer on a small farm took a job in industry; a poultryman installed bulk feeding equipment; a dairyman remodeled his barn and built two additional silos; and a father and son developed a mutually satisfactory lease.

On one farm the herd size was increased 50 percent; on a small farm a herd was sold so the owner could take a job in industry. One man reduced his machinery investment, and another built a new home, carefully planned to reduce time and steps in homemaking.

Butler County extension workers had felt the need for some time of a better teamwork approach in dealing with the many farm and home problems we were constantly confronted with. The group endeavor seemed to be the best answer. In blazing a new trail, we endeavored first to get broad community support for the idea by presenting it to 40 county leaders at a dinner held in a convenient grange hall. Monroe Armes, extension farm management specialist, helped us outline the objectives. To create interest, we asked the leaders to work out productive man work units for their own farms.

Acting favorably on the group meeting plan, the county executive committee discussed how best to initiate the group work. Among the 18 community agriculture and home economics program planning committees, farm and home planning was widely discussed.

Members of 14 groups submitted for each community a list of 10 to 18 younger families whom they thought might be interested in participating.

The plans were explained also on our daily radio programs as well as in our regular bi-weekly newspaper column.

Butler County, with 3,300 farms, is rapidly becoming urbanized. According to the 1950 census, over 60 percent of the farm families had other income exceeding the value of agricultural products sold. The income of the families in the groups is primarily from dairy, poultry, and beef cattle and/or industry. But no effort was made to select the families on any basis other than interest in farm and home planning. To reach the number who showed an interest in our program and still take care of other commitments, we really had only one alternative — group work. Now we think that with this method we not only reach more people but we also do it more effectively in groups. Of course, some individual work is always necessary. But on the whole, the discussion time is generally more constructive when several couples take part. It is encourag-

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Seated at separate tables, couples can work on their records and plans in semiprivacy. They listen to talks, participate in discussions, and receive individual help.

. . . Speedier and More Efficient

The subject-matter specialist finds that "Balanced Farming" provides a most successful vehicle for getting his recommendations adopted.

by JOHN FALLOON, *Extension Soils Specialist, Missouri*

SUBJECT-MATTER specialists have much to do with the success of farm and home development (in Missouri, we call it balanced farming). And vice versa, the farm and home development effort contributes greatly to the success of the work of the subject-matter specialist. What a team! It's the sort of a team I like to play on.

Organization, staff, and the proper use of all methods at the command of extension workers are important. But they are only vehicles for transporting the load. The load is information. And whether it is a "payload" depends upon how correct, sound, practical, and applicable the information is to the situation at hand.

As a soils specialist, I am sure that my subject-matter field represents a "payload." Through county extension workers, I attempt to influence all farmers in the State. Yet it is clearly evident that balanced farming cooperators use more soil treatments on their farms than the average farmer does. For instance, about 10 tons of limestone were used last year on the average farm in the State. Balanced farming cooperators used 55. The average farm used slightly less than 2 tons of mixed fertilizer, compared to 15 or 16 tons on balanced farming farms. State average corn yield in the drought year of 1955 was only 39 bushels per acre; but it was 48.5 bushels on balanced farming farms. Corresponding wheat yields were 32 and 36 bushels.

So I must conclude that through the balanced farming program we specialists are more effective. Balanced farming cooperators adopt more of all good practices, which have a way of supporting each other to pyramid their total effect.

It's the total picture we must look for. When I get to thinking that my subject-matter field is the whole team, I ponder the following example. A $300 expenditure for soil treatments will favorably influence income as much on a farm with $1,000 or smaller income as on one with $3,000 or more. But, if after increased income from the soil treatments, the net is still less than family living expenses, use of fertilizer on that farm cannot be continued unless the cost can be paid from other than current farm income. In other words, the whole farm business must pay. Thus farm and home development is a team approach—a program of the entire Extension Service.

Farm management and home management specialists are important in this program. They develop procedures on how to put the pieces together to make a paying farm business, and how to spend the money wisely for better living. Yet these important people who perform on the team need the "guards" and "forwards" in other subject-matter fields to provide them with the necessary data with which to work. So the subject-matter specialist has a responsibility prior to the family planning conferences.

Let me illustrate with poultry. The poultry specialist may be asked, "What type of poultry house should be built?" But first the question should be answered — should the family raise poultry? Criteria (including input and output data, labor requirements, investment costs, and probable returns) for determining whether or not poultry should be raised is the primary responsibility of those who know the most about poultry—the poultry specialists. Then these criteria can be incorporated in the planning procedures developed by the farm and home management specialists so the farm family will be sure to consider them along with other alternatives when making their farm plan.

After the planning step, the specialist has additional responsibility. If the farm family decides to raise poultry, then it's time to consider the question of what type of poultry house to build. This followup to planning is the place where correct and properly applied subject matter by farm families puts paper plans into operation on the farm and in the home, and gives the overall farm and home development effort life and meaning.

Information from the Extension Service on *how to do* practices is basic, but is not enough to insure their adoption by farm families. Extension agents also have the job of helping to develop services and facilities which farm families need. Typical illustrations are dirt-moving contractors to build terraces according to specifications of the land-grant college. Soil-testing laboratories are necessary. Local fertilizer dealers to fill the plant food nutrient needs as determined by soil tests are "a must." And these dealers need extension information training and guidance, too.

To further illustrate this point, Extension must help develop a reliable source of good sires, pure seed, and adapted garden plants. Readily obtainable septic tank forms may be the "clincher" to get running water in the home. A better understanding by local carpenters may be necessary in home remodeling. An effective spray service to control in-

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Good House Plans Are Labor Savers

The Otto Haddaler home, one of many homes,, new and remodeled, built by farm and home development families in Lewis County, Wash.

by H. E. WICHERS, *Extension Rural Architecture Specialist, Washington.*

FARM and home planning in Washington has uncovered a great need for help with farm home plans. After farm families have analyzed their farm business and related it to their family wants, they know about what they can afford in the way of a remodeled or new home.

Farm and home planning is an excellent forerunner, socially as well as economically, to planning a new home because the family has considered its personal desires and know what they want from a home.

We provide a 2-day workshop for the families who are interested in learning about planning a farm homestead. Home economics and agricultural economics specialists contribute to the workshop teaching.

One of the amazing things about farmhouse design is the fact that in the past so little attention has been given to the people who live in farmhouses. The whole country is dotted with houses on farms that were designed not for a farm but for city lots.

Any one who studies farmhouse design soon realizes that the house plan cannot be made without relating it to the farmstead where the house is to be built. If it's on the north side of the road, it will have one plan, on the south, another. The prevailing wind, the slope of the ground, the view, and location of farm buildings, driveway, and highway are a few of the limiting factors.

If the farmstead is poor to start with, the house cannot overcome those limitations, but carefully made plans can take them into account and make the best of the situation. But if the farmstead is ignored to start with, living and working on that farm is sure to be on a sub-efficiency level. That's what we try to explain at the beginning of our workshop.

Farmstead, location of the house, and arrangement of rooms are never a routine discussion. They are altered by family personalities, by methods of handling farm work, the type of crops and the condition of present buildings. It doesn't take the average farmer and his wife long to list the limitations for their place and the best location for the house. They must consider what the farm family wants to look at through the windows, where the school bus stops, what buildings are used most often, and other influencing factors.

Substitutes for Labor

Today labor costs are high, and farm people must count the value of their own time and efforts. They must think of ways to save their time and energy on particular jobs. Good planning and equipment can often take the place of labor.

In planning, the family must think of what comes into the farm court. Is it a milk truck? Is it loads of hay? Is it farm machinery? Is this a farm that grows and sells seed? Whatever the business, the house must be located and designed to make it as efficient as possible in those terms. Once you know what the chores are, where the traffic is, it is not difficult to locate the front and back doors and a place for a parking area.

In about 2 minutes, the lady of the house will locate the kitchen. In most cases, it must have a view of the farm court, a view of the parking lot, and a view of the road. Women like to see who goes by, who comes in, and what goes on out in the farmyard.

Occasionally a woman will say, "I want my kitchen as far from the farm operation as I can get it." After people decide where to locate the house, their desires and needs are weighed. Farm people appreciate this approach to the problem and very quickly begin to think around that principle.

Study, Then Plan

Sometimes people come to the workshop with a preconceived idea for a plan, one that has certain elements they like. But they almost never have a plan that fits their farmstead. About the time we get farmstead planning across to the group, the blueprints disappear. People realize that the house is all right in parts, but the house plan as a whole is not a solution to their particular problem.

One such case happened near Yakima. A family came to the workshop with an elaborate set of plans they wanted us to look at right away. They thought it was a little foolish to spend 2 days at the workshop when all they needed was a little criticism or a few pointers. After the farmstead layout discussion, the plans disappeared and we never saw them for a year and a half. When we met the family again they were building a new house and invited us to see it and give them a little help. Around their coffee table I looked at their plans, which were good. Then the farmer grinned a little and said. "Now we would like you to see the plan we had before your workshop." It was a fine big house, but didn't fit their family at all. They knew it and could chuckle about it. Had we

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A Concept of Farm and Home Development

by ERNEST J. NESIUS, *Associate Extension Director, Kentucky*

Farm and home development has been called an approach, a method, a program, an activity.

Not one of these terms seems to explain adequately farm and home development in such a way that it is satisfactorily understood by the typical farm family. This knowledge is unnerving. A major reason may be our failure to back away far enough from our forms, procedures, and devices to clarify some fundamental relationships. An understanding of concepts is the first step.

Farm and home development is not concerned solely with economic matters as some would claim; it must also make allowances for full play of sociological and psychological forces. Our theorists in the respective fields have not compensated their beliefs with the related doctrine of other disciplines.

In attempting to meet the realistic situation of the farm and the home, we in Extension are treading the ground of the untrodden. The farm, as an economic unit, and the home as a social unit, are inseparable in the eyes of our rural friends, yet historically in our search for principles, we have separated them.

We can state in a number of ways the three ideas of farm and home development that characterize its uniqueness and justify an intensive effort on the part of Extension to package them in some coordinated manner. They are:

(a) That family satisfaction, individually and collectively, is the ultimate objective of our work. Therefore, the family is the center in decision-making activities. It is also an important part of the total resources.

(b) That planned progress toward some desirable end(s) is paramount. Therefore, the notion of choice making in future time becomes an integral part of teaching processes.

(c) That the total human and material resources of the family must be considered and optimumly utilized in attaining objectives, tangible or intangible. Therefore, all resources are to be evaluated and oriented according to the family design.

These three ideas may be brought into sharp focus by the key terms: the *family, progress,* and *total resources.*

To the extension worker, farm and home development means teaching the subject matter of Extension to families with the belief that from the family comes the authorization for action on the farm and in the home. It means that we recognize choice making by the farm family as an opportunity to teach systematic planning and problem-solving methods.

We recognize in farm and home development that production and consumption problems must be considered simultaneously, and that to maximize satisfaction, we must encourage the considered use of the total resources of the family. Furthermore, this does not necessarily mean that the process begins by first appraising the production side of the family balance sheet. In fact, first consideration of the consumption side may dictate action on the production side. Thus, we in Extension are rearranging in a different order some of the things we long have known, in an effort to make modern scientific facts more usable, and to keep abreast of the changing forces in the farm home.

Farm and home development emphasizes the importance of knowledge by extension workers in the areas of problem solving, decision making, value systems, family goals, planning techniques, and resource allocation. None of these can be effectively used without a broad base in subject matter, especially as related to the widely individualistic production and consumption processes found on actual farms.

Farm and home development projects Extension into consideration of a higher echelon of decisions than we have been accustomed to handling. New doors of opportunity are being opened, concepts are being reevaluated, old beliefs are being questioned and, in general, a revitalization is taking place. Many questions are yet unanswered. However, as we readjust we will become better qualified to help farm families appraise their opportunities.

Good House Plans

(Continued from page 186)

looked at those plans when they came to the workshop, they would have defended them, made themselves unhappy and us uncomfortable. It pays to get in some basic material on farmstead arrangement early in the workshop. That saves hours of hard work.

To recapitulate, first things come first. Location of the farmstead can make work on a farm easier or harder. We must think in terms of highways, school buses, drives that have to be maintained, and the dust that can make living in a farmhouse miserable unless you watch that the prevailing wind blows the dust away from the house. You can avoid accidents and hard work by making sure that ice won't form at the front door all winter long.

Traffic in the home should be geared to traffic on the farmstead. There should be a short distance between the buildings commonly used together. For example, reducing the distance between a dairy barn and a milkhouse can save hundreds of miles of useless walking. Good commonsense should help determine farmhouse location and arrangement. If it's a part of farm and home planning, it will be more efficiently planned.

FARM and HOM

Viewed as a process, farm and home development can be divided logically into six steps: Hopes, Resources, Choices, Plans. Actions. and Results. The photographs on these pages are only suggestive of the many parts in each step, different for every family.

Hopes

Together a couple discusses their hopes and desires, sets up objectives and goals, and makes a plan for attaining them. They may be—

Education for the children and a better farm and home.

More time for recreation.

Security in later years.

Resources

Only through careful consideration of all family resources can wise decisions be reached. Resources include not only material things such as land, machinery, buildings, capital, labor, and skills; but also market outlets, present or potential knowledge, counsel, credit, and technical assistance. Extension agents can be of great help in assisting families make fullest use of these resources, such as—

Land, animals, buildings, equipment.

Family members and their skills.

Technical assistance.

DEVELOPMENT

Choices

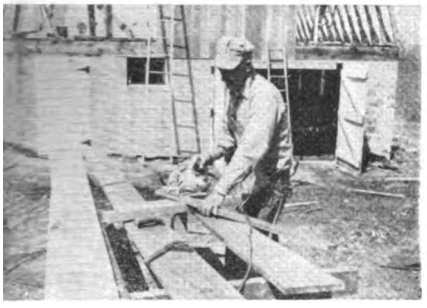
Plans

'alking it over in a characteristic fam-ily huddle around the dining table.

Choosing from many alternatives is the family's responsibility. Together they must make many decisions on the basis of their wants, needs, and resources. After making their decisions, farm families lay out their plans—both short- and long-time—with the help of extension agents. They look to the agents for technical information and assistance, and continuing counsel in making the plan work.

Actions

Family action that produces desirable changes related to the family's goals is the key to farm and home development.



hifts in enterprises often call for iew buildings and equipment.

Family skills are utilized in carrving out plans for a convenient home.

New skills develop as families work together toward their goals.

Results

Attainment of family needs and desires is the real goal of farm and home development.

ıcreased ability to deal with problems f the whole farm and home enterprise.

Congratulations on success in paying for the farm home.

Happiness of satisfying family life and joy of security.

Farm and home development families carry the know-how on the new enterprise to their neighbors. All extension activities grow by "leaps and bounds."

Strawberry Enterprise Gives New Life to Rowan County, Ky.

by ADRIAN M. RAZOR, *County Agricultural Agent, Rowan County, Ky.*

ROWAN COUNTY farmers needed cash. The lost tobacco acreage resulting from recent cuts had left the farmers with less cash income. Specialists from the university had studied the area and studied the markets. They recommended strawberries for a cash crop.

Farmers and local businessmen studied the problem and agreed to work together to make this new business a success. Fifty-five merchants each agreed to give a dollar's worth of merchandise to every farmer who set out one new acre of berries. After the berries were inspected by a committee to see that they had been set according to recommendations, the farmer received a coupon book worth $55 in merchandise.

At the meetings held in various communities to introduce this new venture to farm families, sometimes as many as 15 businessmen were present. During the season businessmen often visited the growers. This farm-city interchange provided a healthy climate for good personal and public relations in the county. Two hundred acres of new plantings resulted from the combined efforts.

Enrollment in the farm and home development program that year represented families in all communities of the county. Practically all of them had new plantings of berries. At the local meetings on farm and home development the families received special training in strawberry production and marketing and were taught how to instruct their neighbors. Many demonstrations were held on the farms of farm and home development families.

Many of these families became leaders in 4-H, and they and the 4-H Club members served as demonstrators in different phases of strawberry production. They were sent supplies of literature which they gave to other growers in their community. With the help of the 4-H Club department, a program on the various phases of strawberry production was formulated, and this program was used as a guide for demonstrations in the community 4-H Club meetings.

Men, women, and children were encouraged to attend all meetings and demonstrations with each program designed to interest everyone. For instance, at the picking and grading demonstration held by the agents, the home agent also demonstrated proper freezing methods.

As a result of the cooperation of businessmen, bankers, the local newspaper, and the various extension organizations and personnel, approximately 20,000 crates of strawberries were marketed through the recently organized cooperative for a total of around $100,000.

The effects of the enterprise on the community can be seen in the results of a survey, which showed that a total of 115 home freezers were sold during the strawberry harvest, 75 new lockers were rented at the local frozen-food locker plant, not to mention hundreds of crates of strawberries that were preserved or put up by those who already had facilities to do the job. Merchants reported an excellent business season for that time of the year.

Many of these farm and home development families who served as leaders in the strawberry program had not been extension leaders before, but, as a result of their work in this program. they have become new leaders for other projects.

As a result of these accelerated activities, our extension staff needed help. Our supervisors recommended a better integrated county program, and also, to help with the growing 4-H Club work, an assistant county agent. At a weekly office conference, which our secretary, too, attended, we planned our work for the week. Then it was agreed to meet every 3 months with the two supervisors and certain specialists from the university. We also prepared a calendar showing activities for each agent during the next 3 months. This helped us to coordinate our work.

All of these devices contributed to the greater use of our manpower, wider participation by the people in extension programs, and a happier, more prosperous community.

Don't be afraid to KNOCK ON A STRANGER'S DOOR

by ANNIE N. ROGERS, *Program Planning Specialist, Maryland*

75 percent of Maryland's farm and home development families have never known Extension before. A special effort is being made to help agents make new contacts. Here's the account of how two home agents called on a family they didn't know and what happened as a result of this one call.

FARM and home development in Maryland started as a method of teaching and not just another program. This method is being applied through normal extension channels, and is not isolated in a special department or in any one of the subject-matter fields.

We believe that the individual approach to families is the best way to interest and help them. Much of our extension work in the past has been through groups and clubs of men or women or young people. Consequently, many county extension agents need extra training for working directly with families on the farm and in the home, and with the family as a unit.

Finding families who can benefit most from farm and home development is part of the county extension staff's responsibility. Agents have asked, "How can we locate families that haven't been reached by Extension through the usual channels?" Many methods have been tried and found successful.

One way is to make personal calls on farm families unfamiliar to the agents. Because agents frequently hesitate to go to a home where they are not acquainted, for fear they will "get the door slammed in their faces," we have tried to give them some training in making home visits.

In St. Mary's County, I offered to go with Ethel M. Joy, the home demonstration agent, and her assistant, Hazel Neave, to visit a farm family neither knew. Both hesitated to go where they were not invited. However, I think it's safe to say that 99 percent of the time, friendly, sincere agents receive a welcome in farm homes. Introduced as home economics experts from the county office who wish to make a friendly call, agents usually get an open-door reception. Part of the trick is skill in meeting people, part is a feeling of pride and confidence in one's job, and partly, it's having a sound knowledge of human behavior and a genuine interest in people.

Right to left, Mrs. Sterling Tennyson welcomes Ethel M. Joy, home demonstration agent in St. Mary's County, and Annie N. Rogers, Maryland State extension specialist and Miss Joy's assistant, Hazel Neave.

The home where we called was selected as a result of a wager between the home demonstration agent and the agricultural agent. Miss Joy, who has been in St. Mary's County many years, made the general statement that she knew almost every one

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in the county. Her fellow worker asked if she knew the family in a certain house, and she admitted to not knowing who lived there. On that challenge, we called upon the Sterling Tennyson family. They were not acquainted with Extension as we discovered when Miss Joy introduced herself, her assistant, and me. Miss Joy explained that we were visiting in the community and had stopped to meet her and the family.

We assured her we were not selling anything and she invited us into her home. Mrs. Tennyson had heard of Extension, but really knew nothing of its services. An hour and a half of pleasant informal talking revealed that Mrs. Tennyson was particularly interested in 4-H Club work for her girls. There had never been any 4-H Clubs in that community. She was interested also in learning how to keep records if that would help to stretch the dollar.

Mr. Tennyson had rented part of the farm and taken an off-the-farm job to increase their income. They wanted to learn more about better farm and home planning. Mrs. Tennyson requested bulletins on making slip covers, freezing foods, and keeping home accounts.

As a result of this one call, a girls' 4-H Club was organized with a membership of 12 between the ages of 10 and 16. All the girls came from homes that Extension had not reached before. Mrs. Tennyson with two other members attended the organizational meeting. One of the mothers, Mrs. R. V. Himelick, agreed to serve as local leader. Her husband had been a 4-H Club boy in Indiana, and she has had experience as a Girl Scout leader.

Soon after the club was organized, Mrs. Himelick and her daughter Marilyn attended the 1956 4-H State Club Week at the University of Maryland. They were enthusiastic about their leadership training and the ideas they could carry back to the club. The enrollment has now increased to 18 with the possibility of a further increase and a likely division into 2 age groups.

As a result of this one visit a 4-H Club was started and the Tennysons are participating in farm and home development. They are busy telling others in the community what Extension has to offer.

This may seem like a rare experience, but I claim that if the following suggestions on how to make a home visit are observed, many successful calls can be recorded.

1. If possible, secure names of families to be contacted before making visits, and take advantage of any information available concerning the families.
2. When making a visit, always remember to greet people with a smile and be pleasant.
3. Introduce yourself and persons accompanying you.
4. One does not have to mention the words, farm and home development. Sometimes it sounds formidable. Later when they understand more about it, the words are a useful tag.
5. Let families know that Extension offers education in agriculture and in homemaking for adults and youth. Invite them to attend the next local meeting, if there is one.
6. Explain to families what has been and is being done in the county in home demonstration and 4-H work and how they might be able to participate.
7. Remember to be friendly, informal, and let the family talk. Be a good listener and be interested in what the family members have to say.
8. Take bulletins and other printed information with you.
9. Stay as long as there is evidence of interest.
10. Be sure you show your appreciation of the opportunity to visit their home and to know them.

Families in Indiana

(Continued from page 181)

home management and the economics of livestock production.

In addition to the State and local leader, other extension personnel and specialists from Purdue are on hand to help conduct these sessions. A Purdue farm management specialist often directs the crop and livestock production sessions, and a home economist, the home management sessions.

On the third morning, the group "takes to the field" to visit a farm and farm home. In the afternoon, the participants analyze and discuss the farm, learning how to arrive at a farm business setup that will give the largest financial returns over a period of time.

Individual farm and home visits are then made by the county extension agents. They assist each farm family in applying to their own farms what has been discussed at the group meetings. The agents assist each farm family in making a plan and getting it into operation. However, the agents do not make the plan for the family.

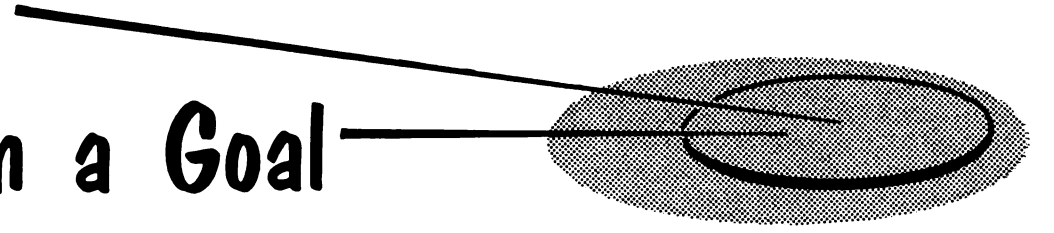
A summary of all plans developed in Indiana last year showed that the average farm has a potential to increase its net farm income by $2,998. A study made in one county showed the potential increase in net farm income to be 94.3 percent, using current farm prices.

In counties where better farming and better living work is established, plans call for a new group to be enrolled each spring and fall. Some counties now have as many as 142 families participating in the program.

Better farming and better living provides overall management plans which offer an opportunity for the integration of all agricultural and home economics activities in a county. All agricultural agencies have cooperated in the counties in which the work is being conducted. "The programs supplement and complement the work of other agencies in a manner that renders a greater total service to the farm families of Indiana," Crooks declares.

Most of the major farm publications in the State have carried articles on the program. A Cass County newspaper circulating in 6 counties contacted each of the 22 families enrolled in the initial group and printed a feature article complete with photographs about each family. County extension workers also explain and discuss this educational opportunity in their newspaper columns and radio and TV programs.

GOAL Within a Goal



by C. A. SHEFFIELD, Federal Extension Service

Mr. Sheffield explains why farm and home development methods are one way to achieve that total county goal in program projection and development.

STATE extension workers the country over face a big educational job. They must help county extension workers to gain perspective, understand, organize, set up and carry out effectively the revolutionary changes taking place in methods of doing extension work.

Extension workers are often too busy with the current program to give the necessary thought, effort or time to modernizing extension organization, objectives, plans of work, operations and teaching techniques and their evaluation.

Organizing extension work in a more effective way and applying better management principles has been recommended and encouraged by our national farm organizations, land-grant colleges, the Secretary of Agriculture, Extension's Organization and Policy Committee, and Federal Extension Administrator. They are urging the States and counties to organize and work more effectively with all the county people on an expanded program for research and extension education. Through this program, they hope the basic long-range needs of American agriculture to reduce costs, to improve quality, and to expand markets will be achieved.

An adequate extension program must bring the full resources of the entire system to bear on the problems of farming and homemaking where they originate—on each individual farm. As a result of these processes now actively underway, many county extension agents are asking why so much emphasis is being placed on each of the following: Program projection and development, farm and home development, rural development, community improvement, marketing and distribution, consumer education, and agricultural policy matters. The answer is they can be effective methods, if well implemented, to make a modern extension program that will serve today's needs.

When we take stock of our situation and learn what our county trends are, we may find that we do not have an integrated county extension program. This study should be made by a large representative group of county leaders with the advice and assistance of all county extension workers. It should deal with all the resources, background, trends, objectives, problems, potentials, and immediate and long-range goals. When we find out where we are we can then best judge what to do and how to do it. This is particularly true with the planning and management of farming and homemaking, which is much more difficult to comprehend than the technical side of production practices.

Program development and projection as we view it is the basis of all extension work. No county has a real basis for conducting extension work unless that county has a dynamic long-range projected program. In the development of such a program the entire State extension staffs and all county extension personnel provide leadership. The following facts must be set down:

1. An introductory statement covering (a) what is program development and projection, (b) who is involved in doing the job, (c) organization and procedures pattern followed, and (d) inclusion of county map showing delineation into communities and neighborhoods.
2. Objectives.
3. Description of the county, its government, resources, and institutions.
4. The county situation and long-time trends as of now.
5. Major basic problems.
6. Long-range potentials (based on scientific research now available).
7. Projected goals for 1960 or 1956.
8. List of committees.
9. Committee summary.

Now how does this dovetail with farm and home development?

Farm and Home Development

Farm and home development is a process in which a particular farm family's goals are spelled out, resources are weighed, and a course of action is plotted to help achieve the goals. It is a way of helping farm families consider and approve alternatives, and make practical use of scientific knowledge and capital to obtain a larger income and more satisfaction from farm life. It deals, in each instance, with problems of decision making that are peculiar to a farm family.

The essential philosophy in the farm and home development approach is that the welfare of the farm family comes first. It recognizes that improvements will be made only when farmers and their families de-

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termine to do it for themselves, largely with their own resources. The program provides a blue print for improving the farm and home, and recognizes that soil, crops, livestock, and other physical considerations are the best means to achieve health, happiness, and well-being of the farm family. It recoginzes that income alone will not bring a satisfactory living, and that the entire farm family must determine, develop, and carry out the plans for the farm and home together.

Integration

The first requisite to integrating farm and home development with program development and projection is a desire on the part of all extension workers to be of greatest service to rural people and recognize the value of working together on common objectives in rendering such service.

Farm and home development as a method of teaching can be a major force in changing attitudes of participating farm families. We do not, for example, adapt farm and home development phases to 4-H Club work, but rather in the preparation of farm and home development plans, we include the provisions for the welfare and training of young people as a part of the farm and home plan.

A long-range county projection program will have in its content a list of major problems and suggested solutions. It is the responsibility of the county extension agents and the farm families they work with to determine which of the many extension methods developed over the years should be used in the solution of the problem at hand. If the farm and home development method is selected and applied, it automatically becomes an integrated part of the long-range county projected program.

In conclusion, let us say that the farm and home development method, properly used, can contribute, as one link in the chain, to the successful attainment of the projected county program.

To Farm

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for increasing their income. They could—

Buy a neighbor's farm and add to their present acreage.
Sell their farm and move to an industrial job.
Get a part-time job to supplement their farm income.
Shift from a cow-calf operation to a delayed calf program.
Sell the beef and buy dairy cows.

They and the agents tested each alternative. They estimated the income, the expense, the net returns, and the advantage and disadvantage of each possible solution. Family and agents all participated in supplying estimates necessary to arrive at financial comparisons. Most of the problems commonly encountered in a similar analysis were encountered here. Estimates were made and reconciled on rates of gain, feed required, yields to expect, and prices and costs that would probably exist. They learned how to use the reference materials available and the agents learned how to question farm families and reconcile differences.

The Grimshaws considered the alternatives for better food storage—a locker in town or a freezer on the farm. The extension staff supplied data on electrical consumption and costs from the local power company. They figured all costs—travel, depreciation, cartons, and other expenses involved.

In each case the agents attempted to bring the family up to the point where they could make a decision—to buy the farm, or get a job—to buy the freezer or rent the locker. Extension stressed that agents' obligation in unit approach work was to:

1. Help families analyze their resources.
2. Help them see their needs, wants and hopes and set a priority on them.
3. Help them analyze the alternatives with the best information at hand.
4. Let the family make the decision.
5. Help develop a plan to take action on the decision reached.
6. Help carry out the plan by being on hand with regular extension help when problems arise.

A few agents went back to their counties and tried out the technique. They reported it was successful. Others plan to use this approach during planning season when questions arise and decisions must be made by farm families.

The family? Four months later, Mr. Grimshaw described his reaction like this: "We wondered at the time how much good it would do for us. We considered so many problems that appeared so far away. Yet, after the session, we bought the farm in question and I got a part-time job. We applied for a loan to buy some cattle, and the loan agent wanted to lend us an added amount to build our house. We needed the cows and decided it would be less difficult to build the house as we went along than to borrow and pay back. So we turned down the loan.

"I believe our reasoning traces back to the stimulation we got from the workshop session. We have studied it with our county agent, Wallace Sjoblom, several times since."

Balanced Farming

(Continued from page 185)

sects may be needed to make the family's farm and home development program go.

Services and facilities required to put plans into operation are large in number. Leadership in development of such services and facilities is another job of subject-matter specialists. The major part of the effective effort, as with practically all extension work, is done by county extension workers. Specialists must be ready with ideas and know-how for county workers to use. In some cases the services and facilities will be for an area larger than one county. Here training and guidance is clearly the direct responsibility of the subject-matter specialist.

So subject-matter specialists have many responsibilities in making the farm and home development program successful. And in reverse, a successful farm and home development program adds greatly to the adoption of practices taught and encouraged by subject-matter specialists.

M. L. Cox, extension agent in Chase County, Kans., works with the Barrett family on farm-home development.

It's Been Our Experience

Comments From County Extension Workers on Farm and Home Development

Families Are Not Tagged

In Cleveland County, N. C.—The extension staff has felt that they could help families more effectively with their problems if publicity is avoided. By not spotlighting these families, it has been easier to blend the work with farm and home development families into the other extension work. In every case they are fitted into the regular extension program.

In the beginning it was necessary to ask farm and home leaders in each of the communities to help make plans for farm and home development and to help select families that might be interested in a more intensive training.

In discussions with families, the farm, home, and family have been recognized as a unit, and this point has been emphasized in home calls. Frequently the first visit to the farm was instigated by the family when they had a definite problem for which they sought assistance. This gave the agents an opportunity to bring into the discussion related problems which in many cases were not recognized as such by the family.

Planned changes in both farm and home afford a good opportunity for husband and wife to face problems together. As families make plans and changes in their farm and home practices, they are inevitably drawn closer together and their problems become shared ones.

Cleveland County families did a good job of keeping records, and after an 18-month period, an evaluation study was made to determine how much progress these families had made with extension help. The figures are more than mere estimates: Home and farm improvements were valued at $115,000. Changes in dairying increased farm income by $48,000. Poultry income was increased by $240,000. Additional enterprises increased farm income by $12,000. All these plus small enterprises amounted to a total increase in farm income of $372,000 or $2,776 per family for the 18-month period.

Our Primary Extension Method

In Wayne County, N. C.—Farm and home development is a primary method of doing extension work. At present, 125 farm families are participating. Special agents work closely with these families, and other agents and specialists assist when a specific problem arises. Most of the teaching has been done with individual family counseling, some in group demonstrations. In our contacts we have helped the families become familiar also with all agricultural agencies in the county.

The majority of the farm families who participate are young. Their farms are average to below average in size and all are full-time farmers. The young people are encouraged to become 4-H Club members and select projects that fit into the family overall plan.

To introduce the new unit approach, the extension staff explained it to advisory committees, farm organizations, and the public. Media used were organized meetings, radio, newspapers, and personal contacts.

After 2 years, the general opinion in Wayne County is that the farm and home development method is an effective way to teach.

What Kinds of Help Do Families Need?

In Santa Fe, Rio Arriba, and Taos Counties, N. Mex.—All families need some assistance in developing farm and home plans that will satisfy their own needs, desires, and situations. Most families need special help with record keeping and, through farm and home development, much progress has been made in this phase.

Families need continuous information on the latest methods of controlling crop insects, livestock pests, and noxious weeds; of controlling or preventing plant and livestock diseases; on using modern farming methods that will conserve soil and water; and on harvesting and marketing more profitably.

On the home side, families need assistance in a number of ways, such as work simplification, family recrea-

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tion and health, clothing construction and repair, preparation and preservation of foods, and how to buy and care for home furnishings and equipment. Agents get many requests for help with landscaping and rewiring. About half the families have remodeled their homes. Sewage disposal also is a problem in this area.

Whenever it's possible, the women join a home demonstration club and the young folks enter into 4-H Club activities. Up-to-date subject matter by extension specialists, experiment station research staffs, and the U.S. Department of Agriculture are supplied to all cooperator families.

New Hope Converted to Energy

In Whitfield County, Ga.—When it seems impossible to make a "go" of farming, sometimes farm and home development advice and help changes the entire picture. This was the case with the Joe Addis family who live on a 65-acre farm. Several years ago they were struggling along with a 15-cow dairy operation and Mrs. Addis was working in a nearby chenille plant to help meet the expenses.

They were not happy with Mrs. Addis working away from home and their three children, so they sought extension advice. They took stock of their resources and decided to add broilers as a second enterprise. They built a 3,000-capacity house and before long they were realizing a two-way income from the broilers. In addition to the cash income from the sale of broilers, they were getting an increase in forage and corn production brought about by the use of chicken litter on the land.

This enabled them to increase the size of the dairy operation, build another 3,000-capacity broiler house and provide full-time employment on the farm for both Mr. and Mrs. Addis. The three children became interested in the dairy cattle and were given their own calves to raise as 4-H Club projects. Mr. Addis strengthened his dairy program through artificial breeding and joined the local dairy herd improvement association. Thus the technical assistance and counseling provided through Extension helped this entire family to work together and enjoy better family living.

A Family Venture

In Union County. Ga.—Farm and home development experience has taught the P.C. Mahaffeys that farming can be a family operation and a fine way of life as well as a means of earning a livelihood. A 2,500-hen poultry unit producing hatching eggs is the main enterprise on the Mahaffey farm, and the entire family works on the project. Under this setup, Mr. Mahaffey finds time to look after a small grade-beef herd and produce some truck crops and corn.

Community cooperation has been an important factor in making possible the working arrangement on the Mahaffey farm. Swapping the use of machinery with a neighbor has reduced costs enough for specialized equipment to be profitable. Mr. Mahaffey owns a combine, his neighbor owns a corn picker, and each owns half interest in a corn sheller.

What Choices Do We Have, They Ask

In Clay County, Kans.—Kenneth McReynolds, extension agent, says "Families who really want to stay on the farm and do a good job are those that the farm and home development method can help the most."

Nine out of ten such families, he says, are receptive to suggestions about studying their available resources before making up their minds what kind of a plan to make for the future. Making an analysis of the farm situation is an early step in the program. This shows what resources, such as land, labor, and capital, are available.

McReynolds says, "Families just starting farming usually don't have sufficient resources. Our job is to help them use what they have and to work toward goals the family wants to attain. During the analysis we learn about the family's preferences in enterprises and the farm's adaptability."

He adds that it is necessary to have a true and complete picture of the family's finances and other resources. To do this, an agent must have the family's confidence. At the first meeting the family learns that all information of a personal nature will be kept confidential, but only in personal calls can agents establish that friendly rapport that engenders confidence.

Another Way To Locate Families

Barton County, Kans.—When the farm and home program was started,

Wendell Moyer, Kansas State College extension animal husbandman (left), meets with five families interested in livestock production. At far right is Ray Etheridge, Greenwood County extension agent, who grouped families by projects for help from State specialists.

nterest finder cards were used to elect cooperators. These cards had a list of about all the phases of arming and homemaking which people could check to indicate their interest or need for help.

The cards were distributed at public meetings and their purpose explained. Using the cards as a guide, he extension agents checked to see f, in their opinions, the family would e benefited by participating in the rogram. Both the agricultural and ome economics agents, John W. Knox and Marian V. Hester, visited he families and explained the plan.

Personal visits are necessary, especially at first, and State specialists ssist in every way possible, according to Knox. But cooperating families are always encouraged to attend ducational meetings in the county nd join special clubs if they are not lready members.

"An Agent Must Listen To Learn"

A Kansas extension agent who orks with individual families on arm and home programs says that a solid foundation is basic in developng workable programs and that this annot be done hurriedly.

"First," says Orville Denton of Montgomery County, Kans., "You ave to get the family's interest and ts confidence. This usually can be one through a group meeting at hich the program is explained and y a followup visit to the farm where he husband and wife and their hildren talk about their hopes and mbitions.

"In this, the extension agent hould do lots of listening. He houldn't impose his ideas but should how that he has a sincere interest n the family's ideas and remarks.

"You don't want to make any mistakes. The agent's knowledge of the family and the farming situation are highly important before attempting any suggestions," Denton said.

With the background of this visit, the agent has the basis for farm and home enterprise suggestions. In their next meeting the details about enterprises which fit the farm and the family's abilities can be discussed.

While he makes concrete suggestions about possible enterprises, Denton is careful not to make decisions —these are left solely to the family. When the family has decided which projects to undertake, Denton works closely with the family in getting the projects started. He follows up frequently to see that mistakes are not made in management and other areas.

It has been Denton's experience that families with which he works intimately develop into better "extension" families and become good demonstration families in the community.

Soil Tests Helped

In Buffalo County, Nebr., Dale Stubblefield saved $1,275 in fertilizer expenses as a result of the more intensive attention to detail that grows out of farm and home development work. It came about when Dwight Baier, associate county agent, centered attention of cooperating farmers on corn production practices in the area. Many farmers were applying phosphate fertilizers to soils already high in this nutrient.

Stubblefield had 220 acres in corn on land which, when tested, was found amply supplied with phosphate. Formerly, he had been using 100 pounds of fertilizer per acre at a cost of $5.76. As a result, Stubblefield eliminated the fertilizer, and saved $1,275 plus the cost of application.

More Technical Proficiency

In farm and home development, the Lloyd Schaben family of Furnas County, Nebr., learned more about technical proficiency. The Schabens became cooperators in April 1955 and immediately began to improve their dairy practices. In August Mr. Schaben started keeping individual records on the cows to see if each was paying her way.

He began feeding a better ration and more of it, and sales increased. At the beginning of this period, there were 20 milking cows. Recently seven were culled. This lowered total production slightly but raised the efficiency of the remaining cows and cut feed costs substantially. The former herd bull has been replaced with another of a higher production record.

One of the Schaben family's goals is to build the milking herd to 30 cows. Another is to increase average production per cow. Some of the money from sales of low-producing cows will be used to buy better ones. This improved feeding, selection, and breeding is expected to bring them to their goal. A bulk tank was purchased last fall for milk storage, another step in modernizing the dairy plant.

Sample Success Story From Tennessee

The Roy Sparkmans, Van Buren County, Tenn., started 3 years ago with a small, abandoned farm and home, and only a little capital. They are making steady progress in putting together the many elements of farming and homemaking into a richer pattern worked out with extension help in farm-home development work.

Their plan included not only longtime goals for income and achievement, but also listed specific objectives year by year. "This helps us get things done," Sparkman points out. "These plans give us something definite to work on each year in making progress toward the kind of farm we want and the life we want for ourselves and our children."

Sparkman also declares that in studying their resources and possibilities with County Agent Doyle Hinds, Home Agent Crocia Roberson, and extension specialists many ideas were brought out that "we would never have thought of by ourselves." The development program, he feels, is "keeping us from making a lot of mistakes we might have made otherwise."

Their longtime plan is for a grade A dairy, cattle being increased as the soil is built to support them with high-quality forage and feed crops; a substantial income; and a good home and satisfying family life. The eyes of the entire neighborhood are on the family as it moves forward on its plan to transform the onetime "haunted house" and brush-grown, eroded farm into a real asset to the community. The progress the Sparkmans are making is an inspiration to the extension agents as they see the results of their help on this farm and its influence on others in the community.

After 2 Years With Farm and Home Development....

Winston County, Miss., staff says:

The home and the farm are likely to receive equal consideration in farm and home development when both agricultural and home agents work together with the family.

First "sell" farm and business leaders on FARM and HOME DEVELOPMENT.

Visit the families often.

Staff teamwork helps to sell the farmer on family teamwork.

Some planning assistance can be done in groups but some must be done individually.

by DUANE B. ROSENKRANS, JR., *Leader, Extension Information, Mississippi*

FARM families don't take part in a voluntary educational program unless they are "sold" on it. That was part of our job when farm and home development, named in Mississippi the balanced farm and home program, was started here only a little over 2 years ago. Among the 12 counties where the idea of the unit approach was first introduced, Winston County leaders provided particularly good support.

When Winston County was offered the opportunity to participate in this intensive program, the district extension agents and county agricultural and the home demonstration agents met with the county board of supervisors. They explained what the program was expected to accomplish and how it would work. They pointed out that in accepting the 3 additional extension agents, 2 men and a woman, the county would have to provide more funds for Extension, mostly for equipment. The board of supervisors agreed.

The county workers, with the continued help of the district agents, next invited 38 businessmen and women, all residents of the county-seat town of Louisville, to a meeting. They explained how this program should improve family living and increase farm income which makes cash registers ring more often in town, thus helping everyone.

The third special meeting was with organized farm leadership, some 20 officers and directors of the Winston County Farm Bureau, who endorsed the program.

The time had now come to explain the program to the farm families. This was done by the county extension staff at regular meetings of the 10 organized rural communities and 18 home demonstration clubs. For these groups, they went into greater detail. They introduced the general philosophy of the unit approach, emphasizing that the problems of the home and of farm production are so closely united that they must be worked out together.

With interested families ready to apply for this assistance, and with the new associate agents on hand to help them, only one major job remained to be done before the program could be launched. An advisory council was set up to help choose the families for starting the program. It was important for participating families to be well distributed throughout the county, since these families would influence their neighbors and multiply the benefits of the program.

Representative Council

The advisory council in Winston County consists of 3 farm women 5 farm men, and 4 businessmen. There is a chairman, vice chairman, and a secretary.

The secretary, who is the local editor, thoroughly understands the program and has made extensive use of his paper in explaining it to the public. With their permission he prints pictures and articles about progress of families. Some of this is done in cooperation with the State extension information department. Only a few months after the program started in Winston County, the State office gathered information about it that was used in daily newspapers statewide and in national agricultural publications.

The county staff has requested and received assistance from several State extension specialists in connection with special problems facing farm families in the program. In addition, some of the specialists regularly send

he associate agents letters about imely practices.

There are currently 96 families enolled in the balanced farm and home rogram in Winston County. They pplied for this assistance with no nore persuasion than has just been lescribed. Only 2 families have ropped out of the program, 1 beause the man changed to off-farm mployment, and the other by beoming a part-time farmer.

From their 2 years' experience ith the intensive program, the Winton County staff has several useful uggestions.

The agent must first gain the condence of the family before much an be accomplished. He does this by epeated visiting. While doing so, he agent learns more about the farm nd the home and usually renders ome assistance with current probems.

"The more you get to visit a famy, the more cooperation and parcipation you get from them, and ie more they will want you to come ack," says Mrs. Mary P. Young, asociate home demonstration agent.

Agricultural Agent Edgar L. Sesms states, "To do extension work ou've got to get out with the people. ou can't do it in the office. We have keep records enough to know what e are doing, but getting out with ie people is the most important ing."

"The farmer must be sold on the ed for improvements in the home id all phases of family living, inuding health, security, education, id recreation," Mrs. Young emphaes. The way to approach this is ir both agents, agricultural and ome demonstration, to visit the rmer and his wife together. This necessarily done during a slack ason on the farm. Later, and on her occasions, the agents can make dividual visits.

Bringing the homemaker into desion-making, if she has not been ing this, is of major importance. t means a lot to the home side for ie farmer to see and understand at the men and women agents are rking together for the overall good the farm family," Mrs. Young lds.

Much of the planning assistance ven to participating families must conducted individually, rather than in groups, the Winston County staff believes. This is so because confidential financial matters are involved.

Many Winston County farm families have made desirable changes as a result of seeing their needs more clearly, the agents report. As the results on participating farms become more noticeable, the influence of this program is spreading far beyond the 96 families already enrolled.

Learn in Groups

(Continued from page 184)

ing to have others struggling with similar problems, and it gives the endeavor more prestige and helps to build confidence among those taking part.

During the first year we actually had 5 meetings each with 2 of the 14 groups, and 4 meetings each with the other 12. One hundred and ten different farm families attended at least one meeting, 63 families completed the full program, and a total of 627 persons attended 61 meetings.

At the first meeting we discussed goals, labor force, and efficiency, and took inventory on the farm; while on the home side, we talked about human resources and goals, and how to start a family plan.

Families were seated at separate tables in the home, school, or grange hall, and a county worker at the blackboard guided their use of the Pennsylvania workbook. A hypothetical farm or home problem was used as an example. The county agricultural agent and home economics extension worker took turns discussing the various phases of farm and home development, while the other worker circulated from couple to couple as assistance was requested.

At the second meeting, crop and pasture yields and balances as well as crop and fertilizer recommendations were discussed and the new cropping program started. The health, housing, clothing, and home furnishing needs of the family were developed.

At the third meeting, the livestock feed budget and new livestock program was worked out. The family spending plan and the household equipment needs, as well as recreational needs and community responsibilities of the family, were considered.

At the fourth meeting, an effort was made to balance crop and livestock. Income and expenses of the old and new plans were estimated. Production factors, such as size of business, crop yields, production per animal, labor efficiency, diversity of business, and quality of land, were given careful consideration.

The family spending plan and how the improved income would help to meet family goals were likewise taken into account.

At the fifth meeting, credit, insurance, parent and son agreements, leases, and buymanship were the topics of discussion. Families did a large amount of the figuring at home, so that more time could be devoted to a review of previous meetings and to answering questions.

As a result of farm and home development, the home economics women's meetings have increased and attendance at countywide meetings has grown. The 4-H Club enrollment has increased, too, since farm and home development meetings started. In the past, the women have kept very few financial records of home expenses and income. Now there's wide interest in knowing where the family money is going. The relative returns and investment in farm and home equipment or furnishings is given more consideration.

Farm and home planning families have learned to "push the pencil" and weigh the possibilities of alternate plans. United, the family gives recognition to priorities and acts to get results.

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OFFICIAL BUSINESS

A New Opportunity for Dairy Farmers

9 out of 10 dairy farmers in the U.S.A. keep no production records of their herds or of individual cows.

50 years of experience with the Dairy Herd Improvement Association plan shows that there is no substitute for production records in managing and improving a dairy herd.

Weigh-a-Day-a-Month plan is a national effort to help both small and large dairy herd owners who are not now testing to increase their efficiency and profits through the use of low-cost production records as a management tool. *—Ezra T. Benson, Secretary of Agriculture.*

EXTENSION AGENTS can provide the leadership needed to help farmers make full use of the

WEIGH-A-DAY-A-MONTH PLAN

November 1956

EXTENSION SERVICE Review

EXTENSION SERVICE Review

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LESTER A. SCHLUP, *Director*
CATHERINE W. BEAUCHAMP, *Editor*
DOROTHY L. BIGELOW, *Associate Editor*

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In this Issue—

Ear to the Ground

Have you ever noticed that, after observing United Nations Day, there's a revival of congeniality, a warmer feeling among your fellowmen, and a little wider horizon on which to project your community work. With Thanksgiving Day approaching, you have an additional aid in encouraging that good fellowship.

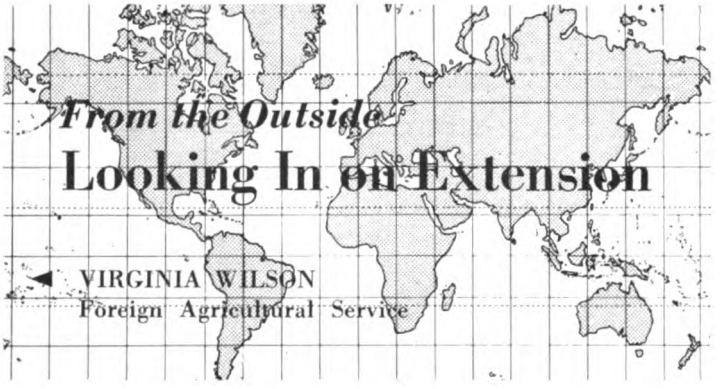
There's something contagious about neighborliness, once it gets started—whether through Farm-City Week—or a United Givers drive—or an international exchange program—or a spontaneous call on a new neighbor. When we try to understand the customs of people we haven't known before, and recognize the individual's rights to be different, we are making progress. There's plenty of evidence of this in Extension programs.

Next Month—Marketing is the theme for the December issue, and the pitch is to get a better quality product on the Nation's dining tables. Articles cover Extension work with producers, processors, shippers, packers, wholesalers, retailers, and consumers—the whole gamut from farm to table.

Here are a few of the subjects: North Dakota teaches crops judging to improve quality—California's research on getting top-quality produce to eastern markets and subsequent efforts with producers—A countywide marketing program in North Carolina—How Maine extensioners are improving potato quality and sales—Educational programs for consumers in New Jersey, Oregon, and New York—Quality control by Maryland processors—Timesaver lessons in sizing and packing eggs in Pennsylvania. Till then—C.W.B.

COVER PICTURE

The young lady helping herself to two doughnuts is getting special treatment at this International Fair, one of many where United States products are being shown and samples sometimes offered. See page 209 for story on International Trade Fairs.



From the Outside Looking In on Extension

VIRGINIA WILSON
Foreign Agricultural Service

An agricultural extension man from Greece told me at the conclusion of his study of extension work in the United States, "Many times as I think about the technical cooperation program, I remember a phrase from the Bible which goes something like this: 'Do not light a candle and then put it under a bushel basket but let the candlelight spread out to shine on all the people in the home.' In the same way, the American people have improved by science new ideas and new practices, and instead of keeping them under a bushel basket, they spread this light of their progress to all the people in the world home. This is something new and strange in the history of the world, but it is consistent with the spirit of the American people who are the best example of democracy and freedom."

The expression of this man from Greece is typical of the feelings of many foreign men and women who have visited the United States under the sponsorship of the International Cooperation Administration to study agricultural and home economics extension work.

This article will primarily concern itself with the impressions of home economics extension which foreign women carry back home with them. It is important to mention that our American system of home economics extension makes a significant impression on agricultural extension workers from other countries. Most of these men go home with the convictions necessary to support the growth of extension work with rural women in their own countries.

What impressions of American agricultural and home economics extension do our foreign women visitors take home with them? In an analysis of evaluation interviews with 111 foreign women who have studied extension work in the United States and whose responsibilities in their own countries are to develop and carry out extension work with rural women, the following points were most frequently mentioned in this order:

1. Democratic teaching methods used by the home agents and the democratic methods of conducting meetings which encourage rural women to express themselves freely and participate fully in the program.

2. The 4-H Club program which trains rural youth not only in subject matter but in leadership, public speaking, and citizenship.

3. The use of method and result demonstrations as a teaching method.

4. The role of voluntary leaders in carrying out the agricultural and home economics extension program.

5. The use of visual aids in extension teaching.

6. The fact that agricultural and home economics extension work is one program.

7. Democratic program planning which is based on the needs of rural people.

8. The support which extension specialists and supervisors give to county programs.

9. The close connection between home economics research and home economics extension.

10. The emphasis in extension teaching on methods of working with people, good human relations, understanding how people learn, knowing how to help rural people determine their needs and knowing how to gain their confidence.

11. The fact that extension programs with rural women emphasize not only subject-matter teaching but also provide the stimulation to work on community improvements and broader educational programs of national and world importance.

It is interesting to note that these 11 points are generally some of the broad, democratic principles and methods upon which our American extension work is based, rather than the particular subject matter taught in the agricultural and home economics extension program. Because these points are so frequently mentioned, we can assume that these are some of the principles and methods which foreign women have found during their studies here that can be adapted for use in extension work in their own countries.

Agricultural and home economics extension work has become an international movement, and the many American extension people who have demonstrated these 11 principles in action to foreign visitors can feel proud of the fact that they are not keeping their know-how hidden under a "bushel basket" but are helping these principles to find their proper place in the "world home." As our friend from Greece said, Extension Service people are making a significant contribution to a "new and strange" development in world history.

Do You Know Yourself?

by EDWARD V. POPE, *Federal Extension Service*

If Aristotle were to walk into your extension office tomorrow and ask "Do you know thyself?" what would your reaction be? Some of us might be inclined to dismiss him as a crackpot who needed a kind of help Extension is not equipped to offer. Others, taking him a bit more seriously, might counter, "I'm too busy to think about myself. My job is to work with other people."

Yet, we know that we can improve our relationships with others as we think constructively about our attitudes toward ourselves. The type of people we are determines in large part the kind of work we do with others. Taking stock of our attitudes, while it may be disquieting temporarily, can in the long run pay handsome dividends.

Mental health is gradually coming to be seen as equally important as physical health. The quality of our work and play together, and of our own personal happiness, depends not only upon our physical fitness but also upon the ways in which we learn to make the most of our mental capacities and to enjoy and control our feelings and our emotions. This part of our personality is what we mean when we talk about mental health. Sometimes it is called emotional rather than mental health, and in some ways that is a better term because it avoids the confusion of "mental health" and "I.Q."

Regardless of what we call it, we are thinking of those things that make us better people in our work, our play, and our ability to get along well with others.

Harry and Bonaro Overstreet, well-known writers in this field, have suggested six attitudes which are highly important in building this kind of health. These attitudes are in a sense the food which nourishes our mental health in much the same way as vitamins and protein nourish our physical health. As we make these attitudes a part of ourselves and transform them into useful skills, we are improving ourselves in the mental, emotional, and spiritual aspects of our personalities.

These six attitudes are expressed in the form of questions which we would do well to ask ourselves from time to time as a measure of our mental health.

Just one more word, however, before we do that. Nowadays people are seeing more clearly than ever that a healthy personality is one that can function well with other personalities. If we are mentally and emotionally well, this shows itself in the way others act when we are in their company. As the Overstreets have put it in their writings, when people deal with you they come into your "psychological atmosphere." You radiate good will or ill will, optimism or pessimism, gentleness or roughness, belief or skepticism, understanding or self-centeredness, and people's actions toward you are colored by what you radiate. These questions, then, are literally a measure of whether you are a good, safe, helpful person to be with.

Reflective Probing

Ask yourself these questions from time to time, as the Overstreets suggest, to check on the state of your mental health.

Do you have a habit of reaching out toward life's experiences—going out to meet life rather than sitting back and waiting for life to come to you? There is no surer evidence of the importance of this approach toward life than the boredom, the critical nagging and hatred we see in those who have no interest beyond themselves, who do not meet life more than half way.

Can you really enjoy yourself, by yourself? This seems at first glance to contradict the first question. But is it not true that one of the most important people in our lives is our self? We need to get to know ourselves in the privacy of our own thoughts and feelings—to develop within ourselves internal abilities to be creative, to make the best of the talents we have. Do you enjoy "creative privacy," as someone has called it—the pleasure of being with your own thoughts?

Are you capable of honest give and take? Can you cooperate with people in the manner of the Babylonian cuneiform symbol of two people with their shoulders to the same wheel? Or are you the kind of person who says, "If he would only cooperate with me and do what I want him to do?" Can you build cooperation with others, or must you get cooperation from others?

Can you meet things in life which you don't want to meet and still not have them throw you? Are you able to endure, in Hamlet's words, "the slings and arrows of outrageous fortune" and still because of your basic pride in being human and being alive, be able to bounce back into the stream of life? Everyone has a share in the hurts of life. We admire those who, having felt deep loss and profound grief, can carry on not as martyrs, but as dignified, strong, constructive people whose experience has given them even greater sympathy and sensitivity.

Do you have a concern for something much greater than yourself? Do you think of yourself as a person with something to contribute to the advancement of mankind? Are you willing and even eager to be used for such a purpose? Do you have a deep sense of the hugeness of life, and are you able to be grateful for it? Can you truly admire good qualities in others, and not be afraid that by doing so, you might detract from what others may think of you? A large part of greatness is to admire greatness.

Hope—A Habit

Do you have a habit of hope and conviction that more of the good is always possible for more people? Can you, in the spirit of the writer of Genesis say, "Let there be light"? Where it is more knowledge and less ignorance, more fair play and less injustice—whatever it is, do you radiate hopefulness in the possibilities of better human life?

To the degree that we can answer these questions increasingly in the affirmative, we are making progress toward better mental health.

J. W. Reynolds, extension marketing specialist, and Mary Alice Carlson, home economist in marketing of Missouri, present a program in informal dialog.

A Wiser Consumer Goes to Market

by MRS. ROSE FLOREA HOLMAN, *Assistant Agricultural Editor, Missouri*

RATHER new in the Missouri Extension program is marketing information for the consumer. The 200 homemakers who attended the annual meeting of the Missouri Home Economics Extension Club Council in August got some marketing information during their meeting in a way they'll not soon forget.

Using an informal dialog-type presentation, Mrs. Mary Alice Carlson, home economist in marketing, Springfield, and J. W. Reynolds, extension marketing specialist, Columbia, provided marketing information aplenty in as neat a package of puns and phrases as you'd hear anywhere outside a political convention.

Playing the part of a puzzled but determined-to-find-out housewife, Mrs. Carlson as "Mrs. Learning" walked on stage pushing a grocery cart. She studied her shopping list intently as she approached the meat counter staffed by Jim Reynolds, called "Mr. Phil Basket."

During her shopping tour, Mrs. Learning, an avid TV'er who watches a home economist's marketing program and also reads consumer news, asks "Mr. Phil Basket" numerous questions.

Prior to giving the skit, Mrs. Carlson pointed out that the objective of the marketing program is to help improve the welfare of the consumer, the farmer, and the marketer. In other words — Let's Eat — but let's know why and where to buy what we eat, the cost of foods, and where to get the better food at less money. That's the way we can team up the work of nutrition and marketing.

Nutrition cannot be separated from marketing, said Mrs. Carlson. Neither can food selection nor information that is pertinent to certain products be separated from marketing. And storage, care, preservation, and preparation of food all go hand in hand with the marketing program. Money management in the food that we buy is a major part of our extension teaching.

Jim Reynolds said that those working on the marketing projects spend their time accumulating information with regard to one part of the marketing system — availability, trends, and supply of food products. The marketing agents then localize it, telling about wholesale and retail outlets, and release information helpful to the consumer. In Missouri, marketing agents have the strong support of seven State specialists working on marketing projects.

Mrs. Carlson told the delegates that home agents and council members can use information from their marketing office to teach other extension women and to inform non-extension women when and where marketing information is released. She also told the women how the marketing program works in the Springfield area. She said all releases go out for Thursday's papers which carry big food ads.

Basically the marketing program is giving information that will help others to help themselves, and in so doing, the farmer, the retailer, and the consumer all are helped because production and marketing must go hand in hand for a prosperous agriculture.

Evaluation Takes Root in EUROPE

HOWARD W. BEERS
and HANS RHEINWALD*

THE idea of evaluation is beginning to be accepted in Europe as a new member of the family of working ideas that agricultural advisers (extension workers) use in carrying on their regular tasks. "Advisory work" is the closest approximation in many European countries to what we call Extension work.

This year in 14 countries that reach from the Mediterranean Sea to the Arctic Circle, procedures for evaluation have been built into the plans for certain selected advisory activities in connection with the participation of these countries in one phase of a project sponsored by the European Productivity Agency.

In these 1956 studies in Europe the evaluator is the adviser himself. The methods and aids he evaluates are his own, applied to a selected aspect of his own advisory work, and not for a new specially designed project. The purpose is his own—to discover how to improve the effectiveness of his work. The procedure is merely a systematic effort to get certain necessary facts, analyze them sensibly, and apply the conclusions reached.

European Productivity Agency consultants in evaluation have visited each country and in each case have conferred with advisory personnel, helping to "tailor-make" or "custom-build" an evaluation plan into the selected advisory project, in the realization that there is no standard technique of evaluation.

*Howard W. Beers has been a consultant in Extension Evaluation, Organization for European Economic Cooperation, European Productivity Agency, while on leave from University of Kentucky. Hans Rheinwald is connected with the College of Agriculture, Hohenheim, Germany.

The only thing which is more or less standard in these studies is a logical sequence of steps to be taken. They are, in summary, selecting an advisory activity and locality, describing the background factors and the advisory situation, formulating the purpose of the evaluation, delimiting the population or area to be covered, outlining the facts needed, planning ways to get the facts—and getting them, tabulating, analyzing and interpreting the data, and applying the findings.

Topics Vary Widely

The topics of the studies cover a wide range of advisory objectives and advisory methods. And here lies almost concealed the first obstacle in an effort to evaluate, whether in Europe or the United States. Evaluation does not go on in a vacuum, nor is it an end in itself. The beginning point for evaluation (so often overlooked) is the beginning point of the advisory activity itself. It is in the specification of objectives. Evaluation can be performed only against given objectives, explicitly stated, and planned methods to reach these objectives.

In the current studies, objectives are explicitly stated. For example, one project has the short-term objective "to get one-third of the farmers in the first year of the project to correctly use nitrogen for rye grown on sandy soil, as demonstrated by a field trial." Another project has the short-term objective "to induce 10, 3, 2, and 2 farmers, in 4 villages respectively, to correctly apply hormones for fruit setting of tomatoes.

The facts needed in these, or any, evaluation of advisory methods are in three groups: Facts about the situation before starting the program, facts about the activities and the events during the program, and facts about the results.

Facts about the situation at the beginning are necessary whether or not evaluation is proposed. At least these facts are necessary if the farmer's problem is properly identified, and if the advisory activity is appropriately planned in relation to the farmer's problem.

Regular Record Keeping

So evaluation has introduced a need for only two additional sets of facts, those about activities carried out and those about results obtained. To get the facts about activities, it is necessary only for an adviser to "tighten up" his regular record-keeping practices so that complete information is at hand about the quantity and quality of advisory input. What advisers carried out, what activities where and when, involving whom, by what methods and involving what aids?

Collecting facts about results may require additional efforts, for example, inquiries to find out how many and which farmers have, or have not, adopted recommended procedures and for what reasons. Plans for simple surveys have been made in connection with the projects that have been initiated in some of the countries.

Purpose of Studies

The ultimate purpose of the studies which have been undertaken is expressed in a paragraph here quoted from the EPA document describing the project, a purpose accepted by each of the participating advisers:

"The ultimate purpose is to develop improved methods and techniques of conducting advisory work. The last step ('applying the findings') is the most important aspect of evaluation because it points the way to revision and improvement of advisory activities as well as to desirable followup in the evaluation sphere. In this connection, negative results are as important as positive ones. Moreover, the findings of evaluation studies are a necessary beginning for rational and coordinated 'program planning' at national, regional, and local levels, a basic requirement for further improvement of agricultural advisory work."

by PHILIP TICHENOR, *Information Specialist, Minnesota*

More than 1,100 safety hazards became safety examples around arms and homes in Olmsted County when 31 4-H Clubs organized a hazard hunt, with the help of Glenn Prickett, the University of Minnesota's extension farm safety specialist. The youths hunted down danger pots around farm buildings and put ed skull-and-crossbone tags in these ireas during a 2-month antihazard ampaign.

Minnesota's Olmsted County is a afer place for farm workers, thanks o a full-fledged county safety camaign started there years ago.

County extension workers, in coperation with 51 local organizations, re leading safety demonstrations, unting down hazards on individual arms, putting reflectorized tape on arm machinery and putting up afety posters so that rural people here won't lose time, money, limbs, nd lives from accidents.

While actual numbers of accidents, specially minor ones, where no hositalization is involved, are hard to rack down, Olmsted County Agent ay Aune says there has been a lefinite downward trend in accidents n the county since the education rogram got underway. One corn icking accident was reported in Olmsted County in 1955 and only a ew tractor accidents. There were o farm work fatalities there during 1955, compared to 2 in 1954. In 1953, he county also had a no-death record rom farm accidents.

The idea started in Olmsted County with a monthly safety message plan et up by the county extension office and local groups in 1948. A dozen monthly letters containing these safety messages went to safety directors of local farm organizations. The group safety directors in turn passed on the safety messages to people who attended meetings. Last year, Aune estimated that nearly 3,000 people heard 12 messages every month.

The safety message idea seemed so successful that county people later developed a thorough safety campaign. The county extension office teamed up with 4-H Clubs, the Farm Bureau, Grange, veterans' groups, older youth groups, the Future Farmers of America, Rochester Junior Chamber of Commerce, safety council, some implement dealers, and the Peoples' Cooperative Power Association.

Safety work in Olmsted County now is organized and led by a seven-member safety committee headed up by Aune and a local farmer. This committee met monthly in 1955 to coordinate safety work for coming months.

Between October 1954 and September 1955, members of 51 local organizations saw 6 safety movies. Safety slogan writers got another workout in the State 4-H safety slogan contest of 1955. Winning entry was "Slow down, your grave will wait." Youths in 4-H put up safety displays in local store windows during the year and in booths at the county fair. The county Farm Bureau, in cooperation with the extension office, sponsored a safety poster contest.

Individual 4-H groups conducted their own safety demonstrations for rural farm and community groups. One of the outstanding youths in this work was George Rabehl, Rochester, who used a dummy called Junior to demonstrate proper lifting. Rabehl pointed out in more than 60 demonstrations last year that improper lifting, such as lifting with the back instead of with the legs, is a major source of muscle and back injury to farm workers. With the dummy, he showed how human vertebrae react to correct and incorrect lifting methods. Rabehl's demonstration went on television, too, where he used also a model tractor to show how a tractor can tip over when it isn't hitched properly. This won Rabehl the 1954 State fair championship in 4-H safety demonstrations.

Other parts of the Olmsted County safety campaign included the following:

Fire-control demonstrations at 10 community meetings, handled by men from the Rochester Rural Fire Department.

Nearly two dozen news releases on farm safety printed by a Rochester newspaper.

A dozen safety circulars mailed to the 51 cooperating local organizations.

Safety reminders on 125 of Aune's radio programs during the year.

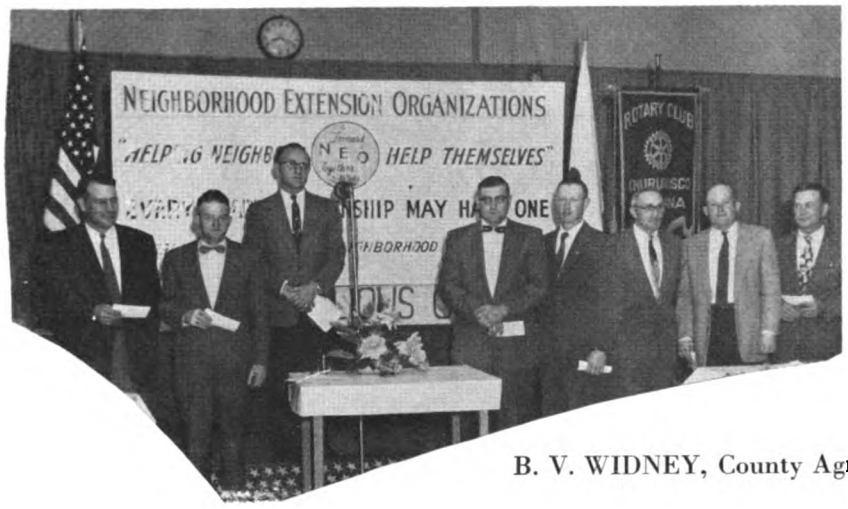
Safety posters sent to 90 rural schools.

Olmsted County won the State's top safety award during 7 of the past 8 years.

Improved Garden Practices

By following improved garden practices, the Luther Smith family of Buffalo County, Nebr., was able to produce enough vegetables to meet their needs in 1955.

When the Smiths first took part in the farm and home development program, their freezer was stocked largely with purchased food. The family garden was then located in an old shelter belt where the trees took precious moisture from the garden. Upon the extension agent's advice, the garden was moved and fenced, manured, and provided with water. The next year there were ample fresh vegetables until frost. In addition, the freezer and canning shelves were filled with homegrown vegetables for winter.



One step closer to

Better Farming, Better Living

B. V. WIDNEY, County Agricultural Agent, Whitley County, Ind.

B. V. Widney believes in getting neighbors acquainted and organized. He says, "The neighborhood approach serves to activate; it accelerates the effectiveness of other teaching methods." A somewhat similar program has been in operation in the Southern States for several years and it works there too.

RURAL and urban leaders in Whitley County, Ind., felt that the county needed a "shot in the arm." B. V. Widney, county agricultural agent, conceived the idea of Neighborhood Extension Organizations.

To form an organization at least 10 or more families in a 3-mile-square area band together to "get done more of the things in sound farming and sound family living that they know they ought to do."

The Neighborhood Foundation was formed to sponsor and finance the venture. Fifteen firms, members of the Foundation, underwrote the project to the extent of $100 per year for 3 years. The token investments of NEO families go to the Foundation, usually $2 per family. With the groundwork laid by business and farm groups, farm leaders went to work to interest rural families in organizing.

Just 18 months later, a new first in farm-city relations was established. Service club members joined forces to demonstrate their interest and respect for the work of the 8 neighborhood extension organizations formed in the county. Six outstanding farm residents and the top neighborhood of the year were honored at a dinner.

Citation plaques went to the homemaker of the year, beef producer, crops man, poultryman, pork producer, and dairyman of the year.

The five service clubs in the county sponsored the recognition dinner as they had pledged to do when the program was conceived. Citations and awards were presented by the 15 members of the Neighborhood Foundation.

Eight neighborhood organizations involving 100 families had participated in the first trial run. More neighborhoods are being organized.

Objectives are to conserve the natural resources of the county—land and people—to increase the purchasing power of Whitley County farms, and to promote the dignity and contentment of rural living. The entire program is under the general supervision of the county agricultural extension committee and is designed to develop sound farming and sound living through neighborhood effort.

In contrast to the neighborhood program, Extension's method of better farming and better living deals with personal problems of farm and home management, in which "income and inhibitions must be treated with utmost confidence," as Widney describes it.

He says, "The neighborhood activity is different. It develops a neighborhood consciousness and pride in group achievement. It spotlights the good accomplishments of members as well as those of the group. It tends to help the good farmers pull the tail-enders along."

The Northwest Union Neighborhood of Whitley County has a membership of 15 families. Ten of them were potentials for better farming and better living. Seven joined as part of the neighborhood project, 2 others enrolled later, and the 1 remaining prospect is watching closely the results of the others. All these people live within a 3-mile-square area, and all are interested in improving their neighborhood.

Neighborhoods Organized

Each of the nine townships has an extension chairman, and all were consulted in developing the Neighborhood Extension Organizations. Eight of the 9 selected the most promising area in his community for a trial group, and 4 more were added later.

In one new area, for example, a meeting notice prepared by the community chairman and the home demonstration chairman went to a list of 34 families. This list includes every family likely to be interested. Widney met with the group at a farm home and discussed the objectives and responsibilities of a Neighborhood Extension Organization. The farmers and their wives decide whether or not to organize and how much their token investment in the Neighborhood Foundation will be. They must have 10 families to start. The token investment marks a decision point.

At the next meeting they will begin, with the county agricultural agent's help, to make a survey of themselves. This stimulates decisions

as to improvements to be made. Permanent committees are appointed and their duties discussed.

Widney says, "My third contact with the group is to present them with a charter and with membership cards, authorized by our county extension organization. This adds to their respect for the organization. Rating sheets are distributed so the members may become familiar with the items on which they will score themselves several months later. The plan of work submitted by the committee is studied and each member's responsibility is pinpointed. The planning committee and the chairman are responsible for getting the plan of work accomplished.

"After that," Widney says, "Local leaders are on their own. My contacts are largely by correspondence and news letters."

Groups are rated by a point system which covers individual leadership participation in better farming, better living, civic responsibility, organization, and program. Even though one neighborhood rated only a "C," which is the lowest classification, Widney believes that the first steps were taken in getting neighbors to think and work together. This group consisted of 4 commercial farm families and 6 part-time farmers, a difficult combination of interests. Yet they are neighbors and they desire to improve their neighborhood.

To promote dignity and respect among themselves for their farm enterprise, they decided to name their farms and to post the name of each at the farmstead entrance in a neat and attractive manner. Since the mailbox is the first contact a visitor makes with a farmstead, they are encouraging a box in good repair surrounded by flowers instead of weeds. They are seeking a popular name for their locality, such as "Good Hope Neighborhood," which is one step toward building neighborhood pride.

Widney says they will be doing extension projects before long. The neighborhood idea is just another approach to an old problem—stimulating people "to get done more of the things they know they ought to do." People tend to move in the direction in which they look. Through neighborhood activity he aims to direct their "looking."

International Trade Fairs

Important New Showcase for American Farm Products

AMERICAN farm products have found an effective new showcase in the form of international trade fairs. In country after country, these gala expositions are being used to whet the buying interest of our foreign customers.

In sponsoring agricultural exhibits at big foreign fairs, the longtime interest of the Department of Agriculture and cooperating producer and trade organizations is that of building stronger foreign demand for our products. We've entered a new, highly competitive era in world marketing in which export promotion has become essential.

The list of countries in which our farm products have been shown at trade fairs is growing steadily. It now includes Austria, England, Germany, Italy, Greece, Spain, and Yugoslavia in Europe; Columbia and the Dominican Republic in Latin America, and Japan in the Far East. In 1957 there will be more.

Major Commodities Exhibited

Every major export commodity is being put before our foreign customers—cotton, tobacco, rice, dairy products, poultry and poultry products, grain and grain products, livestock products, fats and oil, fruits.

In one country after another, the American agricultural displays very frankly are stealing the show from other exhibitors. United States agriculture is making a hit with our foreign friends and opening the way to bigger export sales.

International trade fairs in many ways are like the commercial sections of our large State fairs. People attend by the hundreds of thousands. Half a million saw the recent British Food Fair in London, and most of them stopped at the American exhibit. United States trade leaders there said it was sure to increase business between U. S. exporters and British importers.

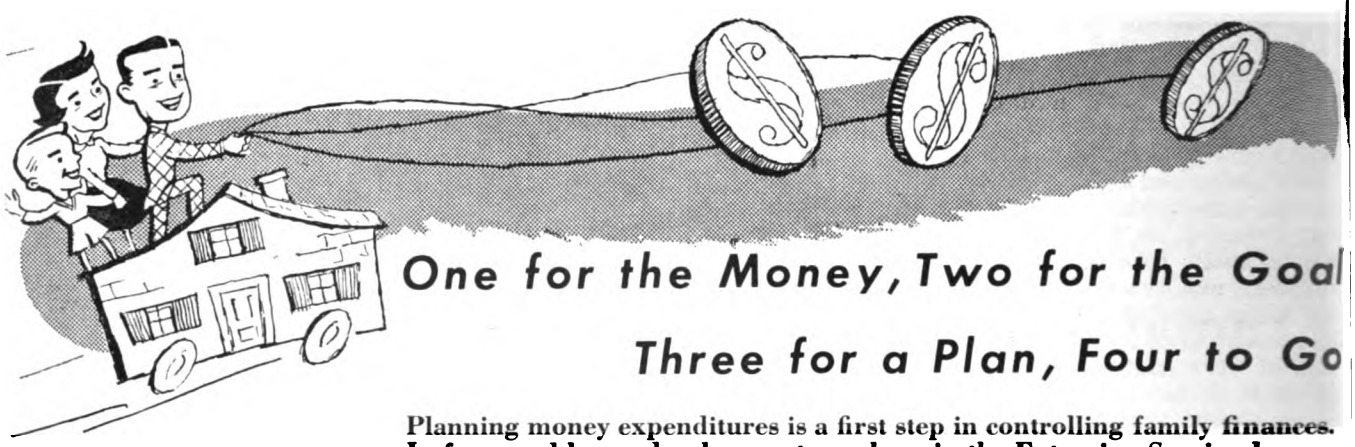
The giving away of samples is traditional at trade fairs. The United States is living up to this tradition and has been giving thousands of potential customers a taste of our agricultural products—ice cream, recombined milk, cheese, doughnuts, hot dogs, cakes and cookies from prepared mixes, cigarettes, fruit juices, even fresh-roasted chicken and turkey. Cotton, being in the "see" rather than "taste" category, is being demonstrated by pretty models wearing attractive garments of American cotton, styled and manufactured in the trade fair country.

Financed From Sales of Farm Surpluses

As every extension worker knows, however, modern demonstration and display methods can be pretty expensive, and the attractive overseas displays of U. S. farm products are no exception. Fortunately, the cost problem is eased in good part by funds made available from sales of farm surpluses to foreign countries under Title I of Public Law 480. This law provides for export sale of up to $3 billion of U. S. farm surpluses, taking foreign currency instead of dollars, and using the foreign money in various useful ways including foreign market promotion.

U. S. farm exports, excluding cotton, are in good shape today—highest in 30 years. But a third or more of these exports are moving as a result of Government programs. The real hope of USDA and the many private cooperators is that the trade fairs, along with other foreign market promotions, will help build a longtime solid commercial demand for our farm products abroad—with less and less need for U. S. Government export programs and with more and more old-fashioned sales for dollars.

This is an important objective for American farmers who traditionally look to foreign consumers to take the production from one acre of every ten.



One for the Money, Two for the Goal Three for a Plan, Four to Go

Planning money expenditures is a first step in controlling family finances. In farm and home development, workers in the Extension Service have a through route to farm families with help on financial probems.

by **STARLEY M. HUNTER,** ***Family Economics and Home Management Specialist, Federal Extension Service***

In recent training sessions in Tennessee, Maine, Colorado, and other States, I find that home demonstration agents, farm and home development agents, and home and farm management specialists are eager for help in answering families' questions on how to budget their money.

Certainly the best way for families to plan expenditures is not to start with a complete upheaval of the current spending pattern in favor of a brand new one. A good starting place for family spending plans is first to find out where the money goes. It is easier then to decide where the gaps are—where money is spent with the least value received for the family.

Once people know what their money has brought them during the past month or year, they can make workable plans. They should include what is most important to everyone and some of the things that seem important to individual family members over a period of time. If all members of the family understand the problems and everyone's wishes, each will be much more likely to cooperate in helping carry out the plan.

No two family expenditure patterns are likely to be the same, because all families want different things. Similarities exist, of course, since all families have certain basic needs, such as food. The first "must" of a good budget should be the allowance of an adequate amount for sufficient wholesome and healthful food.

Most families have in common their desire for the best health possible, educational and social opportunities for children, convenient and attractive homes, and as much satisfaction of other kinds as each person can have.

However, families differ in their ideas of how to satisfy these needs and wants. The intent or desire to buy the best possible living for the family is quite different from the ability to do so. But a carefully laid spending plan will go much further toward making the dreams come true than the lack of one. Consequently, a spending pattern should be developed by each family.

Making the Plan

Before workable family spending plans can be developed, some pencil pushing is necessary. This is the place where extension workers can be especially helpful in encouraging people to keep their accounts for a few months or a year so they know what their money is being spent for. It's a good idea also to get specific family goals written down. In doing so most families will weigh them more carefully than in casual conversation.

The profit motive may come first in business but not in the home. Money is only a means to an end, and good family living, good relationships, and well-being of children and adults are the major objectives for most families.

It helps the family in making plans to list all available resources that might contribute to what the family wants. This sometimes serves to uncover possible sources of income not thought of before and also points out the limitations, too.

Too many people think a budget is a straight jacket. As a matter of fact, it is nothing but a plan for one's future. Plans are especially helpful in an emergency to decide where changes can be made.

Confer Before Buying on Credit

With many tempting offers advertised now, it is increasingly important to analyze every credit proposition. One should learn how to compute interest and ask for help when it is necessary. If some "package deal" is too hard to figure interest and other costs, it's wise to ask for a breakdown of charges. When it isn't available, that's the very time to investigate further.

Every family should be cautioned about too much credit buying. When tied down continuously with payments on many items, families often find that many of the purchases were not important enough to justify the extra burden.

A family conference in advance of a credit purchase is advisable. What

(Continued on next page)

4-H Club Leaders Attend . . .

5-DAY SCHOOL

D. J. Davis, second from right, superintendent of the Montana Grain Laboratory, demonstrates the workings of the dockage tester to a group in the field crops school.

MONTANA 4-H Club leaders spent 5 full days at a training school held at the State college and went home to put into practice some of the skills they had learned.

How to lead a 4-H Club was one of the more popular subjects. Leaders learned how to use blackboard and charts in planning the yearly program, how to give suitable recognition to good work, how to promote interest in 4-H work, what can be accomplished the first year of club work, and how to maintain interest from year to year.

Leaders were impressed by the stress on Building Boys and Girls rather than material projects as important objectives. However, project training was not overlooked.

Those attending the electric section learned the care of appliances, cleaning and upkeep of motors, wiring, making a splice, and wiring a light. Leaders took home much material to be used in training other leaders of both boys and girls.

In the field crops school, grain sanitation, insect and rodent control, and 4-H field crops identification were taught.

Leaders were shown how boys as well as girls could be taught to enjoy and learn from home-improvement projects designed to fit their personal needs. Informal sessions gave the leaders an opportunity to voice their opinions, and the specialists, too, a chance to find out what problems the 4-H leaders have and how the specialists can help.

(Continued from page 210)

is bought should be an immediate need important to all the family, and one that can pay for itself perhaps in time and energy saved if bought now on credit. If so, that kind of credit is highly desirable.

A plan developed by the whole family should be adjusted occasionally. Doing this helps families to keep in mind their chosen objectives. There are many aids for living within the plan.

Modern advertising has as its basic purpose the creation of need in the minds of the public; and modern merchandising gives impetus to buying on impulse. The best resistance to spur-of-the-moment buying is careful planning, a thoughtfully made shopping list and fortitude. Intention to buy in relation to need can be strengthened by a carefully built design for spending for each individual.

Just as spending habits vary with each family, methods of recordkeeping are also numerous, depending upon characteristics of each individual. Families unaccustomed to keeping detailed records should not be urged to "bite off" too much at first. If the adults find it a burden, younger members of the family often like to keep the books.

Many good home account books provide space for detailed accounting. Well-itemized headings make it easier. Those new at the work or interested only in analyzing one part of the spending need not hesitate to leave out columns that are not pertinent to the expenditure plan.

Every family can and should have a definite business center. Whether there is a complete filing system or simple envelope files, everything needed for recordkeeping and bill paying should be assembled where it is easy to do the job.

We do not think it possible to fit a family expenditure plan to a fixed percentage for each item. But totaling figures and computing percentages is a good way at the end of a few months or a year to see if the money is going where the family really wants it to go.

WANTED . .

New Goals for Retired Farmers

by WILLIAM H. DREIER, *Hubbard, Iowa*

"Bill" Dreier, a retired farmer of Hardin County, Iowa, is enriching his later years with service to the community. Among his other activities, he is helping to plan the gerontological department of the University of Iowa. He says, "After 65 years of piling up experiences, folks' talents should be used." Extension workers know that retired persons are often splendid local leaders for Extension projects.

On the farm, retirement is something quite new. In the past, few retired. They kept on working. But now retirement is the thing. Some move to town, others build another house on the farm and stay there. So the time has come to take a new look at this matter of retirement. Perhaps the time has come when we should ask, just what's ahead for retired farmers?

A few days ago I was talking to a friend about the retirement problem. He was a busy lawyer and longed for a rest after a long day's work in the office. When I posed the question what we should do with oldsters past 65, he shot right back—and meant it, too: "What do you do with an old horse that is full of years and deserves release from toil? Turn him out to pasture!" That was the complete answer for the lawyer.

But some of us who have been making a study of this problem find that "Turning the old horse to pasture" is not the answer at all. The rocking chair idea of leisure might please a tired lawyer but would be the wrong answer for a retired farmer.

I vividly remember walking down the streets of a nearby town a few years ago and running across a former neighbor who had just been retired a few weeks. I greeted him with the question, "Well, how goes retirement?" I shall never forget the pained look on the man's face as he replied, "Bill, this is the biggest mistake I ever made in my life." For perhaps 20 years this farmer had been looking forward to the time when he could get away from the long hours of toil on the farm. That's all he thought of when he thought of retirement. Now, living in town and caught up on his sleep, he was rarin' to go." And the tragedy of his life was that he had no place to go. "The biggest mistake I ever made in my life," he said.

Too late, many retired farmers find that retirement should not be an end but a means. Retirement should not spell out "retirement from" but "retirement to." Real living after retirement comes from a rededication to some great worthwhile task.

Up to age 65 the farmer has given most of his energy and thought to laying aside material wealth to sustain his body until Gabriel blows his horn. Now, in retirement, he finally has time for his greatest task, that of nourishing his spirit. Life after 65 may well be dedicated to new adventures. The last years of life can be the richest of all.

Perhaps Benjamin Franklin can still be cited as the best example of one using his retirement years wisely. Benjamin Franklin today is still looked upon as being among the five greats in American history. He retired from business at the early age of 42. Six months after retirement he wrote to a friend, "Chagrined a little that we have been hitherto able to produce nothing in the way of use to mankind." But Franklin did not stay "chagrined" very long. He became tremendously interested in community problems. And he gave the rest of his long life to helping solve community problems. No one ever lived who had a better time and achieved more good than Franklin.

At the present time there are some 14 million folks 65 years of age or over in the United States. Many, like the farmer I spoke of, are finding retirement "the greatest mistake I ever made." What are they to do? Let them learn from Franklin. Produce something "in the way of use to mankind."

New goals can include taking greater interest in school problems. School problems will always be with us and who should be more interested in our schools than grandparents with five or six grandchildren to educate.

Our farmers' cooperatives need the wisdom of the senior citizen. Let them take a more active part in their political parties as long as they choose thoughtfully. Both parties desperately need clear thinkers at the grassroots. Let oldsters study the recreational needs of their communities. Perhaps they will find not only the young folks but old folks as well need recreational facilities.

(Continued on page 215)

Improved Soil Fertility—

Goal of Missouri County

REBUILDING the county rural program is what the people of St. Francois County, Mo., are doing. This is the name they have for their program projection. More important than the name is that the people of this southeastern Missouri county sat down together with their extension agents, Clara Underwood, Owen Fox, and the author to draw up a program for the county.

In looking ahead to where they wanted to go, they also considered what was keeping them from getting there and how they were going to overcome any "roadblocks."

After discussing their problems the group decided what they should do. One of their problems was that of improving soil fertility. Both the problem and the solution tied in with two of the objectives set up by the people. They agreed that they should adopt a system of farming on every farm that will yield the maximum net return to the farm family, and that they will use the land resources so that fertility will be restored or maintained at the highest possible level.

To learn what their soils needed, the farmers realized that they should have a soil-testing laboratory. Within a month after the county rural program meetings were held in the spring of 1955, a 16-man committee was appointed to raise money for such a laboratory.

More than 30 business firms and individuals contributed the $1,095 to install the laboratory. Sixty days after the committee had been appointed the laboratory was ready and the first soil tests were run. More than 800 samples were tested by the end of the first year.

For more than 30 years St. Francois County farmers had recognized the importance of limestone and commercial fertilizer in building soil fertility. In fact, they have been using 48,000 tons of limestone and 2,600 tons of commercial fertilizer annually on the 1,185 farms in the county. Yet, it wasn't until the written county rural program was developed that a soil-testing laboratory was set up to serve as a scientific guide in the use of plant foods.—*Willard Rumburg, County Agricultural Agent, St. Francois County, Mo.*

"Good Meals for Busy Days"—

New Visual Aid

An on-the-spot shot shows Dr. Evelyn Blanchard Spindler, Federal extension nutritionist, conferring with cameraman on a production problem. One home economist was the model; others prepared food for photography and the sets.

A NEW visual aid for use by home demonstration agents and 4-H Club leaders has just been completed by the Federal Extension Service in cooperation with a milk association. Entitled "Good Meals for Busy Days, Quick, Easy, Nutritious," this visual aid is designed to meet the challenge faced by today's homemaker in preparing attractive and nutritious main meals with a minimum of labor and time.

Three main meals, which require approximately 30, 45, and 60 minutes from beginning preparation to table readiness, are illustrated step by step. Advance planning of menus and shopping, organization of work, and use of convenience foods are emphasized.

This visual material is available free on "permanent" loan as a color 35 mm. film strip (56 frames) or as a set of 56 colored slides (2 by 2). An illustrated reading script is furnished for use with either. A leaflet for audience distribution, containing menus with recipes, is furnished in quantity. Address your request to: Evaporated Milk Association, 228 North LaSalle Street, Chicago 1, Ill. State whether you desire the filmstrip or set of colored slides, and the number of menu-recipe leaflets needed for use in your program.

NEWS and VIEWS

At their first camp, Seminole Indian 4-H Club members are shown how to start garden plants.

Any Questions on Milk Marketing Orders?

Dear Editor:

In reference to your letter about helping people in the Wilmington milk shed understand the recent milk marketing order put into effect there, I can report on several actions.

At the five annual extension-sponsored dairy feeding and management schools held in January, we showed a film on the development and operation of a Federal milk order. This film, which was supplied to us by the dairy branch of Agricultural Marketing Service, was used also at two local meetings of the Interstate Milk Producers Cooperative held in Delaware. Questions were raised and some discussion followed on the need and purpose for such an order. In most instances this discussion was handled by the area fieldman for the I.M.P.C.

Also, we made available for distribution through county agent offices copies of the mimeographed releases by the dairy branch of AMS, entitled "Questions and answers on Federal milk marketing orders." There were three radio programs on which the proposed order was explained. The local daily newspapers and radio stations covered the hearings and kept the public well informed as the hearings progressed. Dr. Raymond Smith and Dr. R. O. Bausman of the college agricultural economics department, and Delmar J. Young, extension dairyman, testified at the hearing—*W. T. McAllister, Extension Marketing Specialist, Delaware.*

Florida's First Indian 4-H Club Camp

Seminole Indian girls and boys from the Florida Everglades region like 4-H Club work and 4-H Club camping. Eight girls and 16 boys attended the first camp ever held for Seminole Indians at Camp Cloverleaf near Lake Placid, Fla., last August.

The young Indians have been enrolled in 4-H Clubs only this year, since the Federal Extension Service took over the Indian work from the Department of the Interior on December 1, 1955. Fred Montsdeoca, at Moore Haven, and Mrs. Edith M. Boehmer, at Brighton, transferred from Interior to Extension at that time. As assistant county agricultural and home demonstration agents, they conduct the 4-H Club work with the Seminoles in Brighton, Big Cypress, and Davie reservations.

At their first camp, the Indians attended classes in gardening, food conservation, and electricity. Their instructors were Joseph D. Norton, Lena Sturges, and Ben Floyd of the Extension Service. Even though they live in the vastness of the Everglades, many of their chickees (thatched huts) have electric service.

They enjoyed waterfront activities and other recreation. All of the girls and some of the boys took advantage of the opportunity to dig and pot some ornamental plants from the campgrounds to take back home with them when the camp was concluded. Camp Cloverleaf is one of the 5 4-H Club camps operated by the Florida Extension Service, each with a capacity of over 100.

Farm and Home Development Helped

"This winter my husband and I attended a meeting where our county farm adviser and home adviser explained the use of the Illinois farm and home development reference book. In the discussion the family account book was mentioned, and I became quite interested.

"We have three children. The oldest daughter is planning to start to college this fall, and all of us are trying to manage our money so there will be enough to send her. As a result of our study of the account book, all three of the children now have allowances and keep account of what they spend. I keep account of our household expenses and have been able to economize on many items.

"This past spring and summer we have done some landscaping and decorating that we thought we never would be able to afford, with very little cost and wonderful results.

"Our home adviser and farm adviser both helped us with our planning. By making some longrange plans, we have been able to start improvements at once on what previously seemed like a hopeless task.

"It's been fun too!"—*Mrs. Reuben C. Corson, Pleasant Plains, Ill.*

Local Soil-Testing Lab

A few farmers, ranchmen, and the agricultural agent, Roy L. McClung, in Baylor County, Tex., wanted a soil-testing laboratory close to home. Explaining how yields and quality could be increased by the right kind of fertilization, the proponents of the lab persuaded their neighbors that they needed to know more about their soil and how to treat it.

McClung said they needed $1,500 for equipment, and they had to have space and a trained technician. Bank presidents, cotton ginners, fertilizer and insecticide dealers, utility companies, lumber yards, and others contributed to the fund. County commissioners agreed to hire a technician and the mayor of Seymour offered a room in the city hall and utilities for the laboratory. It was soon in operation. Eight samples are tested at a time, requiring about 3 hours. A fee of $1 per sample is charged, with 60 percent going toward the technician's salary and the remaining 40 cents used for lab upkeep.

Grassland Demonstration Farm

Farmers may see firsthand how the right kinds of grasses and legumes, handled under the right kind of management and getting the right kinds of fertilizers, can boost forage production on rundown, low-fertility land on an 80-acre Bonner County, Idaho, farm. This farm, east of Sandpoint, is the only grassland demonstration farm of its kind in Idaho. G. O. Baker, soils technologist with the University of Idaho Agricultural Experiment Station, reports a one-third increase in production of hay over the previous year. Records kept on the dairy herd by Farmer Marks show a similar increased production. Many visitors have seen the farm in its 2 years of demonstrating modern farming practices.

Pine Seedlings and Bank Accounts Grow

A threefold program for planting trees in Lauderdale County, Miss., which started almost 8 years ago, is already paying off. In 5 years, 4-H'ers planted more than 500,000 pine seedlings. At the time the boys and girls planted their trees, they started savings accounts in their local banks. This was to encourage the savings habit and tie the idea to planting trees which in years to come would yield an income.

When a boy enrolls he is given 1,000 pine seedlings to plant. These are furnished by wood-using companies. The banks have representatives present at the place of enrollment and the boys sign up for their savings accounts. They are taught how to do the planting and care for the young trees.

Pine trees in Mississippi pay a higher percentage income on investment than any other crop. Properly managed, pines will furnish an annual income after the first 5 years. Lauderdale County was badly in need of reforestation, and now it is one of the leading forestry counties in the State.

A score card is used in determining winners. This gives weight to the method of planting the seedlings, percentage of seedling survival, and timber-stand improvement practices carried out.

A 4-H program encourages tree planting on eroded land.

Modern Homemakers

Young secretaries of the Mississippi State Extension staff, intrigued by the information they were sending to county home demonstration agents, decided to start a club of their own. Thirty young women enrolled as charter members, and with the help of their bosses, the State extension specialists, they are completing their first year as a home demonstration evening club.

Reports are that they make better secretaries now that they have firsthand knowledge of club activities.

New Directory

Announcing—ENTOMA—the 11th edition—a directory of insect and plant pest control. Contains information on insecticides, fungicides. herbicides, and rodenticides; safety measures, antidotes, dilution, weight, calibration of field and hand sprayers; how to mix concentrates; and sources of materials, equipment and services. Published by the Entomological Society of America. For further information, write E. H. Fisher, Entomology Department, University of Wisconsin, Madison 6, Wis.

Retired Farmers

(*Continued from page 212*)

And when the retired farmer finds out that to really live he has to be busy at something, he may agree with the Greek philosopher of old who said: "Employment is nature's best physician and essential to human happiness."

Oliver Wendell Holmes, Supreme Court justice and a fighter for his community as long as he lived, once remarked that it is ridiculous to believe that "we have nothing to do but sit still and let time roll over us." And again, speaking to a friend on the eve of his 80th birthday, "I have much to learn and at 80 I find new vistas opening all around me." And on his 90th birthday he said, "—to live is to function." And a newsman reported, "Justice Holmes makes old age a pleasure, something to look forward to."

Yes, the last years can be the best years. But we need new goals for retired farmers. Not a rocking chair but a struggle for community betterment. That is life!

You Can't Turn Your Back on War

by MAX BENNE, *4-H Club Member, Michigan*

WAR is something that most of us don't want to think about. But we should be prepared for it and fervently hope that our preparation will keep us from involvement.

At a 2-day conference on civil defense, held in Battle Creek, Mich., I learned of many responsibilities that youth organizations can accept during an emergency. In case of natural disasters as well as war, the Federal Civil Defense Administration's activities include detection of attacks or disasters, warning, evacuation, and public education regarding civil defense.

As 4-H'ers who for the most part live in rural areas, we could be very personally affected in times of war or natural disaster. There may be a possibility of people from cities being moved to our rural areas. Food and clothing, lodging, medical services, and sanitation facilities would have to be provided.

Hundreds of communities could be affected by a radioactive fallout, or they could easily be the target for an enemy bomb.

There's much that the 4-H organization is doing and can do toward civil defense just through the usual 4-H program. It helps in the production of food and could do even more in an emergency. First aid and safety training are also given in 4-H. Leadership and cooperation, characteristic of 4-H, are valuable assets in time of stress.

One important contribution 4-H can make to civil defense is to inform members about civil defense work and the ways individuals can cooperate. Local clubs can get movies, pamphlets, posters, and speakers for this purpose. Probably the first step would be to offer a club's assistance to the local or county civil defense director.

Older boys and girls could give valuable service if they were trained in the preparation of meals for a large group. This kind of experience would be useful for many community activities.

Basic training in rescue and first aid might fit into some 4-H programs if there is a person in the community qualified to give instructions. Usually local personnel of the fire or police departments are available and willing to do it.

Another job that older boys would like to do is that of acting as monitors in the aftermath of an attack. The FCDA will lend instruments for the detection and measuring of radioactive materials if an organization is willing to train people to use them.

Fire prevention and protection already are a part of the farm safety project, and this phase could easily be enlarged to include training in fire fighting.

In summary, I think the possible parts that 4-H could play in civil defense would be these:

Encourage local clubs to consult with their local or county civil defense director.

Encourage the relaying of information concerning civil defense. This would include movies, talks, magazine articles, tours of defense installations.

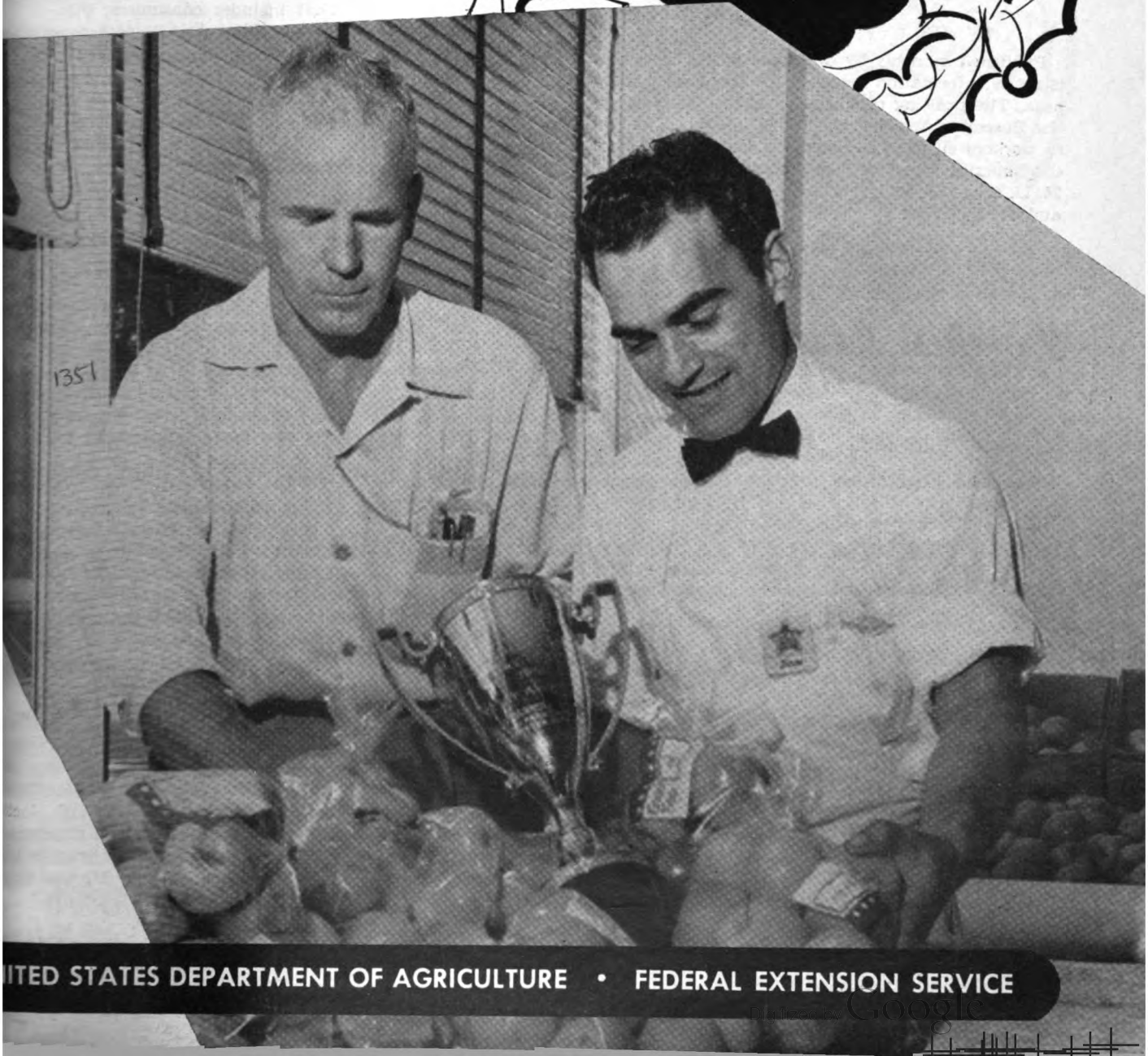
The addition or revision of projects concerning civil defense. For example, preparation and serving of meals for large groups, farm safety, rescue, and first aid.

Consult Mrs. Jean Wood Fuller, Director of Women's Activities FCDA, Battle Creek, Mich., for further information.

DECEMBER 1956

EXTENSION SERVICE Review

Special Marketing Issue



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LESTER A. SCHLUP, *Director*
CATHERINE W. BEAUCHAMP, *Editor*
DOROTHY L. BIGELOW, *Associate Editor*

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In this Issue—

EAR TO THE GROUND

Pork chops, fruit and vegetables, milk and eggs—no, that's not a Christmas menu or a shopping list. It's a few of the subjects discussed in this Special Marketing Issue, especially written to help all Extension agents in the tremendous challenge of attaining a more efficient marketing system.

Milk tasting, grain judging, apple merchandising and roadside marketing are only samples of what's being done to improve the quality of foods enroute from farm to consumer. In States, Extension people are helping packers, processors, retailers and others who handle the food from the time it is produced till it is used. That includes consumers, too.

The food marketing information program for consumers is a part of Extension's total marketing program. Using mass media as well as personal contacts, Extension workers aim to provide consumers with timely information to help them make economic choices based on facts about nutrition, use, storage and preservation.

• Next month, in the January Review, we hope to tempt you to step back where you can get a more objective view, and take a look at yourself—your professional self. To keep in step with our changing world, it behooves each of us to take a little time for self-appraisal, and if we are slowing down or becoming careless of our own high standards of performance, perhaps this is the time to do something about it.

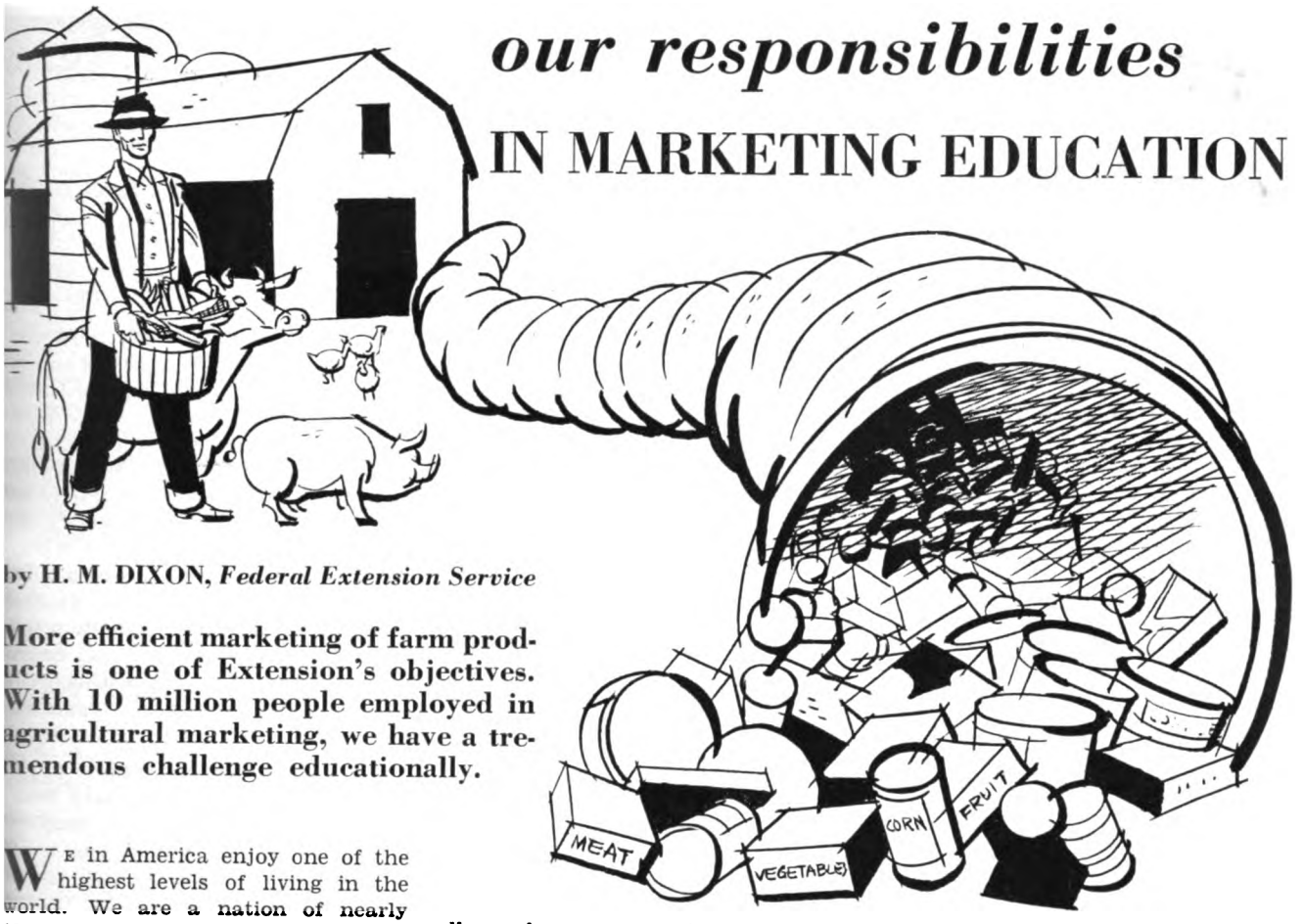
You will find some interesting methods suggested by your own coworkers for streamlining your work, for giving it new meaning and direction, and for getting the inspiration, ideas and guidance that make the road ahead more inviting.

Best wishes for a happy Christmas holiday.—CWB

Cover Picture

Fred Corey (left), agricultural agent in Monroe County, N. Y., looks over an apple display in a supermarket that won the cup last year in the National Apple Week Merchandise Display Contest.

our responsibilities
IN MARKETING EDUCATION



by H. M. DIXON, *Federal Extension Service*

More efficient marketing of farm products is one of Extension's objectives. With 10 million people employed in agricultural marketing, we have a tremendous challenge educationally.

WE in America enjoy one of the highest levels of living in the world. We are a nation of nearly 170,000,000 of the world's best fed, best clothed, and best housed. We are able to provide this level of living through the help of about 8 million workers on farms or about 12 percent of the total labor force, producing the necessary food and fiber. Efficient farm production has been a major factor contributing to this high level of living.

Efficient marketing of the products of the farms also has contributed importantly to the wealth of our Nation and our well-being as individuals. For the American people to enjoy an adequate, balanced diet with great variety in meats, fruits, vegetables, and other foods during all seasons and to be attractively and comfortably clothed and housed requires an intricate marketing system. The products of the farms must be assembled, transported, stored, processed, and distributed to the users at the time and in the place they are wanted. Just as great progress in farm production has benefited us all, so has progress in processing, transporting, retailing, and other marketing services.

Agricultural marketing is big business. It is taking place in every city and county of the United States. It employs about 10 million people. About 18,000 firms processing food and kindred products and about 46,000 manufacturers of clothing textiles, and leather products are a part of this agricultural marketing business. Also involved are about 75,000 firms engaged as assemblers, wholesalers, brokers, and jobbers; over 400,000 retail food firms; over 300,000 eating establishments; and about 140,000 firms operating clothing and shoe stores. And paramount are the people they serve—nearly 170,000,000 consumers. Each of the firms transporting, processing, and handling a product, and each of the workers employed is adding to the value of the product of the farm and contributing to the total cost of the final products.

Ours is a dynamic, ever-changing economy. Public and private agencies conduct research to develop new or to improve old products and to evolve means of producing and marketing them at lower cost, thus making it possible to achieve a higher level of living. New methods of materials-handling, refrigeration, processing, packaging, merchandising, and so forth are being developed at an increasing rate. Population centers are shifting. Consumer tastes and preferences change. Food-preparation facilities and methods in homes and institutions are undergoing continuous improvement. These changes require that the firms marketing farm products continuously make adjustments.

The Cooperative Extension Service is making an important contribution in the furtherance of efficient agricultural marketing. Agricultural agents, home agents, and specialists are participating in this progress. We serve consumers and farmers and the

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First-Class Fare for FRUITS and VEGETABLES

Getting fresh fruits and vegetables to market in first-class condition calls for a first-class ticket, especially when the destination is 3,000 miles away. What the specifications are for a first-class ticket has been the subject of an extensive study by California specialists.

by JOHN McELROY, *Marketing Program Director, and* HOWARD DAIL, *Information Specialist, California*

EXTENSION staff members have traveled to major markets of the country to determine the arrival and final marketing condition of many of California's fresh fruits and vegetables. This information has been brought back to the State and presented to growers, shippers, handlers, and others concerned with the products.

These surveys have uncovered many ways in which producers and shippers can present a higher quality fresh product to the consumer when he or she steps up to make the purchase. The surveys also have focused attention on problem areas needing research.

While extension workers have carried much of the survey load, they have received assistance from the various departments of the division of agricultural sciences of the University of California, the Federal Extension Service, marketing groups, handlers, food markets, and others. Appointed recently was a new university overall research-extension advisory committee on the marketing of fresh fruits and vegetables. It is expected to develop coordination and integration in this field.

In most cases, the association or marketing organization concerned has given both financial and physical help to determine what factors could be improved. Much of the funds for these observation trips to markets has come through the Federal Extension Service from special funds provided under the Agricultural Marketing Act. Transportation interests have cooperated in marketing improvements and have devoted much of their biennial conferences to marketing discussions.

To date, marketing of fresh fruits and vegetables has received most emphasis. These products account for more than 15 percent of the State's $2½ billion agricultural income.

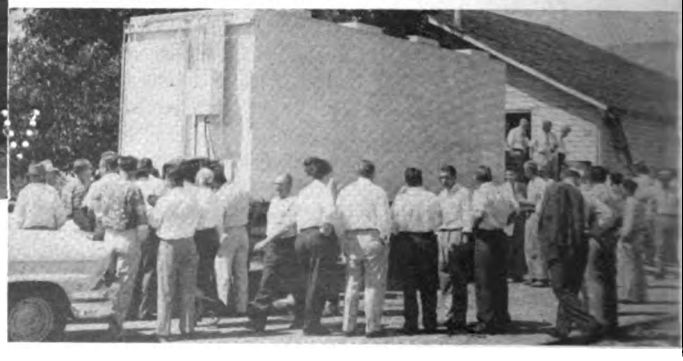
For 4 years a study of the fresh grape market has been carried on in a number of cities by various units of the division of agricultural sciences with the cooperation of the industry. Already the information has indicated that reducing the time from the harvest to the precooler does much to help the final product. Keeping the fruit as cool as possible by storing it temporarily in a shaded area also is of value. Handling the fruit as little as possible and fumigating promptly and thoroughly with sulphur dioxide are other suggested steps.

This information has gone to growers, and already changes have been made. As a result of fruit studies, a new precooling method has been developed by university staff members, and a demonstration cooler has been shown at regional meetings. The process used is called precooling with forced air. It greatly reduces the time required to cool fruit of various kinds, including, not only grapes, but peaches, apricots, strawberries, and others. Several large shipping associations and companies

(Continued on page 237)

Extension Specialist H. B. Richardson (left) and Farm Adviser Gordon Mitchell of California inspect fresh Tokay grapes in a packinghouse prior to shipment eastward. Later they checked the arrival condition of such grapes and methods of marketing used.

This demonstration precooler, built by University of California agricultural engineers, served to demonstrate a new method of cooling fresh fruit much more rapidly than previous methods. Growers and shippers attended this Tokay Marketing Day.



Left: A milk-tasting team.

Above: Feeding silage after milking.

Vermonters Improve Milk Flavor To Increase Sales

by W. A. DODGE, *Extension Dairyman, and* ALEX BRADFIELD,
Professor of Dairy Manufacturing, University of Vermont

IN an all-out campaign to improve milk flavors and increase sales, Vermonters have been learning to judge milk by tasting it.

In a year's time over 400 Vermont milk inspectors, handlers, and producers have been trained to judge milk flavors. They put their training to use immediately and as a result, 98 percent of the State's 10,500 milk shippers were scored at least times during the winter of 1955-56.

The appeal to produce milk that tastes better seemed to click with every one interested in Vermont dairying, from the producer to the consumer. The idea started with the Vermont Dairy Plant Operators and Managers Association which asked the State Commissioner of Agriculture to help improve the consumer acceptance of Vermont milk.

With the help of the Extension Service, a large committee was organized, representing producers, processors, and consumers, then subdivided for working with the farmers, the processors, and the handlers. They spent about 8 months planning the program.

Good Tasting Milk, an attractive 20-page leaflet, was prepared by the Extension Service. This brieflet, as it is called, tells how to produce good-tasting milk and describes the cause and remedy of the eight most serious off flavors found in milk in Vermont. Word was spread around that a drive to improve the flavor of milk would start soon.

Forty key people from all over the State were invited to a 1-day conference at the University of Vermont. After the program was explained, a large part of the day was devoted to practice in tasting milk. Samples representing several serious off flavors were prepared in advance. Discussion followed regarding the causes of these flavors.

Agents Plan Training Schools

Following this meeting 11 schools were held in various parts of the State to train tasting teams. Each school was arranged by the county agent in the area and the people who had been at the first conference. A team for each of the 95 plants in the State was composed of the milk inspector in that area, a representative of the milk plant (either plant man or fieldman), and a milk producer shipping to that plant. At these schools, over 400 people were trained as milk tasters.

Scoring the producers' milk started soon after. Samples of each producers' milk were taken at the weigh stand during the receiving period and pasteurized. This was done by placing the bottles in a water bath and raising the temperature to 145° F. After holding for 20 to 30 minutes, the samples were cooled to 70° F., which was the temperature used for tasting.

The bottles were all coded, so the judges did not know whose milk they were tasting. They were judged good, fair, or poor, and checked for flavor defects, such as feed, barny, salty, rancid, malty, high acid, oxidized, and unnatural. Each team member signed the scorecard.

Every producer received a letter with a scorecard and report on his milk, as well as an explanation of

(Continued on next page)

Improve Milk Flavor

(Continued from page 221)

the effort to improve milk flavors and ultimately, to increase consumption. The leaflet on Good Tasting Milk was enclosed or he was told that he could get it from the county agent. The letter was carefully written to interest and encourage the milk producer.

Followup Work

The milk plant kept one copy of the scoresheet and sent the original to the producer. Followup work on those scoring fair and poor was done as soon as possible by milk plant representatives. The poor ones got first attention. After each scoring a report was sent to the State extension dairyman to provide a cumulative total which was used to measure the progress of the program.

At the beginning of this program some of the county agents were fearful that the dairymen would object when they got poor scores on their milk. This did not occur. The agents have had almost no repercussions from the field. Gordon E. Butler, the county agent in Washington County, said, "The plant manager tells me that after scoring they immediately call on the dairymen who got fair and poor scores. The farmers are generally very cooperative and anxious to adjust so they can ship top quality milk. He says there are a few who do not care, and they are on their way out. Nobody wants their milk if it isn't top quality.

One plant that had completed its third round of testing had the following results:

Round of Sampling	No. of Samples	Good	Fair	Poor
1st	98	57	26	15
2nd	92	63	23	9
3rd	99	84	7	8

Laying the groundwork for this type of a program that necessarily requires leadership and guidance from the State Extension office is extremely important to its success. Once the county agents knew the values that could accrue to their dairymen they were 100 percent ready to cooperate.

Marketing Education

(Continued from page 219)

handling agencies in between. Our work is concerned with (1) helping consumers make more enlightened decisions in their purchases; (2) helping provide a marketing system that clearly transmits consumer demands to marketing firms and producers, enabling them to make wise decisions concerning volume, time, place, and form in which to sell; and (3) assisting retailers, wholesalers, transportation agencies, processors, and other marketing firms to adopt improved practices and increase the efficiency of their operations.

Extension is gaining in experience and knowledge in marketing education. Increasing amounts of marketing research are available. At the same time new opportunities for service unfold. Many of the earlier methods of working with farmers are proving their value in work with marketing firms. New methods and new approaches are tried and tested as programs are developed with marketing groups not previously reached. Articles in this issue tell some of the ways extension people are doing this job.

Many problems in marketing require for a solution the abilities of people trained in a variety of subjects. The Extension Service, with personnel in many related fields, is particularly well equipped to work on these problems. Frequently economists, engineers, horticulturists, pathologists, and others work together in a coordinated attack on such marketing problems.

Special marketing agents have been employed in several States to work in one or more counties. In some cases, New York, for example (page 235), these agents serve marketing firms in their distribution centers. They are to marketers what agricultural agents are to producers, developing programs to serve their needs with information drawn from many sources. In other cases marketing agents cover a production area or a county, providing producers and marketing firms with more intensive marketing assistance than regular agricultural agents are able to give.

Extension is developing increased work in the utilization of agricultural products to help processors adopt research results on new products and new or improved processes that will increase their efficiency. Tomato-juice powder and dehydrated potato granules that become fluffy mashed potatoes are examples of products they are helping make available.

Programs with retailers and wholesalers are being developed in several States with emphasis on greater efficiency. Producers, packers, and other agencies also are being provided educational service to meet their needs. Marketing work with consumers has been expanded to reach more people and is being refined to more adequately serve agriculture and consumer needs. Our work in marketing is maturing and developing in other ways also to more adequately provide assistance to the marketing firms, producers, and consumers.

The American people will continue to enjoy higher levels of living made possible through more efficient agricultural production and marketing. Agricultural Extension, building sound marketing programs on research and experience, will continue to have an important role in future progress. Judging from recent trends, we can expect the Cooperative Extension Service to employ many more agents to develop marketing educational programs. While marketing work with farmers will be expanded further, more emphasis is likely to be placed on work with processors, distributors, and consumers in an effort to increase efficiency of those segments of agricultural business beyond the farm.

Heads Up

Michigan Extension has set up special services to intensify interest in personal newspaper columns and provide county extension agents with attractive column heads.

Earl Richardson, extension editor sent agents copies of a proof sheet showing new headings that have been prepared for county extension agents. These cover personal columns for county agricultural, home demonstration, and 4-H Club agents. Several can be used for general columns of extension items.

Roadside Marketing

by JOSEPH F. HAUCK, *Marketing Specialist, New Jersey*

THE broad field of roadside marketing is wide open for productive extension work. Although the potential and stage of development of this industry varies greatly from State to State, there are opportunities for good educational programs in many areas.

The agricultural agent, the home agent, the club agent, or the extension specialist often find that efforts expended on roadside marketing show tangible results in a relatively short time. A carefully planned program will benefit both farmer and consumer, an opportunity not to be passed over lightly.

To place the New Jersey extension program on roadside marketing in proper perspective, a word about the industry is necessary. A recent county-by-county estimate by agricultural agents showed some 2,100 stands operating in New Jersey. The annual volume of business was estimated at $11 million, probably a conservative figure. Some of the most heavily traveled highways in the country are located in New Jersey, and are often densely populated with markets.

Many types of markets can be found. They range in size from those selling in the shade of a tree to those with tremendous displays, walk-in cold rooms, large hard-surface parking areas, and a volume of business in six figures. We have some of the best markets in the country, but some poor ones as well. Some are farmer-owned and operated; others are run by nonfarmers. Many stands sell only locally grown produce. Others buy at many places, including terminal markets.

Many stands are good places to patronize. Customers are assured of fresh products, good variety, a guarantee of quality, and courteous service. Unfortunately, there are also some more interested in a quick dollar. These operate on the principle, "Let the buyer beware."

The New Operator

When a grower thinks he would like to go into roadside marketing, the Extension Service can help. His first problem is to think through the economics of the contemplated market. Is family help available? How will a market fit in with the rest of the farm business? Will it increase net income? Here a careful analysis can encourage a worthwhile project or discourage a not-too-promising venture.

New Jersey agents and specialists help growers who decide to go into roadside marketing in many ways. They obtain traffic counts, provide plans, and help with location, size problems (buildings and business), parking area, display, advertising programs, refrigeration, and other problems confronting the new operator. The agent often can help where local zoning laws or other restrictions must be understood.

(Continued on next page)

Hill Flitcraft (center), Extension Agent in Food Marketing in New Jersey, supervises setting up a model roadside market at the Mid-Atlantic Farm Show.

Roadside Marketing

(Continued from page 223)

The agricultural agent often is called upon to help operators find good reliable nearby sources of vegetables and fruits. Since many operators do not grow a large variety of products, this is a valuable service to markets offering a full line of products. At the same time this service helps local growers obtain good outlets for part of their production.

Some agents help roadside marketers plan and grow products particularly for their market. In some cases, these are crops not formerly grown by the operator and new to him.

The agricultural and home agents can help the roadside marketer by providing information on good varieties to can and freeze, and by supplying other information to help the operator deal intelligently with his customers.

In heavily populated areas, many stands have developed a large volume of business in ornamental plants, flowers, and even in garden supplies. With a business of this kind, the operator often depends on the agricultural agent for advice and guidance in selecting plant varieties, insecticides, fungicides, and other related items.

Local Products

Counties with strong extension programs of marketing information for consumers help the roadside operator directly and indirectly. Since local products in season often are featured in press and radio, consumers go to the roadside market and ask for these items. The first local strawberries, asparagus, sweet corn, and peaches are eagerly awaited in urban and semiurban areas. Good demand for these at roadside markets inevitably follows a news story or radio broadcast.

For example, more than 200 persons visited a local grower in a northern New Jersey county following a story on poinsettias at Christmas time. A stand featuring fruit attributed business amounting to over $2,000 from a local peach story. All types of agricultural products are included in Marketing Information for Consumers programs, but local stories, featuring local people and local products, are most popular in the press or on the air.

Marketing Associations

Over the years, the Extension Service has worked with farmer-operators in establishing roadside marketing associations. These were dedicated to providing farm-fresh produce to the consumer and to building goodwill for association members and roadside marketing in general. Member stands were given large signs to hang in conspicuous places so that customers would recognize association members. Member stands were able to gain confidence of consumers and capitalize on good advertising programs.

These associations broke up for one reason or another over the years. Today, the New Jersey Farm Bureau is in the process of again activating a certified roadside marketing program. The Extension Service and the State Department of Agriculture are closely cooperating in this worthwhile project. Keen interest in similar organizations exists in Massachusetts, Delaware, and probably in other States with extension personnel helping to develop the program.

Educational Helps

The extension specialists in forestry noted the great number of new houses with fireplaces being built in New Jersey in recent years. Roadside markets seemed to be a good place for these homeowners to obtain their cordwood needs. Consequently, a program for selling fireplace wood in small units suitable for the trunk of an automobile was developed and is expanding. A leaflet entitled, "Marketing fireplace wood from the farm forest," was written to help promote the program.

Several years ago the extension marketing specialists in Massachusetts prepared a set of posters giving excellent suggestions for improving roadside marketing. These were designed to help the operator and his sales personnel. Six hundred sets of these posters were distributed through agricultural agents in New Jersey with good results. Some still may be seen tacked on the walls of roadside stands.

A life-size model roadside market was constructed at the Mid-Atlantic Farm Show last November. The Extension Service worked with members of other organizations to make this exhibit a center of attraction. There are many opportunities at fairs and large meetings where the principles of good roadside selling can be demonstrated.

A set of 38 colored 2 by 2 slides was prepared for use at meetings where roadside marketing is under discussion. Many types of markets are shown, and pointers on display, advertising, selling, and other features are included in this educational slide series. The Federal Extension Service has made several duplicate sets of these slides, which may be borrowed.

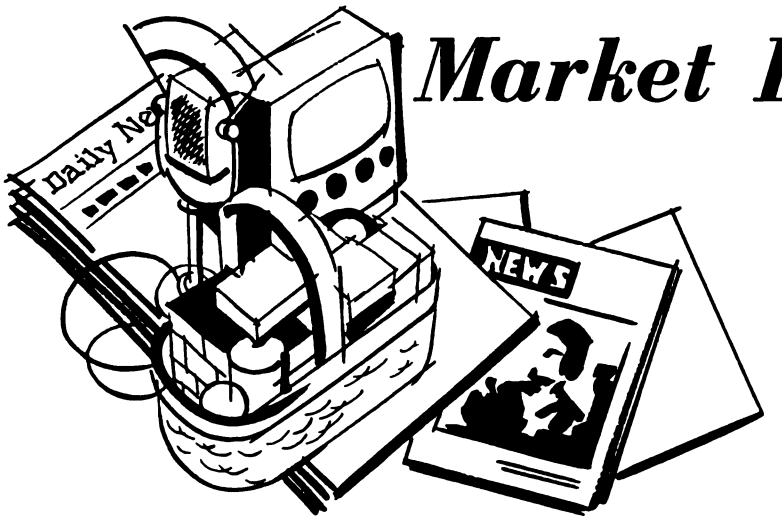
A well-illustrated circular, Roadside Marketing in the Garden State, has had wide distribution. It is especially useful in helping to answer the many requests agents and others receive for information on selling at roadsides. Excellent bulletins have been prepared in a number of States and used in New Jersey.

Our extension program is rounded out with news releases, radio programs, and magazine articles designed to help improve roadside marketing. Most of us feel that our efforts are most worthwhile and wish more time were available to work more intensively with the roadside market operator.

Builds Good Press Relations

Hank Sciaroni, a California county agent, recently sent his State information office a sheaf of news items, editorials, and letters that followed the issuance of the San Mateo annual report. This report dealt with agricultural population increase and water problems in that county.

The excellent comments from newspapers indicated that the extension staff has cultivated amicable relations with the press through the years. Hank comments that regular attention to keeping the newspapers well informed builds understanding, a friendly spirit toward you, and confidence in your work.



Market Basket Help

by CHESTER E. SWANK, *Extension Specialist in Consumer Food Marketing, Ohio*

With the city moving into the country, the county extension staffs have more demand for help in food buying. This includes interpretation of information on supplies, quality, selection, care, use, marketing margins, marketing trends, new packages, and packing methods.

Marketing Information for Consumers, MIC for short, is a part of our overall extension program, included in home economics, 4-H Clubs, and agricultural work. In Ohio the procedure varies from county to county, but usually one agent carries the responsibility of initiating and directing the program.

The MIC program adds variety to extension work and makes it possible to help many persons Extension might otherwise not reach. It is one of the best activities we have for developing good public relations.

We are building better understanding between producers, handlers, processors, retailers, and consumers, and of course we are improving the marketing of farm products. Farmers benefit from more orderly and efficient marketing, which is possible when consumers know what farmers' products are in abundant supply and buy them.

Extension specialists at the Ohio State University prepare a three-page weekly food marketing bulletin, Let's Go Shopping. All county extension offices, mass media people, and others interested in food buying receive Let's Go Shopping.

The first page is composed mainly of marketing information on products in good supply, explanation of marketing functions and costs, new developments in marketing, new foods and other items of interest to consumers.

The second page includes information on the selection, handling, care, preparation, use, storage, and miscellaneous items on a commodity. This is usually a commodity that is in good supply. Occasionally the second page includes information to help consumers understand marketing functions and costs.

The third page outlines a demonstration, exhibit, or presentation (usually pertaining to the topic discussed on the second page.) These are used by extension agents, home economics teachers, 4-H Club advisers and members, home demonstration council members, and others.

County extension workers use the weekly bulletin in releases to local papers and TV and radio stations, adapting the information to their area.

Following are some of the ways in which this information is used:

1. Many extension agents write regular news columns, such as The Market Basket.

2. Food and market facts go to food columnists, radio and television food editors, and others who inform the public.

3. Extension agents and specialists write feature stories for use in local papers. County agricultural agents provide information on local crops, seasonality, quality, and volume of the crop. Also, they interpret production and marketing problems for consumers. Extension agents inform the press of good stories on local produce and marketing activities and help supply the facts.

4. Guest appearances on radio and television or regular programs offer agents opportunities to discuss food buying and market information.

5. Food and market information reaches consumers through regular or special newsletters, in project lessons conducted by the home economics agent, or perhaps the county agricultural agent or lay leaders, and in other countywide extension meetings.

6. Short demonstrations from the third page of Let's Go Shopping are often given at home council, 4-H Club, and other meetings.

7. Exhibits have been effective.

8. Extension agents help food buyers for institutions, especially the smaller ones, with their buying problems.

9. Other individuals and organizations to which Extension supplies food buying and marketing information are: Home economics teachers, business home economists, school-lunch managers, convalescent homes, hospitals, retail stores, farm organizations, and health and welfare agencies.

10. The needs and wants of consumers, based on research, are interpreted and reported to food handlers and producers.

11. It is easy to tie MIC into the

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Quality Grain Efficiently Marketed

Efforts of extension agents have paid off in their work with Oklahoma farmers and the grain industry to bring about improved quality and higher efficiency in moving the grain to market.

Ready for a TV show are James R. Enix, Extension wheat marketing specialist; Harold Dedrick, Extension TV specialist; and Jack Stratton, radio farm director. Over 2 million viewers followed this bushel of wheat through the marketing channels until it became 68 loaves of bread.

by D. G. NELSON, *Grain Marketing Specialist, Oklahoma*

If grain marketing is to be thought of as merely "buying and selling" grain, a county agent will find little incentive to attempt an education program with either his farmers or grainmen. But if it is considered to involve all the processes in moving grain from the producer to the consumer, as it is in Oklahoma, county extension activities in this area of work are unlimited.

Because marketing involves buying, selling, pricing, quality improvement, storage, processing, transportation, consumer education, and packaging, educational projects cannot be limited to work with farmers. Every effort must involve the entire grain industry. Industrial groups work endlessly at solving problems common to the grain economy when they are a part of an overall improvement program and are not singled out as a weak segment in the marketing system.

James Enix, extension wheat marketing specialist, and I do not know exactly which of the areas of work from wheat variety improvement to elevator management schools has had the greatest effect on Oklahoma's wheat income, but the results are gratifying.

In 1944, Oklahoma wheat price paid to farmers was 6 cents below the national average price. Since then there has been a steady increase until 1955 when Oklahoma farmers were receiving 6 cents above the national average price. With the 1956 64-million-bushel crop, it means that Oklahoma farmers received almost four million additional dollars for having an industry doing a better than average job of producing and marketing wheat alone. This does not include the results of the $60 million feed and milling industry.

Variety Improvement

A Millers Buying Guide in 1949 circulated a map to its subscribers reporting areas with acceptable and with undesirable wheat varieties. Kiowa County, Okla., was in the center of a big red "don't buy" circle and was shown to have less than 50 percent of its wheat acres devoted to varieties acceptable to the milling industry. Today only a trace of the less desirable wheats are present, and the county is recognized as one of the leading certified seed-producing areas supplying the Southwest. Kiowa County Agents Tom Morris and Charlie Burns worked with the farmers to increase the amount of milling wheat of superior market quality produced and marketed in their county.

Organize the Grain Trade

Eight country elevators operate at six local points in the county. The managers were assisted by Mr. Morris in organizing the Kiowa County Grain Dealers Association which is supported by voluntary assessment of 1 cent per bushel on the volume of grain handled. This organized group of grainmen with their interest in developing both youth and adult grain-marketing-improvement programs has assisted in planning, financing, and executing varied activities.

Certified Seed for 4-H Members

To increase the use of high-quality market wheat, the elevator managers in the various communities contacted 4-H Club members enrolled in wheat projects and offered them certified seed of recommended varieties. This was not offered as a gift but called for certified seed to be returned after

the project was completed. The members experienced all the usual undertakings in any regular production project, but the result surely affected their market. In 1952, 204 4-H members were enrolled in wheat projects in Kiowa County. Of those completing project reports, only 40 percent used a recommended variety, and none reported using certified seed. In 1956, 236 members were enrolled and of those reporting, all used recommended varieties; and all used registered or certified classes of seed, a decided market advantage when looking for premiums.

Wheat Demonstration

Variety performance demonstration plots established in the county for several years in cooperation with Oklahoma Agricultural and Mechanical College continuously call attention to agronomic performance of the various wheat varieties. The demonstration locations have provided the Kiowa County agents and the elevator managers with an invaluable place to discuss variety premiums and discounts, grain sanitation, quality, and phases of marketing information with local farmers.

Wheat-O-Rama

The Kiowa County folks used a popular title when they coined the term Wheat-O-Rama as the name of their 1-day wheat show program. In this show, as in many others throughout Oklahoma, visitors may see the wheat samples produced by the local exhibitors, a sample of the flour, the farinograph mixing time curve, and a slice of bread baked from each exhibit. The relative market value of the various varieties of wheat shown can be seen readily by 4-H Club members, farmers, bankers, and others interested in quality improvement.

Particular interest was displayed this year when a panel of "experts" —a farmer, baker, elevator manager, miller, researcher, and farm editor— discussed "what we can do to improve the wheat variety and quality of Kiowa County wheat." Over 100 local people participated in the Wheat-O-Rama activities and studied displays provided by the Extension Service, local bakeries, feed millers, elevator terminals, and seed dealers.

Grain Grading

In 1955, 4 grain-grading schools were held in strategic points in the State which attracted attendance from 108 cities and towns in 54 counties. These schools were designed to offer training to grainmen and other interested agricultural workers in the techniques and principles of commercial grading of grain according to the official grain standards.

The instruction sessions were audience-participation schools with over 1,000 samples being examined and classified or displayed. Other organizations and agencies assisted in the preparation and instruction of the schools.

Elevator Management

This past year, series of office conferences were held with elevator managers in 93 grain-marketing associations in 33 counties. Plans were expanded to include more group educational work in the field of elevator management. Individual assistance was given in the general areas of public relations, personnel supervision and job analysis, bookkeeping procedures, and grain grading.

In addition, series of elevator managers' meetings were held in cooperation with the Oklahoma Grain and Feed Dealers Association. These meetings were preharvest discussions of timely information which might expedite the handling of grain during the rush season. The Extension Service personnel, including the county agent and State specialists, led discussions relative to grain sanitation, pink wheat, and wheat seed and variety selection. The Agricultural Stabilization and Conservation Committeemen discussed the marketing card as it affects the country elevator manager.

In 1956, the first annual training course in grain elevator business was organized by the Extension Service in cooperation with the statewide grain industry organizations. The first 2-day session attracted 125 managers from all parts of the State. The training course is designed to supplement experience with a searching analysis of the fundamentals of business related to the operation of grain elevators. Efficient and capable management in the marketing organizations serving farmers is of particular interest and concern to extension workers. Opportunities for real service exist in this area.

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Kay County, Okla. 4-H Club on a tour of local elevator storage and handling facilities. Elevator Manager Russell Raines explains the moisture test and its importance in determining the farm price of grain.

Kay County Agent W. R. Hutchinson instructs one of his 4-H members in the Clean Grain Program to interpret a grain thermometer. Proper interpretation may suggest the need for fumigation or aeration.

Determining test weight of wheat is serious business to these 4-H'ers as they tour the State Grain Inspection Laboratory as a part of their State Wheat Show educational activities in Oklahoma.

An opportunity to strengthen your work with young people

- ***Report to the public and welcome to new participants***

Representatives of a 4-H Club in Cayuga County, N. Y. present a flagpole and memorial plaque to Scipio.

You are probably already making plans for observing National 4-H Club Week, March 2-9, 1957. Early planning is essential to accomplish your objectives. Through your county program planning and development committees, you may have determined some of the 4-H needs. These will help guide you in deciding how to make the most of this opportunity to tell your public about 4-H Club work.

What areas of endeavor should have special emphasis? Does your public understand what 4-H Clubs are doing? Is participation lower than you wish? Could you accomplish more with stronger community backing? Recognizing your needs, you can more purposefully plan your observance of this week to strengthen 4-H Club work in your county.

The values of 4-H Club Week are many and varied depending on the objectives which counties and States set up. In general they may be stated as follows:

- To provide members a special occasion for evaluating past achievements and making plans for future activities on their farms, in their homes, and in their communities.
- To inform the public, including parents, of the value of 4-H training.
- To recognize the important part played by local leaders, and enlist more public-spirited, youth-minded citizens to volunteer for this service.
- To interest other young people in enrolling in local clubs.

An attractive window display like this garden exhibit placed in a large department store is a splendid tribute.

The Hailesboro (N. Y.) 4-H Club electrical float at the county fair won a $10 prize from an industrial concern.

Grand Traverse County, Mich. 4-H'ers had an 8-day exchange program with a Hampshire County, Mass. club.

LUB WEEK March 2-9, 1957

THE photographs on these pages illustrate some of the ways in which you can (1) report to the public on 4-H activities and, at the same time, welcome new participants; (2) pay tribute to the services of volunteer local leaders, and thereby invite others to assist; and (3) review and evaluate the achievements of the boys and girls.

Vivian Spradlin, Virginia 4-H girl, paints the edge of the basement steps as a safety measure, one of the many practiced by 4-H'ers

- *Salute senior and junior leaders*

Three 4-H Club presidents receive club charters from Willard Bitzer, club agent of Sussex County, N. J., at a 4-H Club Week banquet.

- *Review and evaluate achievements of club members*

Maine 4-H dairy teams ready for inspection at the State Dairy Exhibit. Photos of 4-H activities speak for themselves in local papers.

Another action picture that tells of the interest and efforts that 4-H'ers put into community services. This is in Humboldt County, Calif.

Local 4-H Club leaders learn to judge grain quality at a Montana State Leaders School. Local publicity encourages leaders.

A poultry show held in Canton, N. Y. where 4-H'ers learn to judge quality of dressed turkeys as well as how to raise them.

A Washington State 4-H Club girl gives a talk on selection of clothes. The photograph illustrates well the educational phases of 4-H Club work.

Governor Goodwin J. Knight of California delivers a special message to the State's 30,000 4-H Club members during National 4-H Club Week.

A county BLUEPRINT *to better marketing*

How North Carolina answered county extension agents' question: *"We have had years of experience in production work, but how can we build a program in marketing?"*

by JOHN M. CURTIS, *In Charge of Extension Marketing, North Carolina*

THE farmer and his wife sat in the front row. He smoked his pipe and thought about the weather and his pastures and the beef cattle that lazily roamed his land . . . the part that surrounded the islands of tobacco here in the heart of tobacco-land. His wife was deep in conversation with two women from the county seat. They had been introduced by the home demonstration agent who sat in the same row.

A part of his mind edged along a thought: "About time to consider marketing some cattle. Maybe a good time to really think about it," he mused as two of the local livestock market operators entered the room. "After all, I was asked to attend this meeting to take part in developing a marketing program for the county. Why not strike a few licks for my own marketing program?"

Now the county agent was on his feet, and the meeting began. If the agent could have read the cattle producer's thoughts, he would have added his enthusiastic approval. For this was the purpose of the meeting: To develop a marketing program for the county which would fit the needs of each person in the county.

But let's get a little background information before we continue our meeting.

The objective of our extension marketing work in North Carolina is to provide an educational program to improve the marketing of farm products. While varying in terminology, this same objective guides the extension marketing programs in every State. Our efforts to achieve this objective are aimed at increasing farm incomes, improving the efficiency of our marketing system and facilities, and providing consumers with products of high quality and at reasonable prices reflecting the quality delivered.

Basically our program is organized along commodity lines, with a specific program for consumers. Within this organizational framework, the marketing specialists develop information for and work with farmers, marketing agencies, and consumers. When problems arise in a specific market area, interested groups or persons are consulted to get their ideas as to the nature of the problem, the factors causing the problem, and the best possible solution.

Once the problem has been isolated and described, and its cause has been determined, alternative solutions are then prepared. These solutions and their expected consequences are presented to the groups or persons who are affected.

The actual selection of a solution, based on all available information, remains a function of the people on the scene. Assistance and guidance are given to help make the decisions of the people succeed. This assistance continues, but does diminish as local experience and leadership grow. Of course, as improvements in the market structure and market facilities are made, the consequences of these improvements are discussed with farmers and market operators so that, with more complete knowledge, they will be able to make more rational production and marketing decisions.

County Meeting

This effective approach is continuing with significant results. But an important and fruitful tool has been added, a planned marketing program at the local level. This is where we met our farmer friend. He was taking part in organizing the program which gives county extension personnel a blueprint for leading the way to better marketing in their county. It is an attempt to answer the fundamental question which is so often raised by county extension workers: We have had years of experience in production work, but how can we build a program in marketing?

A committee of county farm and home demonstration agents was asked to meet with the marketing staff to work out an answer to this question. A suggested procedure was developed, and it was presented to the agents at the district meetings. They accepted the program, but as every extension worker knows, a demonstration is usually needed before a recommended practice is adopted.

The agents in three counties eagerly accepted the marketing specialists' invitations to act as demonstrators, and the district agents endorsed the idea. Committees were organized for each major commodity produced in the county. These commmittees included producers and representatives from all local segments of the marketing system for that commodity. A consumer committee completed the basic organizational setup.

An exhaustive compilation of background information was completed in advance. This information charted the production and marketing picture as completely as possible. When all available data were assembled and all the plans were ready, the e

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"SIX LEAN PORK CHOPS, PLEASE" . . .

A production story on how Iowa farmers are learning to produce a meat-type hog that will come closer to satisfying the consumer.

by DWIGHT M. BANNISTER, *Assistant Extension Editor, Iowa*

IOWA swine producers are busy with the job of producing that fast-growing, meaty hog which pleases the consumer at the dinner table.

Evidence of this is shown by their requests for 15,000 litter record cards from their county extension directors during the first 6 months of 1956. The cards are furnished through the Iowa State College Agricultural Extension Service for farmers who wish to undertake their own on-the-farm testing program to develop fast-growing, efficient meat-type swine breeding lines.

The extension program directed at the production and marketing of meat-type hogs involves working with breeders, commercial producers, commission firms, order buyers, and packers. It includes working with breeders and commercial producers in the production of fast-growing, meat-type hogs and working with hog buyers and packers in a mutual assistance program in developing techniques for buying and pricing by grade.

This program includes instruction by extension animal husbandmen from the college and by local county extension directors in selecting meat-type hogs. The program includes identifying and recording birth dates of pigs, full feeding, weighing, measuring backfat, and selection of meatier strains based on the pigs' feeding efficiency, conformation, and meatiness. The program for on-the-farm tests by farmers provides conversion charts by which the farmer can standardize backfat measurements to 200-pound weights on a statewide uniform basis.

Three Iowa counties have swine-testing associations composed of breeders who employ a tester on a basis similar to that of the Dairy Herd Improvement Associations. Several other counties have started plans for such associations.

Boar-testing Station

In 1955 the Iowa Swine Producers' Association voted to sponsor a central boar-testing station. The object of the station is to identify meat-type individuals and demonstrate the technique that may be used on breeders' farms to improve their own herds.

The Iowa testing station opened last April with a capacity entry of 51 lots of pigs. Breeders submit four boars and two barrows sired by the same boar but from three or more different litters. These animals, both boars and barrows, are fed a fattening ration recommended by the Iowa Experiment Station nutrition researchers. Feeding a high-energy ration is important in that it allows the genetically fat individuals to express their fatness. These can then be discarded.

The rates of gain and efficiency of gain are recorded and backfat thickness determined by probing the live hogs. The barrows are slaughtered and their carcasses evaluated. Breeders who wish to take the boars back to their own herds pay the testing station cost in advance and must make this decision when they submit their entry.

Those sold at auction are boars determined by the station's technical advisers to most nearly meet the qualifications for fast-gaining, efficient-feeding, meat-type animals that, when mated on desirable sows, will sire market pigs that meet consumer demands. The animal husbandry extension service provides technical direction for the station, assisted by the Iowa Experiment Station, but the policies are set by an industry-appointed board of directors composed of breeders and farmers.

Each individual in the testing station is ranked at the end of the test on an index based on meat type, rate of gain, and efficiency of gain on a full-feed corn-fattening ration. The top 40 percent of the lots on this index at the close of the first test included representatives from six of the major Iowa pure breeds of hogs. The top lot averaged 1.99 pounds daily gain, used only 261 pounds of feed to produce 100 pounds of gain, had an average backfat thickness of 1.19 inches on the boars, and the barrows dressed out 52.6 percent lean cuts. Buyers at the auction following the first tests were largely commercial producers who intend to use the boars in their crossbreeding program to produce market hogs.

After examining the records of the 306 pigs tested in the summer of 1956, Ralph Durham, extension ani-

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Lean Pork Chops

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mal husbandman, Iowa State College, who serves as adviser to the testing station, and L. N. Hazel, Iowa State College breeding researcher, had these comments.

"The meatier pigs require less feed per unit of gain than fat pigs.

"There is no appreciable relationship between meatiness and growth rate.

"The faster-growing pigs require somewhat less feed.

"Body length is a poor yardstick of meat quality. Bred-in muscling is a separate and independently inherited characteristic.

"Tremendous variation exists in all breeds in growth rate, feed requirements, and meatiness. Since much of this variation is caused by heredity differences, identifying and multiplying the best individuals and strains afford an excellent opportunity for increasing productive performance in swine."

Within the past 5 years, L. N. Hazel has demonstrated that on-the-farm problem is the selection of meaty-fast-gaining strains in the established breeds. There is a wide variation within breeds, and the development of any single meat-type breed will not meet the commercial breeder's problem. He also demonstrated that the boar must be substantially leaner and longer than the market barrow he is to produce, and that he must be fed on a full fattening ration like his offspring will receive if breeders are to be able to select boars that will actually produce meat-type offspring.

Much work in extending this information to the breeders has been done by Extension Animal Husbandman E. J. Quaife, who assisted in the development of several regional barrow shows which have emphasized meat-type characteristics.

Economists and animal husbandmen in the Iowa Extension Service have for many years been working in cooperation with the interior packers in Iowa in a mutual assistance program in developing techniques for buying and pricing by grades. Option of selling on a carcass grade basis is now offered by several packing plants in different parts of the State.

Extension Economist Sam Thompson has conducted schools for cooperative marketing groups and young people with the help of the Iowa State College meats laboratory staff. William Zmolek, livestock marketing specialist, has worked closely with both packers and producers. Extension Economist Francis Kutish, market outlook specialist, and Mr. Zmolek have presented information both directly to producers and through radio, television, and other mass media in programs illustrating both the economic need for the meat-type hog and methods of developing him.

There is one public market in Iowa. Extension specialists William Zmolek and Ralph Durham early this year held a demonstration meeting with about 175 commission salesmen and packer and order buyers at this market on the live grading and probing of hogs, followed by carcass inspection. This meeting was followed by meetings with about 150 purebred breeders in the market's area covering four States. The Sioux City market officials and buyers worked with the extension men in these meetings, discussing the need for improvement in hog quality and the methods of getting it done. Several of the Iowa county extension directors have also been trained by extension specialists in probing and grading on the basis of meat type.

A motion picture, Probing for Profits, produced early in this year by the Iowa State College Film Production Unit, was enacted by Mr. Durham. It teaches on-the-farm techniques for identifying meat-type animals for farmers. This film has been widely used throughout the State. Another film covering the meat-type hog subject from the barn lot to the homemaker's table is nearly completed.

Use Specialists' Photographs

Kentucky is assembling glossy prints and mats of specialists and researchers for county use in publicizing programs in which they participate. County extension workers are urged to make a request in plenty of time for the mats or prints, whichever the local newspaper prefers.

Market Basket Help

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4-H Club program. All young people buy food. One effective way is to include food selection, buying, storage, use and related information in 4-H Club food project books. Another means is through demonstrations at club meetings, county fairs, and other extension meetings for adults. Interest in food and marketing demonstrations can be stimulated by suggested related ideas for 4-H demonstrations.

4-H members enjoy planning and constructing exhibits on food buying and marketing principles. Many clubs can include these exhibits in their booths at the county fairs.

Another possibility is a special project on food buying. 4-H Club members can learn the basic principles of food buying by making shopping lists according to the needs of their families and doing the food buying for the family.

4-H Club members can learn much from tours to local markets, wholesale houses, retail stores, and processing plants.

Participation on radio and television shows adds interest and provides excellent experience for the members. Arrangements can often be made with television stations for 4-H Club members to give demonstrations; perhaps demonstration contest winners could be used.

The same type of program can be included in the home economics programs of high schools. Home economics teachers include some food buying information in their classroom teaching.

These are only a few of the many ways in which MIC can be included in the overall extension program. Information must be presented in terms of the consumer's interest, if the consumer is to have confidence in the program and accept the information. For those not eagerly waiting to be educated, we must "dress up" our information if it is to be effective.

Cooperation and Understanding come from

TALKING IT OVER

John Landers, Extension specialist in animal husbandry, and Dorothy Sherrill, consumer marketing specialist, Oregon, cooperate in a demonstration of meat cutting, meat identification, and use and care of meat.

Extension in Oregon has worked diligently and successfully to bring together the people concerned in one basic product, such as meat or wheat, to improve their understanding of the problems found in all stages, from producing it to selling it to the consumer. In State and county meetings, the public has had an opportunity to ask questions and exchange ideas.

by DOROTHY M. SHERRILL,
Consumer Marketing Specialist, Oregon

A consumer and industry meeting on meats was being held in Baker County, Oreg. A man in the audience stood up and said, "We think the price of meat is too high. Looks as if there might be too many people in the meat industry. I'm not sure but what we could get meat at a lower price if a few of you weren't making such a big profit." The faces of the 350 persons in the audience indicated that they, too, would like to know the answers to his question of high meat prices.

A panel of speakers was ready to reply. This was a meeting on meat and included representatives of local producers, first sellers, packers, labor groups, locker operators, retailers, and consumers.

One by one, starting with the producer, the panel members discussed their part of the job in getting a 1,000-pound steer to market. They explained the costs of producing the animal, prices to wholesalers and retailers, and wages for labor. It wasn't long until the audience began to understand that no one was making a fat profit, that all steer is not steak, and that the price of meat is not unreasonably high.

This was one of many countywide meetings held in Oregon to build understanding between producers, marketing groups, and consumers. Getting food from farm to table is no simple matter. Extension teachers have a real job in explaining both sides of the farm and marketing picture to a dwindling farm population and an ever-expanding consumer group.

This problem came to a head in Oregon about 2 years ago when meat producers, processors, retailers, and homemakers met with extension specialists to explore advantages of cooperation. Many months of organizational work was done before the January 1954 conference. Committees of producers, first sellers, packers, organized labor, retailers, and consumers discussed practical ways of getting wider understanding of the task of converting livestock into meat for the table. Finally, they were ready to pool their experiences.

Over 500 people met in January 1954 at Oregon State College to throw light on "who does what" in the meat industry. Such a healthy interchange of ideas took place at the State meeting that the group recommended unanimously to encourage county meetings of a similar nature. Extension was asked to plan such meetings.

Gaining community interest was the first step. Extension agents found both farmers, marketing groups, and homemakers enthusiastic and cooperative. Making sure that representatives from all interested groups were invited to the planning meeting, extension agents laid the problem before them.

Local problems are best defined by local people. The key to the success of county meetings is that each county arranges its own program to meet local needs. Panel members and program speakers were largely county persons.

Naming these conferences County Livestock and Meat Marketing meetings had no appeal for the general public we hoped to attract. Better titles such as Meet the People Behind Your Meat and More Meat for Your Money did the trick in getting interest from people in every phase of livestock production, meat marketing, and meat consumption.

These county meetings were very well attended. After the local people completed their share of the program, John Landers, animal hus-

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Talking It Over

(Continued from page 233)

bandry specialist, and the author presented a demonstration of meat cutting, meat identification, and use and care of meat. Many questions were answered and a summary made to pull together any loose ends that were left from earlier discussions.

The total result in Oregon was 37 meetings in 33 of Oregon's 36 counties. Attendance totaled 4,920, including 550 high school students. Publicity in newspapers, on radio and TV, through posters and letters, and by word of mouth carried the message even further. It also created interest among other agricultural groups in using this approach to their problems.

Oregon is planning another conference at the college on another basic crop—wheat. When the wheat industry conference gets underway in February 1957, the Extension Service will again be participating in Oregon in an organized effort to to help farmers, industry, and consumers.

Quality Grain

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In an effort to assist grain marketing organizations to operate more nearly at maximum efficiency, a school for cooperative elevator bookkeepers is held each year in Enid, near the center of the grain area of the State. There have been three such schools in as many years. The training session is a joint program of the Extension Service, Farmer Cooperative Service, Farmers Co-op Grain Dealers, Wichita Bank for Cooperatives, and accounting firms interested in elevator auditing. A complete accounting problem resembling entries of a local grain organization was provided to those taking part in the 5-day school. Reports are that many local elevator organizations now have adequate records and employees who can maintain them as a result of attending the schools.

Auditors report that considerable savings to the organizations are being made as a result of reduced auditing services, which firms with inadequate records are sometimes required to have.

Storage

Grain storage, while now less critical from the standpoint of expanding facilities, continues to require attention. Oklahoma now has a grain-storage capacity of approximately 168 million bushels. This consists of 71 million bushels in terminal elevators, 62 million bushels in country elevators, and 35 million bushels capacity on the farm.

County Blueprint

(Continued from page 230)

tire marketing staff met with the county workers and the committees. After a general session to discuss the overall purpose of the work, the committees for the various commodities met with the marketing specialist working in that area and one of the county workers.

Most of one afternoon was spent presenting facts, discussing the marketing situation with the committee members, reviewing questionnaires, locating marketing firms, and crystallizing the group's thinking about the purpose of the work. The second, third, and fourth days were used to accurately inventory the marketing system for each commodity. This inventory included facilities, volume, source of products, planned improvements in facilities, possibilities for handling additional volume, quality and grade desired, problems of supply, and related matters. The nights were reserved for tabulation of data, conferences with the county personnel, and a continuing evaluation of the progress made.

On the afternoon of the fifth day the entire group met to receive a report from the specialists and to discuss the findings. Then the specialists returned to their headquarters to prepare a more detailed report combining the background information with the facts uncovered during the week. With this information on hand, it was possible to construct a section on suggested or possible improvements in the marketing of the various commodities and for the consumer education work.

This report was returned to the county workers who, in turn, presented it to the various committees. After the committees had digested the report, the marketing specialists met with them to clear all points and complete the manuscript. These reports are the marketing blueprints for the county. The local producers, marketing people, and consumers can use them to do something in marketing, under the leadership of the county extension personnel.

Our cattle producer did develop an individual marketing program, and it was more effective because he was working with other producers and the marketing men.

We realize that each county cannot have a marketing program which is independent of other counties. It is obvious that natural market areas must be the basic unit. However, it is equally obvious that aggressive, effective programs in the counties that make up the marketing area will speed the improvements which are the objectives of our extension marketing work.

What Extension Help Do Women Want?

The extension staff in Stanislaus County, Calif., redesigned the home demonstration program after making a countywide study of the women who had participated in it the previous year. Women of all ages placed first an interest in foods and nutrition; second, needs and interests in clothing information; a close third, home furnishing subject matter.

The manner of reaching people is important. A big all-day meeting with producer, merchant, and consumer participating attracts a good percentage of the town and country women. Training in skills or special-interest material is usually provided in smaller neighborhood groups with local leaders.

More than half of our homemakers are over 46 years of age, so we include the project, Foods as We Grow Older, emphasizing the role of optimum nutrition in adding life to years.

For the younger women with small children we circulate 2 or 3 times a year a two-page newsletter announcing the availability of printed information on such subjects as feeding the family and selection of fabrics.

Special agents for a special job:

MARKETING

by E. HALE JONES,
New York State Extension Service, Cornell University

George England, Extension marketing agent in New York region, talks with a retail store operator about the effects of the Cornell egg display case on egg sales.

Two years ago, M. C. Bond, Director of Extension in New York, appointed a committee to find out how Extension could better serve the public in the field of marketing.

Nine months later in Buffalo, George M. England, special marketing agent, walked into a supermarket and asked to see the manager. At first, it was a question of what George was trying to sell and what did it cost. George explained he was a special marketing agent performing a free educational service, working with retailers and wholesalers who are interested in efficient marketing.

That was in August. In November, George England wrote the following in his monthly narrative report: "The grapevine method of getting information from one store to another is very fast. After I talked with a store manager on a certain type of display which was successful in a group of stores, I was asked about this display 2 days later by a produce manager several miles away."

Eight months later, England had this to say in his July report: "During the month, I visited several large independent retail stores not affiliated with the company with which I have done a great deal of work. Upon introducing myself in one of these stores, I was greeted like a real friend and told that they had been waiting for my visit . . . The manager knew about the work I was doing and told me that any cooperation I needed was mine for the asking."

Serving 4 counties and 1,327,000 people, George England is fulfilling one-half of the plan recommended by the committee. The other half is being carried out by Ronald Martin, a special marketing agent in Rochester who is serving six counties and 744,000 people.

The county executive committees delegate the development of the marketing program to a special regional committee made up of food handlers, extension representatives, and area farmers in the cooperating counties. These marketing committees assist England, Martin, and extension specialists to understand local food marketing problems. They study research results from the college of agriculture and the United States Department of Agriculture and determine how local industry may utilize these results; they tell research workers about the problems of industry so further research can be planned; and they interpret the marketing program to farmers and food handlers.

Let's look at a few of the specific jobs that Martin and England have done, or are doing. Last spring, retailers complained to Martin that local field tomatoes were too watery and not suitable for slicing. So Martin contacted the Plant Breeding Department at Cornell University and learned that some varieties have been developed which seem to be more firm than most common varieties.

Seed of these varieties was obtained and Ed Motsenbocker, associate county agent, arranged with a local tomato grower to start the seedlings. These tomatoes were given the same treatment as the farmer's other tomatoes, and when they were ripe the old and new were compared for firmness. The firm tomatoes were sold in food stores in addition to normal varieties and efforts are now being made to determine if the firm-ripe variety is actually preferred to the other varieties.

Martin has been working with retail packaging of tomatoes, too, along with sweet corn in a refrigerated display, an egg display case, and an egg-vending machine.

Trade People on Panel

The Rochester agent reports that a step toward better understanding between the trade and local producers was taken at a combined meeting of the growers and retailers. "I arranged for trade people to speak on a panel," he said. "They told how they would like to buy local produce. They indicated whether they preferred all produce to be in new packages or good used ones; what their feelings were on the need for uniform grading, how important is quality, and other basic questions the producers wished answered."

Seventy-five miles away in Buffalo, England was covering just as much ground. One month he visited four counties to give talks on central packing; gave a radio talk on the same subject; attended a county agents' meeting; three meetings with growers arranged by local agents on

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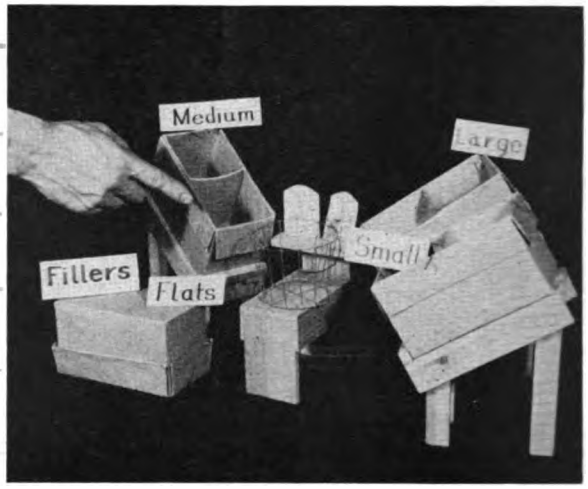
Timesavers in Sizing and Packing EGGS

by KERMIT BIRTH, *Extension Agricultural Economist, Pennsylvania*



Models for demonstrating efficient packing of eggs.

"Now I can do the job of grading and packing eggs alone. Formerly it took two of us just about as long as it now takes me. That means money in the bank." This was the comment of an egg producer after adopting efficient methods of sizing and packing eggs.

The work we have been doing in Pennsylvania on efficient sizing and packing eggs is part of an overall extension program to improve egg marketing. In addition to reducing the cost of grading and packing eggs, it should result in a more uniform pack of eggs for market.

Research on the subject revealed the tremendous variation in time required to size and pack eggs. To determine the savings in time which could be achieved through the use of more efficient methods, time and motion studies were made. In many instances, it was possible to reduce the amount of man hours of labor by one-half, which is important to Pennsylvania producers since about 85 percent of the eggs marketed are graded for size on the farm. This would mean that the time saved could contribute materially toward reducing costs of marketing eggs.

An educational program, using publications, models, exhibits, radio and television, meetings, and demonstrations, was developed. Some of the techniques tried were more successful than others.

The first step was to design two efficient packing arrangements based on time and motion principles. The first one was planned for use with a mechanical grader. The second arrangement was for use with hand scales. These were used with an article on principles of time and motion economy for the Pennsylvania Farm Economics and the Poultry Marketing Letter. This was done so that producers could adjust the information to their particular situation.

Drawings were made to illustrate the advantages and disadvantages of the three packing arrangements used by Pennsylvania poultrymen. These were considered more effective than photographs.

Models of each of these arrangements were constructed for use in meetings, on television, and in exhibits; and these have been the most effective method of telling the story. The use of the models in exhibits set up by the county workers has stimulated much interest in meetings and demonstrations.

The models show where to place the flats and fillers, egg basket, and cases to obtain maximum efficiency. Charts were used in conjunction with the models at meetings to help illustrate the principles of time and motion economy.

Another part of the program is the demonstration held in egg rooms. These, too, have been arranged by the county agents. An agent in central Pennsylvania, for example, following a request for this type of meeting, worked with a producer who had an egg room large enough to hold 20 to 25 people. The flexibility of this room permitted us to demonstrate three methods of packing eggs and compare differences in time required. The demonstration also showed the differences in effort made by the operators.

First the operator worked with the grader in front of him and the packing case behind him. This meant that the operator had to turn around to pack the eggs in the case. This method, although inefficient, has been used a great deal. The second method was to place the cases to the right of the operator, at the end of the grader. The final and most efficient arrangement was to place the cases underneath the grading table. All those in attendance agreed that this was the quickest and most efficient way of packing eggs.

Models for Many Uses

When facilities such as these are not available for a demonstration of this kind, the models serve a similar purpose, although not quite as realistically. In addition to cooperating with county agents in conducting the

(Continued on next page)

rogram, we have enlisted the co-peration of marketing agencies and thers allied to the poultry industry. Whenever possible, egg dealers are nvited to the meeting. They have elped carry the story to the produc-rs.

If it were possible to single out the nost effective technique for reaching he greatest number of producers, robably the models would be num-er one. They are versatile and can e used in many ways.

The success of the program has een largely due to the cooperation f the county agents. They are the nes who have distributed the pub-ished material, arranged for the neetings and demonstrations, and ncouraged marketing agencies to articipate.

The marketing specialist has also elped marketing agencies reduce abor requirements in their plants by ooperation with personnel from the ennsylvania Bureau of Markets; ennsylvania Egg Marketing Associ-tion; and Transportation and Facil-ies Branch of the Agricultural Mar-eting Service, USDA.

Many producers have adopted the nproved methods which have helped o reduce the cost of marketing eggs.

Special Agents

(Continued from page 235)

ackaging tomatoes, peaches, and orn; two meetings with box com-any people; the State Fair to help he county home demonstration de-artment set up an egg-marketing ex-ibit; and made final arrangements or an all-day marketing program or the western New York vocational griculture teachers.

In addition to those varied tasks, ngland has done some significant ork with flowers. "The difficulty of andling flowers for the first time n supermarkets is about the same as andling any new perishable com-nodity," George said. "If the store nanager does not see that these lowers are handled with care and nterest by the produce manager, the product will not sell. They often fail to take the small amount of time necessary to build an attractive display."

So what did England do? "I was able to obtain an old hospital supply cart for $1.95," he said. "After I dismantled all unnecessary attachments and built a pan with a wire top to hold 50 bouquets of flowers, I placed this experimental holder in a retail market. The store doubled its sales of cut roses, and the holding capacity of the roses was lengthened to 3 or 4 days."

Besides flowers, England has done considerable work with potatoes, apples, eggs, onions, and milk.

The latest undertaking for these marketing agents is to help retailers improve merchandising and efficiency in handling meat and produce. To do this they are holding meat and produce clinics. For these clinics the marketing agents bring in speakers from the college and industry. In Buffalo, both the meat and produce clinics will feature one session a week for 10 weeks. Advance interest is so high that the program has to be repeated twice. In Rochester, there will be a produce clinic which will also run for 10 weeks.

These are just a few of the things that George England and Roland Martin are doing in this new, exploratory marketing program. They have used many types of demonstrations and teaching techniques that can be duplicated in other areas by other county agents. Already plans are being made for a marketing program with handlers in the capital district and the Hudson Valley areas of New York State.

First-Class Fare

(Continued from page 220)

are now testing the new cooling method.

Test cars of honeydew melons shipped from California were checked at New York. One of the problems found was the variability in the ripeness of the melons. Bruises occurred on honeydews from tight packing, resulting often in the appearance of decayed spots before the melon reached an edible stage. This information has gone to producers, research men, and shipping groups.

California fall tomatoes on the New York market were studied by extension workers in the autumn of 1955. Variations among individual fruits on arrival and during subsequent ripening were reported as one of the major problems. The amount of decay, while in most cases nominal, had important influence on the price received.

Sweetpotatoes sold in the Portland-Seattle area were a subject for study this past spring. One of the challenges met was the lack of uniformity of quality and grade of sweetpotatoes sold in markets. Careless handling and chilling seemed to be responsible for many of the defects. Better packaging was recommended as a remedy.

Deciduous fruits and berries shipped to the New York market from California received close attention during the fall of 1955. A trend toward repackaging by the retail stores is developing. New container types being tried have proved satisfactory.

The studies have pointed out the need for a close tie-in between the division of agricultural sciences and various shipping organizations so that fruit arriving in the terminal market would get a more critical examination.

Those who have worked in the New York market have suggested that an agricultural extension person be headquartered there to work constantly with the broker-handling trade and with State extension staff members who come into the market.

Home Projects in Wood

The title of a 96-page booklet designed for the not-too-expert do-it-yourselfer is 71 Home Projects in Wood published by the National Lumber Manufacturers Association, 1319 Eighteenth Street NW., Washington 6, D. C. Copies are available at 35 cents a copy from the association or probably from your local lumber yard. This bulletin covers the common homemaking jobs from paneling a basement rumpus room to making an extra attic room. Among other items are hi-fi cabinet, picnic table, bunk bed, lawn chair, doghouse, fishline dryer and even an outboard motor rack.

Better Marketing Practices Through A COOPERATIVE

by DAVID B. BARROW, *Extension Retail Marketing Specialist, Boston, Mass.*

It has always been said that our New England farmers are the most independent breed in the human species. Even so, some of our New England market gardeners are proving that they can work together and still remain quite independent.

This is the story of a cooperative which was helped from the beginning by Bristol County, Mass., agents. They believed such an organization would help the county's farmers and consumers.

Bristol County has a well developed concentrated market garden area. The trellis tomato is the specialty with county growers. They raise about one-half of the trellis tomatoes grown in the State. The continuing expansion of this specialized tomato production is typical of several market garden crops in the area.

The most important factor in this growth was probably the development of out-of-State markets, particularly New York. Once their outlets were thus broadened, growers no longer had to depend on one market in which the price might be "broken" by a few hundred boxes or the decisions of relatively few buyers.

With the market expansion came problems of transportation. The largest growers who owned suitable long-haul trucks and whose "pick" was big enough to fill them daily, naturally shipped for themselves. But few of the growers in the county were big enough to do this. A semi-retired Boston marketman, brother of one of the growers, started arranging for a type of load-pooling and joint selling in the out-of-State markets. This was especially helpful to the smaller grower, and it was felt that even more formal pooling and direct sales to chain stores were needed.

The Southern Massachusetts Growers Cooperative, Inc. was conceived November 6, 1953, when three local growers met with the county agent to discuss the possibilities of forming a cooperative marketing organization. They invited all of the county's market gardeners to a meeting at the Extension office to further discuss the organization of such a cooperative.

From among the many growers who came, a group of five were named to accomplish the actual organization of the cooperative. The county agent worked continuously with this group, providing them with information concerning other established marketing cooperatives, market conditions, and the advantages and disadvantages of cooperative marketing.

In February 1954, the cooperative was officially formed. A sales manager was hired and immediately started contacting buyers. During the marketing season, the members sold close to $100,000 worth of produce through their cooperative. Their average price was higher than that which was received for sales through other market channels.

The cooperative had a 30-percent increase in growth during the second year; and still another volume increase is indicated for this marketing season. To the county's market gardeners, it has become a vital factor in the marketing picture, not only directly affecting members but aiding nonmembers indirectly by broadening the market demand for their produce.

Throughout the organizational period and the three marketing seasons since, the county agents have worked closely with the cooperative. At one time when the board of directors was "split down the middle" on a policy question which seemed vital to both sides, the county agent invited the two opposition leaders to a session in his office which ultimately led to a solution and the cooperative lived on.

On many occasions, the agent served as a consultant to committees working on specific problems. For example, last year a decision had to be made concerning the adoption of a standard type of package for the tomato crop. The county marketing agent was asked to provide information concerning the past history of both the basket and lug types of pack, prices received, and the preference of different types of buyers for one or the other. The agent was able to get both background and trend information, which played an important part in the decision by the co-op's board of directors to emphasize the lug pack, particularly for distant markets.

Editor's Note — *Bristol County is one of the two counties in Massachusetts that have initiated extension marketing programs with a full-time agent specializing in marketing in all commodity fields. This was made possible through the use of Federal funds authorized by the Agricultural Marketing Act.*

Quality Control

Expands the market for Maryland foods

Maryland's quality control laboratory maintained to help processors improve products.

A mobile laboratory takes the newest information and techniques right to the processors' doors.

by BERNARD A. TWIGG, *Extension Processing Specialist, and* ANDREW A. DUNCAN, *Extension Vegetable Specialist, Maryland.*

Our extension job is hardly complete if we only help farmers to produce a high yield. The farmer must also harvest and market his crop profitably.

In Maryland, 3,000 farmers depend on vegetable crops to provide all or part of their incomes. About 75 percent of the vegetables are sold to food processors for canning, freezing, and pickling, and are then sold in all parts of the United States and to some foreign countries.

Recognizing the need to help processors improve the quality of their products, the Maryland Extension Service has established a project which calls on the cooperative efforts of specialists from three departments of the university. They are the departments of agricultural economics and marketing, agricultural engineering, and horticulture.

An objective of this project is to promote the expansion of markets for Maryland-grown foods for processing by adopting new quality control methods, improving raw-product handling, changing processing plant layout for increased efficiency, and standardizing merchandising techniques among Maryland food processors.

As one service, a quality control laboratory and a mobile quality control lab are maintained. All processing plants should have a quality-control program, yet many plants do not have the necessary equipment, know-how, or personnel to establish and operate their own laboratory. The use of a quality control lab is being stressed regularly through publications and at workshops and trade meetings held for the processors.

While this phase of extension work with processors is important and necessary, it is only one part of the job to be done with the processing industry. All county extension personnel can help growers and processors solve some of the problems involved in building a larger market for their products.

The processing industry, like the grower, operates on a small profit margin. The processor must package a commodity as cheaply as possible and at the same time maintain a quality that will increase the market value of the commodity and get repeat business. Obviously, friendly understanding and good working relationships between the growers and processors is necessary for their success. Where this attitude does not exist, the county agent can be of greatest service.

The knowledge and influence of county extension personnel can be used very effectively between these interdependent parts of our economy. Lack of familiarity with the crops and the people involved sometimes contributes to a reluctance to act. Following are some suggestions on why, where, and how to begin a program of work at the county level to benefit growers and processors of horticultural crops. County agents can help improve processor-farmer relations in several of the following ways.

Know the Processor And His Problems

Visit the processor in his office and factory. Invite processors to all fruit and vegetable growers' meetings. These contacts may develop into lasting friendships and are certain to advance the overall extension program.

Many familiar problems are common to both farmers and processors. For example, plowing under old cornstalks to reduce the infestation of corn borer and corn earworm in next year's crop will reduce the cost of production for the farmer and reduce the cost of cleaning the corn in the factory. Proper selection and timing of application of pesticides to insure residues below the tolerances set by the Food and Drug Administration will help the farmer and processor avoid conflict with the provisions of the Pesticide Chemical Amendment to the Food Drug and Cosmetic Act. This information is stock-in-trade with county agents. Growers and processors want to be constantly reminded of the fundamentals of plant husbandry.

Another common problem is when to harvest. Some farmers are of the opinion that seed-type crops, such as peas, beans, and corn increase in yield as they increase in maturity. Consequently, the uninformed farmer does not harvest until the product is so mature that the processor cannot use it. The processor cannot afford to buy a crop he may not be able to sell. He must have the crop at a relatively immature stage in

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Quality Control— *(Continued from page 239)*

order to produce high quality food for human consumption. Actually, seed-type crops allowed to mature beyond the Grade B level of quality may produce a lower yield than those harvested at higher quality (less mature) levels. Because of his impartial position and intimate contact with farmers, the county agent is often in a better position to advance this type of information than is the processor.

Use of Seasonal Labor

Farmers generally would like to grow larger acreages of vegetables for the processors, but, because of the shortages of labor to help with harvesting, growers are reluctant to expand their acreages. The processor on the other hand is in a better position to get and keep seasonal labor.

County agents familiar with the operation of labor pools or camps might advise processors on ways to relieve this most annoying production problem. One Maryland county agent helped to arrange labor-pick-up-points in one of the big cities. With police department cooperation, farm laborers were permitted to congregate in several convenient locations at specified times so that farmers could come into the city with their buses and trucks to get the help they needed for the day. The labor problem is different in every county, and the agricultural agent has the best overall picture and very often the best ideas for solutions.

Successful Relationships

By calling the attention of agricultural editors of local papers and the agricultural directors of local radio and television stations to outstanding cooperative enterprises involving growers and processors, much can be done to encourage other growers and processors to try closer working agreements. Nothing succeeds like success. We can accentuate the positive if the county agent will take the initiative and serve as "Mr. Go-between." Along this same line the county agent may help the processor get needed contract acreage by suggesting farmers who would be interested in growing certain commodities or making changes in their cropping systems.

Share Extension Activities

The National Canners Association endorses and supports work with young people in rural areas. Within the framework of the 4-H organization and the National Junior Vegetable Growers Association, processors want to give every encouragement to youngsters interested in growing vegetables. Processors welcome an opportunity to work closely with 4-H Club leaders and county agents. The processing industry needs trained personnel in the plants as well as in the field. When suggesting careers in agriculture to young people, food processing should be near the top of the list. Tours of processing establishments by 4-H'ers and talks to clubs by owners of canneries and freezing plants are two ways to add new interest to club work.

Besides being conscientious users of new ideas, the food processors are a latent source of help and goodwill for the Extension Service. Many would welcome an invitation to participate in the extension program.

County Agent Stanley Day examines new and improved sweetpotato variety for processing. Maryland processes one-half of all the processed sweetpotatoes consumed in America.