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The Extension Service Review is for Extension educators—in County, State, and Federal Extension agencies—who work directly or indirectly to help people learn how to use the newest findings in agriculture and home economics research to bring about a more abundant life for themselves and their communities.

The Review offers the Extension worker, in his role of educational leader, professional guideposts, new routes and tools for speedier, more successful endeavor. Through this exchange of methods, tried and found successful by Extension agents, the Review serves as a source of ideas and useful information on how to reach people and thus help them utilize more fully their own resources, to farm more efficiently, and to make the home and community a better place to live.

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Secretary of Agriculture

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EXTENSION SERVICE
REVIEW

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Education to Foil the Prognosticators!

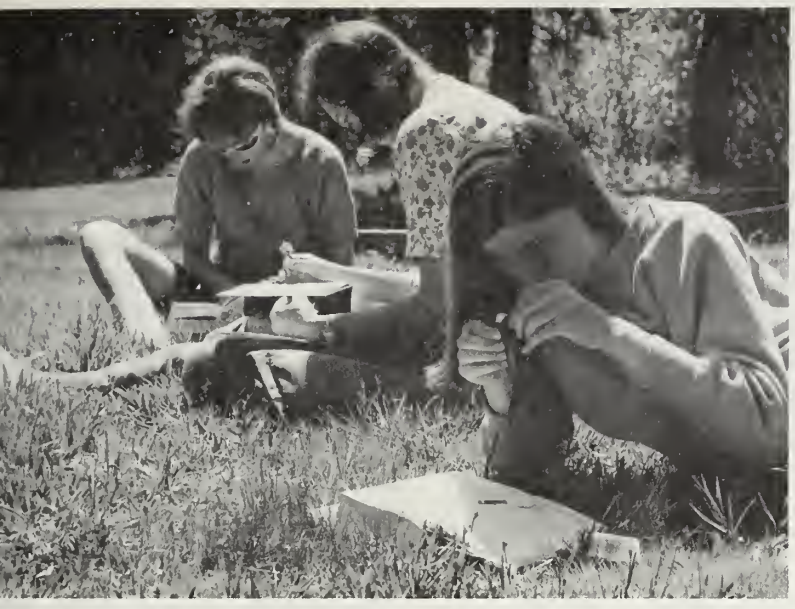
The Cooperative Extension Service may hold the key to foiling the prognostications of world food authorities. The prognosticators, in short, say the world population is growing faster than the food and fiber production necessary to sustain it. Many have included a timetable for when the shortage will become generally felt—that is 1980.

Now all of this suggests a myriad of challenges. "Education for action"—the kind in which Cooperative Extension has no peer—is high on the priority list of challenges.

The only disagreement among the prognosticators seems to be "when" and "how severe." A major key to averting this danger of world hunger is developing production expertise among farmers in hungry nations comparable to that which has been developed among U.S. farmers. The productive capacity of U.S. farmers in food production, in which Extension played no small role, makes Extension a prime candidate for a major role in helping farmers in developing countries develop the same expertise.

The questions before us are these: Can we rise to the challenge posed by the educational vacuum? Can we speed up the educational process as it regards adoption and use of newer and more efficient production techniques? Can we make the symbol on the front cover, developed to represent extended knowledge to farmers and homemakers in this country, represent extended knowledge to farmers and homemakers throughout the world?

The accuracy of the prognosticators' predictions will depend to a large degree on how well Extension answers the questions above. — WJW



Plant classification requires a magnifying glass, reference book, time —and a little luck.

This zoology student soon got over her squeamishness about collecting specimens and preparing them for study.

4-H For College Credit

by
Harry P. Bolton
Farm Advisor
Placer County, California

Four units of college credit transferable to the university—California 4-H members who are high school juniors or seniors have an opportunity to earn them in a special summer science course offered by Sierra College.

They use this basic science knowledge to expand county 4-H plant and animal science programs.

A registration fee of $50 includes transportation and meals for two weeklong field trips—one to Van Damme State Park on the coast and the other to the Placer-Nevada 4-H Camp in the high Sierra Mountains. An additional two weeks are spent in the classroom and lab at the college.

Field studies in the mountains are directly related to training programs organized by the 4-H'ers for their county 4-H camps. Observation of native plant and animal life has new meaning for younger members when college trainees explain "life cycles" and "environmental adaption."

Four students were selected to participate in the trial program last year. Barbara Craver, Solano County; Jone Anderson, Amador; and Louanne Bell, Placer, enrolled in the botany section and worked with plant science projects. Ruth Andersen, Placer County, was the lone zoologist working in animal science.

Ray Underhill and Roland Bergtholdt, life science instructors, are enthused about the dual-role students. "The 4-H'ers have a real interest in the course because they know they will soon be cast in the teacher's role," says Underhill. "And we all realize the reinforcing value of teaching something we have just learned ourselves."

The 4-H'ers were equally enthused about the course and the additional opportunity to serve the local 4-H program.

"Another advantage," points out Jone Anderson, "is the chance to start college work in the summer and get the feel of it before plunging into a full program of study in the fall. I know now I'm going to work harder than I did in high school!" □

Cowlitz County 4-H'ers obtained most of these visual aids and flats from a local store which also provided professional assistance. A natural tour of the booth led visitors to a viewing room where subject-related films were shown.

Washington Home Agent Says—

Try a County Fair Booth

by
Earl J. Otis
Extension Information Specialist
Washington State University

Bertieann Levings has a few old-fashioned ideas. She still thinks there is a market for a better mouse trap.

As home agent in Cowlitz County, Washington, she has more than nibbled cheese to back up a claim that well-planned county fair booths can lure large numbers of people to Extension education.

Five years ago, when she moved to the southwestern Washington county, she decided to use educational projects of the year as the basis for demonstrations in the home economics building at the fair grounds. Since then, crowds have steadily increased to the point where Extension's endeavors at the fair get prime space and top consideration by fair officials.

During the 1966 event, Cowlitz homemakers' clubs took one booth and 4-H'ers manned another. Different demonstrations were featured at the homemakers' booth each day. Wednesday it was "Better Light for Better Sight." Thursday the ladies demonstrated the preparation of better breakfasts. Friday they showed pattern selection. Publications offered in connection with each demonstration went like the proverbial hot cakes.

The BLBS event was a natural and the ladies could hardly have been better salesmen, because they were totally sold on the idea themselves. One Cowlitz club alone had ordered more than $650 worth of the living room lamps just for their own club members because they had come to recognize the worth of the BLBS effort.

The breakfast demonstration seemed a bit strange at first. Using a blender, the women mixed and served their own concoction consisting of milk, orange juice and bananas. Before you say "ugh," let Bertieann tell you that it has fine nutritive value and tastes better than it sounds. They had several hundred satisfied takers — and only a couple of grouches.

Somewhat to the surprise of the ladies, men were among the most interested on Friday when large cardboard flannelgraph models were covered and uncovered magician-like with "play clothes" made of varied types of cloth and styles. Hips, busts, and waists of the models seemed to wax and wane in size as different tricks were performed by Bertieann and her homemaker Houdinis.

The 4-H'ers worked nearby in an attractive area made more so by flats provided by a local store. Junior leaders were given a training session ahead of fair time by the manager of the store's home furnishings and yardage departments, and by the time the public began streaming through the area, the young people were able to make a confident pitch.

Films dealing with education for better family living were shown each day in a special area of the booth. Narration that accompanied the films

and slides was carried outside the building through loudspeakers.

The 4-H displays, giving aid and counsel toward the goal of being a wise consumer, attracted their share of the 30,000 who set a new attendance record.

Not all the benefits went to the visiting public. Some of the side effects were closer to home. Some of the homemakers' club members, seeing a shrinkage and label file that was recommended as a handy thing to keep near the washing machine, said: "Why haven't you told me about this idea before?"

"I had," says Bertieann, "but somehow the message had more punch when they saw it on display at the fair." It was also obvious, when strangers started firing questions, that the 4-H'ers had learned their lessons well.

Looking back at the projects, Mrs. Levings feels satisfied. Requests for additional material about the lights displayed and recommended have been numerous. As an indirect result, entirely new groups of homemakers are beginning to show life.

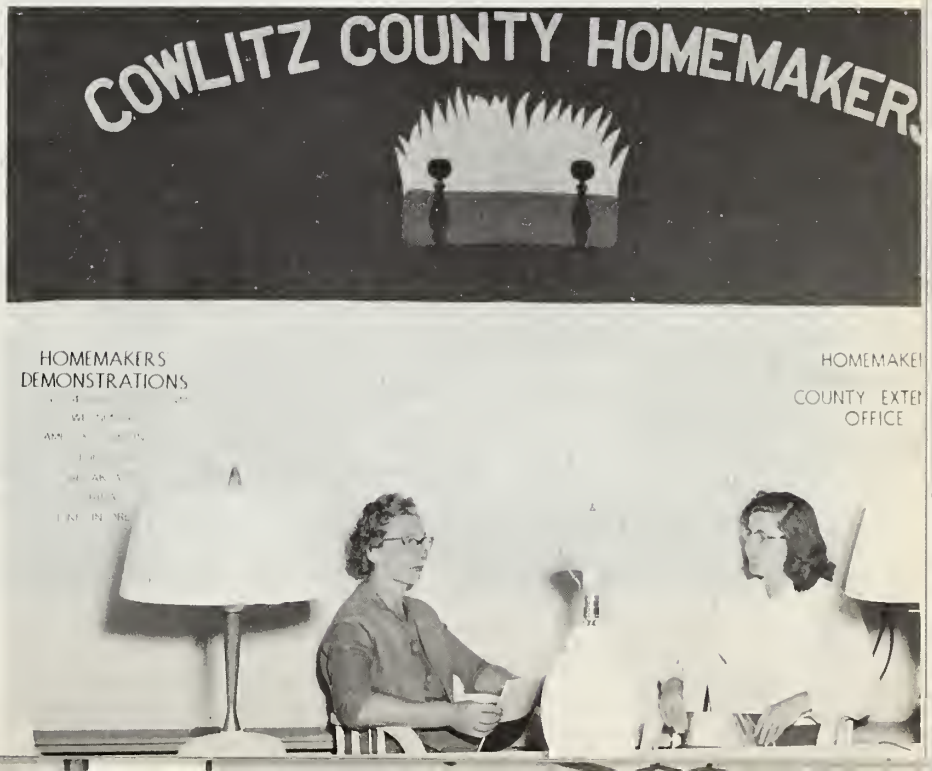
"It seemed to foster a 'get on the bandwagon' feeling," says Bertieann. "New members have told us that they feel our homemakers' clubs are really doing something important."

For the past two years, Mrs. Levings points out, virtually all of the planning work for the fair has been done by the homemakers themselves with minimum assistance from the Extension office. A general fair chairman works with a committee of three to decide what exhibits and demonstrations will be used. Project leaders are invited to assist at this point.

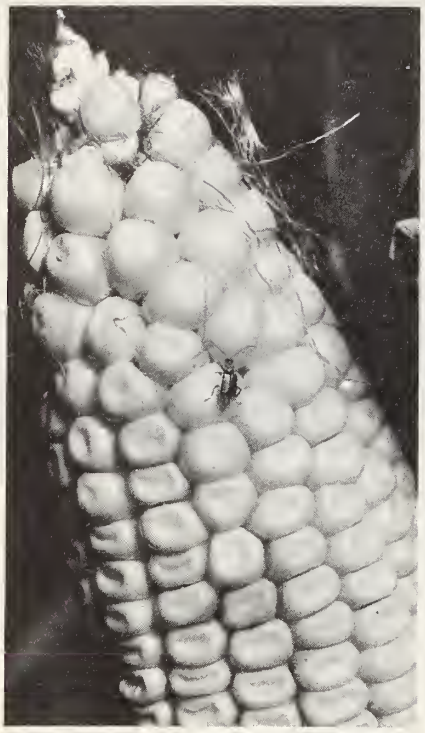
News coverage prior to the fair was excellent and continued that way during the event — pictures, multicolumn headlines, the works. "It helps to have a cooperative paper, but real interest was there, too," Mrs. Levings says.

As far as she's concerned, the Cowlitz County Homemakers surely have built themselves a better mouse trap.□

Using a principle they learned at the Better Light—Better Sight booth at the Cowlitz County Fair, two homemakers measure to make sure a lamp shade is at eye level.



Nearly 40 Extension homemakers took turns working in this booth, which attracted hundreds of fairgoers to exhibits such as this one on Better Light—Better Sight.



By feeding on the silks, adult corn rootworm beetles hamper pollination and filling of the ears.

Corn Rootworm Control

by
B. H. Kantack
Extension Entomologist
South Dakota State University
Brookings, South Dakota

A South Dakota State University Cooperative Extension Service educational program on corn rootworm control has helped the State's corn growers increase yields by 14 million bushels since 1964. The average total production per year is about 113 million bushels.

Corn rootworm larvae feed on the corn roots, denying the plant moisture and nutrients. Feeding by the adult beetles on the silks interferes with proper pollination.

Three species of corn rootworm occur in South Dakota: the Southern corn rootworm, the Northern corn rootworm, and the Western corn rootworm. However, only the Western and Northern species have been of economic importance.

For a number of years the Northern species was predominant. Since 1963, however, the Western species has been responsible for over 80 percent of the corn rootworm damage.

During the 1963 crop-growing season, a serious outbreak of Western corn rootworm occurred in South Dakota, costing growers an estimated $2 million in yield losses. About 496,000 acres of corn was damaged by species of the Western and Northern corn rootworm, with the heaviest infestation developing in the southeastern fourth of the State.

Investigations by the Extension entomologist and county agents revealed that on about 146,550 acres of corn the recommended soil insecticides, aldrin and heptachlor, failed to provide adequate control.

Why had these treatments failed? Was the Western corn rootworm population of South Dakota resistant to these recommended insecticides? If so, what corn-growing areas of the State should be immediately concerned?

Emergency measures initiated immediately to deal with the rootworm threat included the following:

1) All farmers in the area were alerted to the problem through all news media. Special emergency recommendations were made.

2) Emergency basal sprays of diazinon were recommended for larval control in attempts to save infested fields.

3) Adult control recommendations were made for use in fields where the corn rootworm adults were causing damage to the silks which would interfere · with or prevent proper pollination.

4) The Extension entomologist, cooperating with South Dakota State University's department of entomology and USDA personnel from the Northern Grain Insect Laboratory, initiated surveys to determine whether the Western corn rootworm beetle was resistant to aldrin and heptachlor, what counties harbored populations of the species, and how widespread were the suspected resistant beetle populations.

Results showed that the Western corn rootworm species was well established, with damaging larval populations present in 11 counties. Adult beetles were collected as far north as the North Dakota border, but surveys indicated that beetle numbers decreased rapidly north of a line extending from the northern edge of Moody County west to Lyman County. Additional infestations were also found in extreme western South Dakota.

Adult beetles collected from 35 different locations in the State were tested at the Grain Insect Laboratory and proved to be resistant to aldrin and heptachlor.

With resistant Western corn rootworm well established in South Dakota, the need for complete revision of control recommendations and expansion of educational efforts was apparent.

On the basis of results obtained in

1963 from Extension demonstrations and research plots in Lincoln and Turner counties, several organic phosphates were selected as replacement insecticides for aldrin and heptachlor in areas where resistant rootworms were expected to be a problem in 1964.

The educational program was directed toward solving this serious insect problem which posed a threat to South Dakota corn producers. The objectives were:

1) to create an awareness of the problem among corn producers;

2) to inform them of how the resistant corn rootworm problem has been moving into new areas each year and keep them informed about which areas could expect serious damage during subsequent cropping years;

3) to encourage farmers in areas of expected infestations to apply the proper insecticides, at the proper rate, in the correct manner;

4) to teach growers how to handle the recommended chemical for corn rootworm control in a safe, proper way.

Procedures to accomplish these objectives were initiated immediately. News releases, magazine articles, radio tapes and television programs were prepared to inform farmers on methods and materials for corn rootworm control.

Recommendations for corn rootworm control in South Dakota were completely revised. The organic phosphate insecticides were recommended for control of resistant Western corn rootworm. Over 40,000 fact sheets on corn rootworm control were distributed. The safe use and proper application of the insecticides were stressed.

Survey data were evaluated, and areas where the organic phosphate insecticides were needed for control of resistant corn rootworm were outlined. In corn-growing areas where the resistant Western corn rootworm was not expected to be a problem, aldrin and heptachlor were still recommended, as the cost of treatment was less for these two insecticides.

County agents held 10 area meetings for dealers to familiarize them with the new insecticide recommendations. Points receiving emphasis were selection of the proper insecticide, proper placement, rate of application, and safe and proper use of the recommended materials.

Farmer-grower meetings were held by county agents. Numerous chemical dealer meetings were also conducted to assist farmers with procedures necessary for control of Western corn rootworm. The Extension entomologist attended 21 of the meetings held by county agents.

Sixty-nine Extension and research plots were set up in 24 counties to show the benefits of insecticidal control of corn rootworm and to measure the efficacy of new insecticides against this serious pest. Tours of the plots were conducted periodically throughout the growing season.

As a result of the educational program on corn rootworm control, initiated by the SDSU Cooperative Extension Service, over 600,000 acres of corn were treated with insecticides in 1964, and approximately 1 million acres in each 1965 and 1966.

This 1 million acres represents about 70 percent of the total South Dakota acres infested with Western corn rootworm. Other corn growers are following cultural recommendations by using crop rotations.

As a result of Extension recommendations, estimated annual increases in corn production was 4 million bushels in 1964 and 10 million in 1965 and 1966. □

In his right hand a county agent holds a stalk from an untreated portion of a corn rootworm control demonstration plot. In his left hand is a stalk from a treated area.

Extension—Catalyst, Coordinator

for Vilas County's dynamic recreation program

Vilas County recreation planning takes place at the grassroots level. Representatives of local groups such as the Women's Club, 4-H, town board, and Lion's Club serve as a communications link between Extension and the community.

by
Herman Smith
Extension resource agent, Vilas County, Wisconsin

Over 1,300 inland lakes, 73 fresh water streams, 500,000 acres of forests, 1,000 miles of hard-surfaced roads, 749 resorts, 5,000 summer homes, 50 campgrounds, an abundant array of wildlife, and a climate unexcelled for outdoor recreation — these facts, plus an organization of energetic people, have helped to make Vilas County, Wisconsin, "Vacationland, U.S.A."

Recreation is big business in Vilas County. About $30 million in new money was brought into the area by visitors in 1960. Because of the development of a year-round recreation season, it is estimated that this figure increased 10 percent in 1965 and 15 percent in 1966.

In spring, fishing and natural beauty are the primary attractions. Summer is a family vacation time filled with many activities, most of them water-oriented. Fall is the time of the beautifully colored leaves. Winter activities include snowmobiling, ice fishing, skiing, tobogganing, and ice hockey.

The census population in the county is low—9,233. But the population swells to over a quarter of a million during the peak season in the summer. Therefore, the county must be well organized for action.

Extension agents give advice and assistance to many parts of the county's recreation industry—the publicity committee, resource development group, chamber of commerce, park commission, zoning and pollution control committee, county board, and advertising committee.

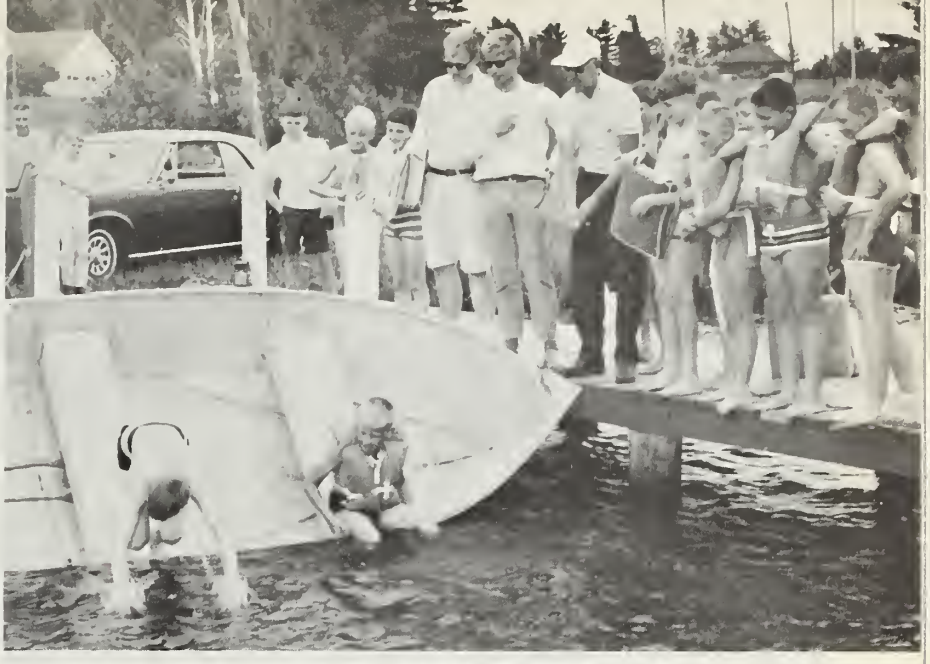
Extension serves as coordinator, activator, and catalyst to take care of the large number of visitors. When a problem arises, people must have ready access to the facts in order to make a wise decision. They have come to look upon the Extension Service as a source of those facts. Extension is often asked to assemble information, formulate possible solutions, and report to the people, who make the final decisions.

Good communications are necessary, and mass media play an important part in the Extension methods of teaching. However, we should not overlook the fact that planning committees, tours, personal contacts, and letters also play a big part.

Educational meetings on advertising, brochure layout, landscaping, hospitality, water pollution, and natural beauty are continuing programs, often in the form of resort night schools which take place in the winter.

Recreational institutes for resort and motel operators and other service related industries are held in the spring and fall. As a result, special re-training programs have been organized to help gear the recreation industry operators to meet the challenge of the changing times.

Ben Guthrie, left, president of the Vilas County Chamber of Commerce, and Herman Smith, Extension resource agent.



Water and boat safety demonstrations for boys and girls 9 to 14 were organized by the assistant Extension resource agent. A series of three meetings took place in two locations each summer and were broadcast by a local radio station.

When more waitresses were needed to extend the summer season, the Vilas County Extension office, in cooperation with the University of Wisconsin, held a waitress training school. This was a series of 10 night meetings for underemployed housewives.

Surveys to determine the needs of vacationists are conducted by the local Extension office under the guidance of the Economics Department of the University of Wisconsin. Results are relayed to resort operators, businessmen, and the information bureau to be put into use almost immediately.

The Extension office has also been called upon to help coordinate community and county events to eliminate overlapping and allow visitors to enjoy all the activities.

Promotional activities stimulate interest in the area's resources. To promote the sport of snowmobiling, three communities in two counties began cooperating in the Hodag Cross Marathon and World's Championship Snowmobile Derby several years ago.

Another example is "Operation Blueberries," started by Extension agents to bring wild blueberries back into production. To stimulate interest in ongoing research, 11 communities cooperated in the promotion by selecting a queen and scheduling special activities.

The Vilas County Musky Marathon is another method of making the best use of natural resources. Eight tons of muskies have been caught by over 1,500 successful fishermen in one season.

Floatarama is a colorful torchlight parade on water at night. Indian powwows and dances in the Indian Bowl at Lac du Flambeau on the Chippewa reservation, outdoor chicken barbecues, venison roasts, bear barbecues, and corn roasts are all activities enjoyed by our many visitors.

In addition, tours of potato fields and cranberry bogs are scheduled in the fall during a month-long celebration known as Colorama—an example of making the best use of outdoor beauty.

Eight years ago three communities started the idea of promoting the beauty of the colored leaves. In 1966, 12 communities in Vilas County participated, along with seven other counties which have recently joined Vilas to form the Wisconsin Northwoods Council. The State of Wisconsin also helps to promote Colorama.

Because of Vilas County's unique position at the top of Wisconsin, and because of its natural resources and organization for action, many new ideas are tried in the recreation industry. The success of these projects can be attributed to cooperation among local individuals, organizations, town governments, and the county—and to Extension educational and organizational assistance.

A long range planning committee continues to probe the future to determine the direction in which the people should move to meet the challenge of the times. We in the Extension Service, working with other government committees, are helping to guide their thinking. □

Extension Farm Agent Robert Linder advised R. D. Smith on financial problems and cultural and fertilizer practices. At left, they discuss Smith's winter grazing crops.

Alabama's Grassroots Approach . . .

Simple demonstrations help solve low-income problems

by
John Parrott
Extension News Editor
Auburn University
Auburn, Alabama

With Extension help, George Rogers rescued his failing farming operation. At left, County Extension Chairman W. D. Thomason checks Rogers' cotton at harvest time.

District II of Alabama's Cooperative Extension Service took a "grass roots," "eyeball-to-eyeball" approach in solving some of the State's low-income family problems in 1966.

Made up of 17 counties in southeast Alabama, District II is known as the Wiregrass Area. Principal crops are peanuts, cotton, and livestock.

Under the supervision of county Extension staffs, 256 low-income family demonstrations were conducted during the year. Demonstrations were kept simple and dealt with increasing farm income and the home food supply.

For example, there were garden, corn, peanut, cotton, poultry and home meat supply demonstrations set up for family units. One county had commercial cucumber demonstrations.

Objectives of the demonstrations were to show by example the value of recommended production practices in increased production, higher income, and availability of a home food supply.

Assisting low-income families was

designated the top priority item in the 1966 Extension program. The general rules for conducting the demonstration program included the following:

1. Demonstrations must be kept simple, practical, educational in nature and within capabilities of the family.

2. Demonstrations in field crops should be set up with the lower half of the low-income group.

3. Demonstrations on home meat supply should be set up with low-income families who are now buying their meats.

4. Demonstrations on the home garden should be set up with low-income families who have or who can secure adequate garden facilities. Each agent supervising the demonstrations was assigned from 2 to 15 families with which to work. Each demonstration family was asked to keep a simple set of records showing costs and returns.

Agents made at least two visits a month to the low-income farmers and kept an information folder on each. Pictures were made, reactions of the families were recorded, and other necessary information was filed for complete reporting at the completion of the demonstration.

Results are not in on all participants but enough are available to show a good picture of progress and the potential of such a program. District II Extension Chairman J. C. Bullington says there have been some disappointments, but as a whole the project has been highly successful.

"Agents are optimistic," said Bullington. "They're seeing the need for working with these folks. We're reaching people we never reached before. Many didn't know Extension existed, and those who did knew little about what we had to offer."

One of the most pleased demonstrators is George Rogers of Ozark, Alabama.

Rogers almost had a complete crop failure in 1965. He made only 14 tons of peanuts on 50 acres—about one-third of the county's average yield. This year, through the help of County Extension Chairman W. D. Thomason, he almost tripled his 1965 yields and sold 23 tons from a planted acreage of 32.

"Mr. Thomason has been the difference," smiled Rogers. "He helped me from the very first move—securing operating money — until my crops were harvested."

"Little things like coming by and reminding me of jobs that needed to be done is where the county chairman helped most. He advised me on taking soil samples, planting dates, varieties, insect control, and how and when to cultivate. Of course, we didn't agree all the time, but we got things worked out for the best each time."

"I'm going to pay off most of my debts—about $5,000—this year," said Rogers. "Most of these debts piled up last year but some were two or more years old."

At the beginning of this year Rogers was in a financial tight. He owed money at the bank and needed money for making a new crop. "It seemed that I wasn't going to be able to get the money," said Rogers.

Thomason came to his rescue. He talked to the local banker, R. C. Joiner, and asked what it would take to get the low-income farmer some operating capital. The banker said a $500 payment would get him off the hook.

Thomason took this information to Rogers and together they decided how he could raise the $500 and not jeopardize his operation. Thomason advised him to sell enough sows and pigs to raise the money and later buy some gilts and get back into the hog business. This he did, and the loan went through.

"Things like this helped me over some humps I couldn't have hurdled by myself," said Rogers. "I needed someone to guide me, and Mr. Thomason has done just that."

"We're proud of Rogers," said Joiner, who is executive vice president of an Ozark bank. "He made a good crop this year and I know he's going to make it."

What about Rogers' counterparts who live nearby? "They've watched my operation all year," said Rogers, "and every one of them says he is going to try to do the things I did to up his yields and income."

A Bullock County family of 11 received help from Extension and increased its laying flock from 15 hens to 40. In addition, the family started and had good success with a garden demonstration. Pork and beef were grown on the farm for family meat supply, too.

Mrs. Nettie B. Robbins knew she had to do some planning to properly feed her 10 children. Advice from Extension Home Agent Mrs. Nannie Rhodes helped her decide the size garden she needed and size laying flock to supply enough eggs for eating and baking.

Mrs. Rhodes reported that Mrs. Robbins' family ate fresh vegetables from her garden all summer and froze the excess for winter use. "We ate about 500 pounds of fresh vegetables and put over 500 quarts in our freezer," said Mrs. Robbins. "This was a saving of over $500 for us."

The home garden and meat supply demonstrator also raised 80 chicks and consumed 25 fryers and froze 10 for future use.

The family also has three meat hogs for family consumption. They killed and processed a 400-pound calf for their home freezer at a saving of about $150.

"I'm well satisfied with our program in District II," said Bullington, when asked about progress and the program's future. "We plan to expand next year by taking in more families and using this year's demonstrators as leaders in their respective communities in the expansion program.

"There's no doubt in my mind but that this program is going to spill over into hundreds of families and create better living conditions and improve the State's economy and educational level in the process." □

The Eager Elves 4-H Club is for children in a school for the retarded. Here, the county agent gives the president a 4-H record book cover.

by
Frank Heitland,
Ima Crisman,
and Barb Suhr*

South Dakota Finds

New Audiences for 4-H

4-H Club work is for the rural, middle class, relatively affluent boy and girl . . . not true! In South Dakota, as well as in other States, efforts are being aimed at expanding 4-H opportunities. But we have no intention of lessening our work with rural youth.

Two approaches assist South Dakota Extension workers with 4-H enrollment expansion: 1) the State 4-H office has developed an agent's kit, "Increasing 4-H Enrollment." The kit contains ideas and materials to stimulate an interest in expanding 4-H Club work, as well as to provide the agent with a few tools to assist in promotional efforts; 2) emphasis has been placed on the concept of self-determined projects so that Extension workers and 4-H leaders realize that new project areas can be used if they fit the interests and needs of a specific group.

Two of the groups which receive attention from South Dakota county Extension workers in strengthening and expanding 4-H Club work are urban youth and Indian and other non-caucasian youngsters.

In addition, counties have begun to see possibilities for 4-H expansion with exceptional children, boys' ranches, State schools for correction and for the retarded, and ethnic colonies.

Each requires a different approach, and in some cases a complete change from the "club" concept. This has been particularly true in the State's Hutterite settlements.

South Dakota has had a special interest in the Hutterites and their communal farms for many years. There are now about 340 Hutterite families in the State, with a population of more than 2,440 concentrated in 24 settlements. Since all goods and properties are held commonly in this system, it has been impossible to organize 4-H Clubs which promote ownership of projects.

Nevertheless, Extension workers in Edmunds County have met periodically with the Hutterite children to show them films and slides on safety and those areas of colony enterprise in which the youngsters have responsibilities and interests. These include poultry management, beekeeping and honey production, and conservation.

Extension Agent Dennis Bunde and Home Economics Agent Eleanore Krokosh aim eventually to have Hutterite youngsters participate in county-wide 4-H activities.

Efforts are being made to expand 4-H work into Hutterite colonies in other counties, but the process is slow.

It has been impossible in the past for an exceptional child to belong to a 4-H Club. The mentally handicapped child, in particular, could not hope to do the same work as the average boy or girl. However, 4-H Club work in South Dakota, by elimi-

**Heitland, State 4-H agent; Crisman, assistant State 4-H leader; Suhr, information specialist, South Dakota Extension Service.*

Indian 4-H'ers prepare to do a folk dance for a South Dakota Extension Service television program.

nating completion requirements and adopting the leader-member project plan, now allows each child to develop at his own pace.

Work with exceptional children has been piloted primarily with three groups—two local clubs and one club at the State Hospital for the Mentally Retarded. A Minnehaha County mother who could not get a 4-H Club to accept her retarded child put a notice in the local paper.

Eighteen families who also had retarded children answered, and a 4-H Club was formed. The club now has eight active members, one of whom had a purple ribbon sugar cookie exhibit at the Sioux Empire Fair last year.

Glen Schrader, Minnehaha County Extension Agent, commends the work the leaders are doing in his club. "It is slow work—repeat, repeat," he says. "This is just another example of how Extension can help young people fit into society and feel a part of something."

In another club for exceptional boys and girls in the more rural area of Hutchinson County, club members range in age from 6 to 17 and are enrolled in crafts, gardening, and the beginner's home economics project. One boy also has a calf which he hopes to exhibit at the county achievement day.

"Although there are some limitations as to what they are able to do," says the county agent, "we are offering these young people the same opportunities that every other 4-H'er in the county has."

The club at the State Home for the Mentally Retarded was organized in 1965, and now has about 25 members ranging in age from 14 to 16 with projects centered around handicraft and gardening.

Handicapped youngsters also have the opportunity to participate in regular club groups. A 12-year-old Spink County boy, blind since birth, has been a 4-H member for three years. In 1965 he exhibited a purple ribbon heifer at the county 4-H achievement days and won a fourth place and a blue ribbon at South Dakota State Fair. Relying on his acute senses of touch and hearing, he does so well that onlookers are seldom aware of his blindness, says the associate Spink County Extension agent.

A 4-H Club in Minnehaha County at McCrossan Ranch is for the wayward boys who reside there. Members primarily carry agricultural projects. Most of the livestock is obtained through donations from area businesses and industry.

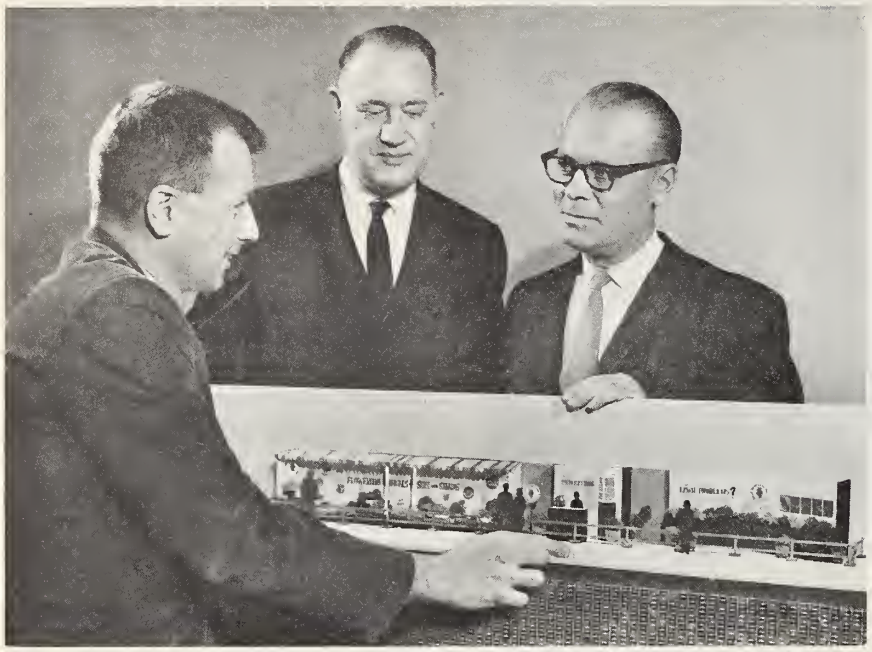
Sioux Falls Junior Chamber of Commerce has taken over the 24-member McCrossan Ranch 4-H Club as one of its projects. Expansion of this type of club is being considered at other boys' ranches throughout the State, and similar work has been carried out at the State Training School in Plankinton during the past eight years.

Expanding 4-H opportunities to Indians has provided another challenge. Progress is somewhat hindered by inadequate facilities, distance, and seasonal movement of some Indian families. Most meetings are necessarily held in day schools, and project work is done at the meeting place because of lack of facilities and equipment in many of the homes.

Projects of prime interest to Indian youth are handicrafts, clothing, foods, gardening, and activities such as camping and Share-the-Fun. In 1965, 970 boys and girls of Indian descent were enrolled in 74 South Dakota 4-H Clubs. These clubs combine both Indian and white members and leaders.

Interest is strong in South Dakota for expanding 4-H Club work to new youth audiences, but the obstacle is to find leaders and to train them for the challenges that must be met.

Nevertheless, great strides have been made during the past five-year effort. Continued emphasis on development of leader-member-parent project goals and self-determined projects can open the doors of 4-H to many interested and needy youth. □



Good planning, including the use of scale models, is important to the success of an exhibit. Victor Stephen, left, of the University of Illinois Agricultural Communications Office explains last year's model to J. B. Claar, Extension Director, and Dr. C. J. Birkeland, head of the Department of Horticulture.

Award-Winning Exhibits

- arouse interest
- stimulate thought
- cause action

by
Helen Fry
Communication Specialist
University of Illinois

There's no formula for producing an award-winning exhibit, but you can be sure your display will be effective if it arouses interest, stimulates thought and causes action.

The University of Illinois Office of Agricultural Communications is now adding the finishing touches to another colorful floriculture display for the annual Chicago World Flower and Garden Show in March.

At last year's show in McCormick Place, the College of Agriculture's exhibit won three awards: the Mayor's Award, the Flower Show Sectional Medal in the amateur category and the Garden Club of America's Bulkley Medal. The University was especially proud of the Bulkley Medal, since it is bestowed only when an exhibit is deemed to have exceptional merit.

Ability to arouse interest or attract attention at the country's largest annual indoor floral display demands a production that can compete with the work of topnotch landscape architects, nurserymen and display designers.

The importance of planning cannot be overemphasized, says Victor Stephen, coordinator of the Visual Services Division, which builds the college exhibits. And the best way to plan well is to have a working committee.

Planning for the University's flower show display begins in June, when the flower show director, Frank Dubinsky, offers the Department of Horticulture a choice of locations.

Extension horticulturist Marvin Carbonneau then meets with Stephen and his committee to discuss the specifics of Who, What, Why, When, Where and How.

Only when the committee has clearly defined answers to the five W's do they proceed to the How.

Design and production start in September, and several months are needed to grow the many plants and force them to flower.

Exhibit material must have a personal appeal. Since home gardeners

spend many winter hours browsing through the latest seed catalogs, they welcome an opportunity to see the real thing. Last year's U. of I. theme, "Paint Your Garden with a Palette of Flowering Annuals for Sun and Shade," had wide appeal.

The display area, 8 feet deep by 70 feet long, also contained a section on turf weeds and diseases and a publication display.

Three publications were offered free, and more than 69,000 copies were distributed. "Flowering Annuals for Sun and Shade," a 16-page publication, was written by Dr. Carbonneau especially for use with this display. The other two publications were a bulletin entitled "Lawn Diseases in the Midwest" and a folder listing 17 publications available from the University on other horticultural subjects.

Having decided upon the subject matter and the purpose of the exhibit, the committee constructs a scale model. The model not only helps to solve design and construction problems, but also helps the horticulture staff plan the number and size of plants needed to create the desired effect.

A photograph of the model is used for advance publicity. Picture stories on special aspects of the display, such as new annual varieties or recent developments in weed control, are sent to selected publications. Radio stations receive items through the regular tape service.

To be most effective, displays should be manned. Extension horticulture specialists who man the flower show display answer several thousand questions daily.

Because many hours and dollars go into the production of these large displays, much thought is given to possible reuse of the materials. The turf and publications sections have been used in several other flower shows and fairs.

After last year's success, the Illinois staff's main concern this year was what to do for an encore. □

The lawn section displayed examples of turf and weed varieties with large colored transparencies of lawn diseases, which lighted up in sequence.

The flowering annuals section featured a palette of live flowers, a small fountain, and a multi-colored awning. Varieties recommended for Illinois filled the beds at the foot of the display.

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From The Administrator's Desk . . . . . by lloyd h. davis

Agents of the Other War

You probably read in a recent edition of a national news magazine an article entitled "Agents of the Other War." This was an account of our fellow Extension workers who are representing all of us in Vietnam. These 37 men now in Vietnam or in training will be helping the farmers of Vietnam improve the food production of that nation. They are agents of the other war—the war for the minds and hearts of men. They are also agents of the other war—the continuing war of population against food supply.

This war between population and food supply has been going on since time immemorial. It was the subject of a famous dissertation by an economist named Malthus.

For 50 years Extension workers have been the front-line troops in this struggle in our country. It is a struggle in which we have been eminently successful.

Worldwide, this other war between population and food supply is a struggle becoming constantly more intensive and of great concern to us as a Nation. It appears inevitable that Americans trained and experienced for combat in this struggle are going to be called upon to serve our Nation and the underdeveloped nations more in the future than in the past. All of us, particularly the young Extension workers, should look forward to foreign Extension Service as a normal part of our professional careers. We all should be prepared for it.

We are proud of our Extension workers in Vietnam fighting in the other war. Just as our Nation can have growing pride in our future contributions to the other war worldwide. □

EXTENSION SERVICE

REVIEW

U S DEPARTMENT OF AGRICULTURE ✣ FEBRUARY 1967

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The Extension Service Review is for Extension educators—in County, State, and Federal Extension agencies—who work directly or indirectly to help people learn how to use the newest findings in agriculture and home economics research to bring about a more abundant life for themselves and their communities.

The Review offers the Extension worker, in his role of educational leader, professional guideposts, new routes and tools for speedier, more successful endeavor. Through this exchange of methods, tried and found successful by Extension agents, the Review serves as a source of ideas and useful information on how to reach people and thus help them utilize more fully their own resources, to farm more efficiently, and to make the home and community a better place to live.

ORVILLE L. FREEMAN
Secretary of Agriculture

LLOYD H. DAVIS, *Administrator*
Federal Extension Service

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EXTENSION SERVICE
REVIEW

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Strange—But Not So Strange!

The big-city family found the small town a strange place. It lacked the familiar trademarks of the urban business district and the suburban shopping center. And then there were some very strange specialty shops.

The window display in the clothing store featured khaki trousers and shirts along with the dressier clothes—and high-cut work shoes along with the dress shoes. The tire stores had great stacks of huge tires like those on snow plows and road graders.

The milk truck that stopped by the farm was not at all like the one that delivered milk to the city homes—it had a huge refrigerated tank on it. The big gasoline tank trucks that unload gasoline at the service station came right out to the farm and filled big tanks.

And this man named Cooperative must be the wealthiest man in town. He owns a grocery store, a general farm supply store, a machinery agency, a tomato canning plant, and out at the edge of town, a livestock auction market.

Well, this is not so strange—at least to many of us. There are thousands of towns like it throughout the United States. What the city family saw was the typical rural trade center where agriculture formed the supporting structure for all other businesses.

With the welfare of so many communities dependent almost entirely on agriculture, it's not so strange then that "Building a Strong Agriculture" has been given top priority among Extension missions. WJW

Many livestock producers were skeptical of stack silage at first, but demonstrations like this one have proved the new method to be effective.

Effective Demonstrations . . .

increase silage production

by
Sam Cartner
County Extension Chairman
and
M. P. Zuver
Agricultural Extension Agent
Avery County, North Carolina

Beef cattle is an important source of farm income in Avery County. Low beef prices and high winter feed costs put producers in a tight economic squeeze in 1961, however.

The North Carolina Extension Service has given special attention to this issue since 1962 when it was identified as one of the major problems in Avery County. An Extension-TVA cooperative test-demonstration program, which began in the county in 1936, was chosen as the vehicle for the educational effort.

Silage appeared to be the answer to the high winter feed cost problem. Since $2,000 of new investment in an upright silo did not appeal to the average Avery County farmer, however, less than 10 acres of silage had been grown in 1961.

On two test-demonstration farms in nearby Madison County, stack silos were proving an effective method to overcome such a high investment cost. Stacks of as much as 100 tons of silage were packed by tractors and covered with plastic. The silage was keeping exceptionally well.

Through the cooperation of the county Extension chairman in Madison County, a tour was arranged for five Avery County farmers to study the stack method. They were so impressed that all of them stacked silage for the first time in 1962 or 1963. Four were test-demonstration farmers.

Extension agents worked closely with these farmers by helping them apply the best silage production and management practices.

From the beginning, producers were faced with one big problem—how was the silage to be harvested? No one in Avery County had a silage harvester. A custom operator agreed to bring in a field chopper to harvest and stack the silage at a reasonable cost. The farmers were so satisfied that by 1963 the number of farmers stacking silage had more than doubled.

One test-demonstration farmer bought a field chopper in 1963. By 1964 he had custom harvested 150 acres of silage corn.

Thirty-five farmers produced silage in Avery County in 1965. Thirty producers stacked more than 2,600 tons of corn silage for winter feed. Silage was produced at an average of four acres per farm—enough to winter 24 mature beef cows per farm.

Many livestock producers in Avery County were interested in silage but were skeptical. The demonstrations have helped to bring about a more rapid change from the traditional method of wintering beef animals to the new method.

No one knows what impact silage marketed through livestock will have on Avery County's agriculture. The doors are wide open for expansion. It has been estimated that a million dollar increase in gross agricultural income to Avery County is possible. This could raise the level of living and greatly strengthen fertilizer and machinery sales and other economic activities in the county.

The potential for increased numbers of cattle in Avery County is there. Extension test-demonstrations are showing that corn silage offers one way of reaching this potential. □

Managerial Decision Making

Emphasized in Extension Education for Staff and Board of Cooperative

by
James Hill, Jr.
Manager
Pendleton Grain Growers, Inc.

Pendleton Grain Growers, Inc., formed in 1930 as a small grain brokerage cooperative, has expanded its business to include grain elevators, petroleum, farm machinery, feed, seeds, and fertilizers.

Marketing volume in grains is $10 million annually, and supply volume exceeds $10 million each year. We have 200 steady employees and 2,000 members. Most of our business is done within a radius of 50 miles of the main office in Pendleton, Oregon.

From the beginning, Pendleton Grain Growers, Inc. and the Oregon State University Extension Service have enjoyed a close and mutually successful relationship.

In the early years the needs were primarily for guidelines in policy, procedure, and business. As our various avenues of agricultural service developed, we worked more with Extension specialists in crops, soils, chemicals, nutrition, and animal husbandry. These specialists provided advisory and consultative services not otherwise available to cooperatives the size of Pendleton Grain Growers.

In addition, the research efforts and cooperation of Extension throughout the years have been of inestimable value to the agriculture of our area, and hence to our cooperative.

In the past seven years, Pendleton Grain Growers, Inc., has received aid from Extension in three fields — merger, education and training of directors, and managerial decision training.

When our company and Twin City Oil and Gas Cooperative began to consider merger, we saw that neither side had the time or ability necessary to soundly analyze the economic situation and develop recommendations.

The Extension Service served as a catalyst in our dealings with the University's Agricultural Economics Department, who studied our situation and submitted a formal report which was used as a basic document in completion of the merger. Local Extension agents consulted and advised when requested.

The 19-member board of directors serve rotating terms, creating a continuing educational problem. Seven serve at large and usually are re-elected until they have served for 9 to 12 years. The other 12 directors, who come from districts, serve only a single three-year term.

This board and our staff were the first to benefit from a Director Training Program developed by Extension specialists Lee Garoian and Arnold Haseley. These educational and training sessions were vital in welding together a good, sound policy-making group. The effect of this training is carried on through the at-large directors.

After the director training program, Garoian and Haseley came to us with a Managerial Decision training program, which was taken by 15 of our 19 directors and other key staff members.

Through this joint director-staff competitive experience, each man tried out his idea of policies concerning market structure, volume, pricing, and expense control. The experience of this "game" program brought staff and board into common business

Pendleton Grain Growers, Inc. and the Oregon Extension Service have had a close and mutually successful relationship for many years. Above is the cooperative's NH_3 storage and application equipment, and below is their grain elevator on the Columbia River at Umatilla, Oregon.

understanding while they talked about policy formation.

Now in progress is a study of business operations to determine performance efficiency, market share, and trouble spots, and to make recommendations for improvement. Garoian and three of his key men will soon complete this year-long study.

The results will be presented to the general management and the board of directors for consideration and action. In this situation we were particularly glad to be able to turn to Extension because they understand our agriculture intimately; they know our directors, our key people, and our business operation well; and finally, we are able to afford to use their services.

Over a span of 30 years we have found the Extension Service a profitable ally of our cooperative business growth. The results have meant better educated agri-business leadership, improved agri-business service, and a more successful agricultural community. □

Dwight Pace, resource development staff assistant, and Glen Wilson, area resource development specialist, discuss information kits for tourist host schools with Rita Barnes, who will assemble them.

Extension 'Host' Schools Mean More Hospitality In Colorado

by
Stewart G. Case
Extension Community Development Specialist
Colorado State University

"Are you interested in an industry with more than 6½ million customers who will spend over a half billion dollars in the State this year?"

The speaker pauses and looks at his audience. It is not the traditional group usually associated with Extension resource development meetings. In the crowd are waitresses, service station attendants, drugstore clerks, grocerymen, policemen, bankers, housewives, bartenders, ministers, ranchers, and businessmen.

All are listening attentively, for they are "students" enrolled in one of Colorado's Tourist Host Schools. "Whether you are a business or professional man, employer or employee," the speaker continues, "you have a vital role to play in one of Colorado's leading industries.

"If you come in contact with people, you are in the tourist business. The economic impact of tourism upon your community is largely in your hands, for you are the hosts to the vacationing public."

This scene has been re-enacted many times over the past six years. Colorado has long been recognized as one of the leaders in attracting tourists. The State is bountifully endowed with 13 million acres of spectacular mountain scenery, bounding streams and deep, cold lakes.

Its eleven national forests, four national monuments, two national parks

"Host" Schools Curriculum

"The Economic Importance of Tourism to the State and Your Area"

"Recreation Opportunities and Facilities in the Area"

"Directing the Tourist—Getting Him There and Back"

"Regulations Relating to Hunting, Fishing and Use of Recreation Areas"

"Points of Interest in the Area"

"History and Lore of the Area"

and 400 campgrounds provide a wide variety of outdoor recreation for tourists.

Tourism is the State's third largest industry, but like Topsy — "it just growed" without much attention being paid to the "care and feeding of visitors" until 1960 when the Colorado Extension Service inaugurated an annual series of Tourist "Host" Schools. Since that time, 20 of the eight-hour non-credit hospitality schools have been conducted for local residents who come into contact with the vacationing public.

The Tourist Host School program was developed as a facet of the overall resource development effort in the State. The ultimate objective of the "touristry" development program is identical to that of general economic development — to maximize employment and business opportunity in the local area.

Although hotel, motel, dude ranch, and resort owners are encouraged to attend the schools, special effort is made to enroll all other local residents who may come in contact with the tourist.

The three things most wanted by the tourist as he seeks relaxation and recreation are friendly reception, accurate information, good service, and good facilities. The Tourist Host School is dedicated to meeting these needs.

All enrollees are given a "host" kit crammed full of information on such items as maps, campground directories and information on the official State flower, tree, animal and emblem.

The "faculty" for the school is largely made up of residents and representatives of State and Federal agencies located in the area where the school is held.

The Extension Service has had excellent cooperation from the State Highway Patrol; Game, Fish and Parks Department; Department of Commerce and Development; U.S. Forest Service; Fish and Wildlife Service; and National Park Service. Other resource personnel have come from the resident faculty at Colorado State University and local Chambers of Commerce.

A "graduation" ceremony concludes the program and each participant is presented with an attractive four-color diploma suitable for framing and proclaiming the recipient worthy of the title "Host to the Vacationing Public."

These colorful certificates are proudly displayed in business establishments throughout the State. Perhaps this accounts, in part, for the 315,500 mail inquiries received by the Department of Commerce and Development this past year about Colorado vacations, or why tourists rank Colorado high as a spot to spend a memorable vacation. □

"Host" Schools Objectives

Create an atmosphere so pleasant that each visitor will want to stay longer;

Welcome visitors sincerely and make them feel at home;

Offer voluntary assistance to the visitor;

Know the area and State well enough to give tourists information that will help them see and enjoy more of Colorado;

Assume individual responsibility for helping create the feeling everywhere that Colorado is not surpassed anywhere in genuine western hospitality.

A rustic lodge provided an informal atmosphere for this hospitality school, one of many attended by Colorado residents who come into contact with the vacationing public.

Marketing program helps

Egg Producers Increase Income

by
Boyd J. Bonzer
Extension Poultryman
South Dakota State University

South Dakota Extension poultry and marketing specialists have been aware for several years that higher paying markets must be developed if many of the State's egg producers are to stay in business.

Producers must be exposed to new markets, new marketing methods, and egg production methods that will assure those markets a supply of top quality eggs the year round.

Outside markets must be made aware that South Dakota producers can produce and market top quality eggs that can compete with eggs from any other area of the country.

With the help of an intensive Extension educational effort, many marketing firms in South Dakota have made the structural changes necessary to get high quality eggs to higher paying markets and get the producers a bigger part of the consumer dollar.

A number of chain stores are now purchasing direct from the farmer through set-in stations and are packing the eggs at their own store-owned packing plants. Others are having Midwest concerns pack eggs in their cartons in midwestern plants. Both methods reduce the number of handlers in the marketing process and reduce the marketing costs substantially.

A set-in station is an assembly point where a group of producers set their eggs in a cooler in a convenient location. The marketing agency picks the eggs up and transports them to a grading station from which the producer receives his check.

Where the grading station is near and the flock size is large the truck can take the place of the set-in station and haul the eggs direct from the farm to the grading station.

Several egg producers have geared their production to the new markets. This has resulted in the expansion of old laying units and construction of a number of new commercial-sized units where the egg or poultry enterprise is an important source of farm income. Several units are large enough to make poultry the major source of income for the farm.

Extension chose surveys, meetings, demonstrations, personal contacts, publications, radio, and television as the means to assist producer groups and marketing firms to adjust to the changes in the marketing structure.

One survey was conducted in eastern South Dakota during the early stages of the program to determine the purchase price for eggs and the existing marketing methods. Subsequent surveys measured progress of different programs.

Surveys indicated that the set-in station method of marketing would be the most practical method of processing and handling eggs at the local level. This method was developed and expanded, and processors were encouraged to carton eggs in South Dakota.

Extension conducted many meetings to help establish the new marketing methods. Specialists met with groups of producers to acquaint them with the potentials of set-in station methods of assembling eggs and production practices required by quality controlled markets.

Meetings were held to explain the set-in station method of purchasing and

The Extension egg production message reaches the public in many ways. At left, Extension poultryman Boyd Bonzer talks with producers at a traveling exhibit. More than 200 visitors have attended several open houses such as the one above, at a new 10,000-layer unit.

quality controlled production requirements to groups of egg buyers. Groups of egg producers and egg marketing firms were brought together in meetings.

Meetings held in cooperation with organizations such as the State Department of Agriculture included a series in which egg buyers were instructed in methods of producing a high percent of clean eggs and how they could help the producer understand this problem.

Extension demonstrations showed groups of potential quality egg producers new egg production units, quality egg handling plants and quality egg production practices.

Personal contacts were maintained with local egg buyers to encourage more efficient methods of marketing and developing new markets. Personal contacts were made with a large number of individual producers to help them plan new units, remodel old units, better understand production problems and make contacts with quality controlled markets.

Hundreds of producers and buyers were contacted through a poultry booth in the Extension Service traveling exhibits. One year the booth carried the slogan "Add Eggs in Place of Acres."

Out-of-State buyers of high quality eggs worked closely with Extension. They were given area production and marketing information and leads to potential sources of quality controlled eggs where markets were lacking. The service men for most of the quality controlled programs maintained personal contact with Extension personnel and kept them informed of the activities of their companies.

Publications covering production and marketing practices were written and distributed. Topics of publications included requirements for starting a set-in station, egg production practices generally required by quality controlled buyers, controlled environment poultry housing plans and theory, poultry production and marketing statistics, egg production costs for feasibility studies, outlook and egg price information, and contracting information.

Mass media such as news releases, radio, and television were used to point out quality controlled egg production and marketing practices. Television programs were filmed in laying houses and in quality controlled egg buying plants. Films were made at the University to demonstrate such things as on-farm handling practices, and feeding uniform diets.

What has all this meant to the South Dakota farmer? It has been an important factor in the poultry economy in the State for the past several years.

During 1965 about 17.3 million dozen South Dakota eggs (about 16 percent of the State's total production) were sold through quality controlled markets. Producers marketing in this manner were receiving approximately 5 cents per dozen more than the USDA published average price for all eggs sold in South Dakota.

Using this as a basis it would indicate that in one year South Dakota egg producers grossed an additional $875,000 through a more efficient production and marketing program.

About 5 percent of the egg producers in the State—about 1,000 producers—were involved in a quality controlled program during 1965. This would mean an additional gross income of about $850 per producer.

An increase in this type of marketing is expected. Projections for 1980 indicate that the average South Dakota layer will be laying 246 eggs per year instead of the present 218 egg average (efficient layers are now laying 240 eggs).

The average South Dakota egg producer has been receiving around 9 cents per dozen less than the average U.S. producer. Through better production and marketing methods it is hoped that the widespread egg price difference between the U.S. and South Dakota average can be cut in half by 1980.

A 4½ cent increase in price on a projected production of 133 million dozen eggs in South Dakota could add another $6 million in gross income for the producers. □

4-H Career Study —

A Launching Pad

— to the future

by
Mrs. Georgia T. Roberson
Associate State 4-H Club Agent
Clemson University

As a result of a special study on careers, 4-H Club girls in Anderson County, South Carolina, are better acquainted with career possibilities, the woman's place in the working world, and educational requirements and opportunities.

All county 4-H girls 14 years old and over were surveyed to determine their interest in such a study. Each girl listed two careers she wanted to know more about, and the replies were used in planning programs and securing speakers.

Miss Judy Collins, assistant home demonstration agent, served as coordinator of the training sessions. She was assisted by four adult volunteer leaders and one junior leader. About 30 girls met every other Monday afternoon for nine sessions.

The State 4-H project manual on "Let's Explore Your Career," was used as a basis for all sessions. Exhibits of career material were on display, and catalogues from all colleges in the State were placed on file in the county Extension office. The importance of staying in school was stressed throughout the sessions.

Anderson County 4-H girls had many discussions such as this one during their nine-session project, "Let's Explore Your Career," designed to increase their understanding of career opportunities and requirements.

The group chose officers at the first meeting and discussed "The Importance of Education in Career Planning." In another session, a nursing instructor at a local hospital spoke to the group on "Nursing As a Career" and gave them a tour of the student nurses' quarters and classrooms.

For their third meeting the 4-H'ers toured the tri-county Tec Educational Center at Pendleton and were addressed by the director. The "Careers in Home Economics" session took place at the local gas company office, with the company's home service advisor talking to the group and showing slides.

The junior leader, a student at a commercial college, told the girls about her course of study as part of the meeting on secretarial careers. Also included was a film on office etiquette.

The cosmetology instructor at a local high school spoke to the girls on careers in cosmetology and showed them the school's cosmetology department.

For the session on "Careers in Education," an elementary school principal discussed the requirements for becoming a teacher and the rules a teacher must follow.

The girls heard about the importance of career planning, interviewing, and proper dress in applying for a job from a representative of the South Carolina State Employment Service.

The final session was a summary of previous meetings. Girls submitted interview sheets which they had made during the course and also expressed their career plans.

"Each of the meetings has proved most interesting to the girls," said the coordinator, "and it has been a wonderful means of working with other agencies and persons interested in education outside the Extension field." □

These garden school instructors are typical of the many volunteers throughout Idaho who help county agents meet the horticultural needs of the public.

'Answer Men' . . .

save agent's time

by
Tony Horn
Extension Horticulturist
University of Idaho

Records of phone calls to county agents show that many are from rural and urban people about their lawns, flowers, trees and shrubs. The county agent can answer them, but he can be crushed by the weight of the ornamental horticultural program unless he uses the cooperative features of the Extension Service.

In other words, he needs "answer men" to take on part of the load. A number of county agents in Idaho have solved this problem by appointing garden school committees. These committees generally consist of such people as nurserymen, garden store managers, garden club officers, and the city park superintendent. This group plans a public garden school.

The agent calls on various specialists such as landscape architects, nurserymen, expert flower growers, and garden clubbers, to teach. Commercial people put up exhibits, paying for the space. This helps pay rent on the hall and expenses of speakers.

Idaho's experience with these schools has been rewarding. Capacity crowds attend. Boise had its 17th annual school last February. The Idaho State Federation of Garden Clubs generally plans its State board meeting to coincide with this school.

At Pocatello, a garden school has run annually for more than 15 years. County agents from Pocatello and Blackfoot, a neighboring city with long garden school history, hold their schools on the same three days and programs are identical. They alternate topics in order to use the same speakers.

The Gooding garden school is also sponsored jointly by the county Extension Service and the garden club. There are several other regular schools in various parts of the State. At all these schools the county agent supplies projectors, as well as most of the speakers. The people want information pertaining to local conditions. Programs are varied with films, slides, panels, and lectures. A popular feature of each school is a public question box.

This garden school method, used successfully throughout Idaho, has proved to be a good way for the Extension agent to meet adequately the needs of the people with the most economical use of his own time. □

'Wide-open Spaces' Benefit

from Extension pasture demonstrations

by
J. Neal Pratt
Extension Agronomist
Texas A&M University

It's going to take less to grow more on Texas pastures. Producers in the Lone Star State feel that the "wide-open spaces" ought to be returning higher dividends. The Texas Extension Service is helping them do something about it.

In 80 of the 254 counties in the Lone Star State, pasture acreage is expected to increase 32 percent by 1975.

Under unimproved conditions, returns from pastures have been far from favorable. When livestock producers increase fertilization rates, more forage is produced; but costs of beef production may actually be increased if the extra quality and quantity of forage is not utilized at its optimum state.

Realizing the dual opportunity of improving income on current and expanding pasture acreage, Extension specialists met in 1964 to explore means of attacking the problem. Farm management specialists pointed out that intensification of livestock operations was the most practical means of improving income.

Increased calf production results from following management and fertilization guidelines set up by Texas pilot pasture demonstrations.

The need was great. But what was the most effective way to utilize available resources?

"Pilot" demonstrations were suggested, with guidelines developed from research and Extension demonstrations.

The overall objective of the pilot demonstrations is to increase net returns from beef production on a given acreage through higher levels of fertilization and improved management practices. Another objective is to determine the economic feasibility of intensifying livestock operations.

Demonstrations are established for a minimum of three years. Areas are approximately 30 acres in size to accommodate a cow-calf herd unit. Fertilizer and lime are applied according to annual soil tests. Recommendations are from the Extension Soil Testing Laboratory.

Extension specialists and county agricultural agents supply technical assistance for livestock and forage management. Farm management specialists assist county agricultural agents in analyzing records of activities, costs, and returns.

The Texas Plant Food Educational Society offered to co-sponsor the demonstrations. The Society is composed of fertilizer manufacturers who receive TVA fertilizers and contribute

to the Society for educational activities of the Texas Extension Service.

The full costs of fertilizers for the first year and half the fertilizer costs for the second year are sponsored by the Society. The demonstrator furnishes the remaining half of the fertilizer the second year, and all the fertilizer the third year.

This arrangement has proved satisfactory, since it assists the demonstrator in arranging fencing and watering facilities to incorporate management practices essential to the first year's success.

The demonstrator follows management recommendations of the county agent and Extension specialists. He also agrees to:

1) rotate—to maintain forage quality and permit hay production;

2) utilize desirable animal health practices;

3) maintain records—for economic and production analyses;

4) sponsor field days, tours, and other educational activities;

5) follow practical forage and livestock management procedures.

Have the pilot pasture demonstrations been successful? The answer is "Yes!" The five demonstrations begun in 1965 produced favorable returns. One returned $53.52 per acre above fertilizer costs.

These returns were restricted by low market prices of beef and a modest stocking rate during the first year, but returns are expected to be more favorable during the second and successive years.

What are the demonstrators' attitudes? Highly favorable. They are rapidly incorporating the higher levels of fertilization with newly-learned management practices in their entire livestock operation. V. A. (Bill) Clements, Jr. has established three similar areas on his farm after evaluating the first year's results of his demonstration.

County agents in demonstration counties report that numerous other farmers are establishing similar units.

One cattleman remarked, "The selling price of my calves has not changed appreciably in the last seven years. Facing other rising costs of production, the only way I can stay in business is to increase my volume of calves sold."

County agricultural agents are pleased with the results—both educational and economic. They want additional demonstrations in their counties, and co-workers are requesting new demonstrations in adjoining counties.

What does the Texas Plant Food Educational Society think of the demonstrations? After observing the first year's results, the directors voted to support new demonstrations in the coming year.

Other industry groups — fertilizer companies, utility companies—are initiating similar programs.

Lending agencies are now realizing that initial treatment costs need not be repaid the first season.

Are the demonstrations being used? Another "Yes!" Organized field days and tours have been sponsored for county agricultural agents, other agricultural agencies, industry leaders, and fertilizer representatives and company managers. Involvement of agricultural and industry groups is almost unlimited.

There are other measures of success. Numerous county agricultural agents have requested pilot demonstrations in their counties. Many borrowers from Farmers Home Administration have established small acreages of improved pastures. Seedsmen's supplies of high producing forage seed have been exhausted. County agents report increasingly frequent requests for information on fertilization and management of pastures.

The pilot pasture demonstrations are accomplishing the objective of increasing beef cattle income through fertilization and management of pastures in these Texas counties, and the adoption of these practices is spreading to producers in the adjoining area. □

Treated pasture in the foreground of this picture contrasts with untreated area in the background.

County agents and other agricultural and industrial leaders evaluate the pilot pasture demonstrations.

Bridging the Gap in Wheat Marketing Information

by
E. Dean Vaughan
Assistant Director
Marketing Division, FES

The fact that more than half the wheat produced in the United States is exported is reason enough that Extension Service grain marketing and policy specialists, agronomists, and county agents in wheat and feed grain producing regions should be concerned with the foreign trade of grain.

The most neglected part of market promotion and development is information at the farm and country grain trade level. Educational programs are needed to bridge the gap between the producer and the exporter and importer.

At this point, some objectives of the Cooperative Extension Service and the Foreign Agricultural Service coincide. An objective of the FAS is market development and promotion of sales of U.S. grains abroad. An FES objective is to help State Extension Services provide meaningful, useful, educational programs for grain farmers and grain marketing firms.

To help reach these objectives, an FES-FAS foreign trade grain marketing study team was formed to enable Extension to develop more complete, up-to-date grain marketing education programs.

The team had two objectives: 1) to study the marketing of specific commodities in cash markets, rather than concessional sales markets, and 2) to study the marketing methods of a competing exporter; the potential market in an emerging nation; and existing markets in a fully developed country.

Wheat was chosen for primary emphasis and feed grains were given secondary consideration. Australia was chosen for study because it is the third-ranking member of the "big five" exporters of wheat. The Republic of the Philippines was chosen because it is a developing nation and a cash market for U.S. wheat. Japan was selected because it is the largest cash market for U.S. wheat and an important market for other agricultural products.

Team members were from State Extension Services in the major wheat and feed grain producing regions. They were chosen about four months in advance of travel to give them time to make a thorough study of special subject matter areas assigned to them.

Hundreds of publications dealing with the team's objectives were studied, and a special bibliography was developed. The team spent a week in Washington, D.C., and two days in Portland, Oregon, in intensive briefings presented by grain marketing and foreign trade experts from government, cooperator organizations, and the private grain trade.

Careful selection of team members, concentrated advance study, and the intensive briefings paid handsome dividends. Throughout the tour, the hosts said, in effect, "You seem to know all about our methods. Let's get on to some of the more interesting current and future problems in the foreign trade of grain."

Australia

The team visited Sydney, Canberra, Melbourne, Adelaide, and contiguous areas in Australia. Most of the time was spent with representatives of the Australian Wheat Board. Also included were conferences with farmers, university research staff, and State Extension personnel.

The Wheat Board, sole wheat marketing authority in Australia, is a quasi-governmental organization with three tasks: buying and selling all Australian wheat entering commercial channels; administering the wheat stabilization plan; and promoting wheat exports.

The board operates under a series of wheat stabilization plans, the basic feature of which is a guaranteed cost of production price paid to farmers. This price applies to wheat used in domestic consumption and to a specified portion of wheat exports.

The basis for the marketing of Australian wheat is FAQ (fair average quality), more accurately described as a fair average sample. Each year, samples are drawn at the country's wheat receiving points. From these, FAQ's are made up for each State and ultimately for all Australian wheat.

Republic of the Philippines

Approximately two-thirds of the Philippine work force is on farms, but agriculture accounts for only about one-third of the nation's income.

Rice and corn are the staple foods and wheat is not commercially produced.

In recent years, import duties have caused wheat rather than flour to be imported. Trade of Philippine wheat and wheat products revolves around six modern flour mills which have been built since 1958. The team's activities were primarily on the three islands where four of these six mills are located. They observed trade channels; interviewed flour dealers, consumers, and government personnel; and toured mills, bakeries, public markets, and retail stores.

Most flour moves from mill to baker through numerous independent, small-scale, and highly competitive wholesale flour merchants. Although a more direct system of distribution would appear to be more efficient, strong resistance to change is provided by established market structure, custom, and the desire of bakers to maintain independence from millers.

The bakery system also appears to be a major deterrent to increasing wheat flour products consumption. In Manila, for example, there are countless small-scale, family-operated bakeries whose major products are delivered door to door to consumers and small stores. The low and slowly rising level of consumer income is an even more serious deterrent.

Despite these difficulties, the Philippines is the number two cash customer for U.S. wheat in the Pacific.

Japan

Japan is the world's largest food importer, one of the world's greatest industrial and trading nations, and one of the world's most affluent countries.

Rice has been, is, and probably will continue to be the major food of Japan. Wheat products have, however, increased from the pre-war consumption of about 30 pounds per capita to about 60 pounds per capita.

Beginning with the Japanese government's Food Agency, which determines and controls the imports of wheat into Japan, the team visited and interviewed people in all phases of the wheat, wheat products and other grain markets.

Each year the Food Agency estimates import needs for wheat and each week purchases wheat through private Japanese trading firms. The firms, notified of requests by the Food Agency, contact grain firms in exporting countries for the amounts, classes, and qualities of wheat desired.

The Food Agency purchases wheat from the trading firms and resells it at a profit to Japanese millers. The profit is used to defray expenses of domestic agriculture and food subsidy programs.

Japan's keen interest in the position of U.S. and Canadian wheat and its availability for export evidently results from the transportation and distribution system within Japan which requires a reliable source of supply to keep the market channels relatively full at all times.

As long as we can compete on price and quality and remain a reliable source of supply, Japan is likely to remain our number one cash customer for wheat and for many other agricultural commodities.

These are the conditions and goals that will govern Extension educational programs and materials designed to bridge this information gap between U.S. wheat producers and the exporters and importers. □

Japan is the largest importer of United States produced wheat. Much of this demand has been generated by demonstrations on preparation of foods from U.S. wheat as shown here. This program is co-sponsored by Wheat Associates, USA, and an agency of the Japanese government.

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From The Administrator's Desk . . . . . by Lloyd h. Davis

Where Are the Opportunities?

Someone said that problems are opportunities—problems and opportunities are opposite sides of the same coin. If farmers have an insect problem, they have an opportunity to improve their operations by controlling the insect, and Extension workers have an opportunity to help farmers by developing, testing, and demonstrating appropriate control measures.

The dairy farmers' costs and losses due to mastitis infection constitute a problem. For such farmers there are opportunities to reduce costs through mastitis control, and for Extension workers, opportunities to help identify the causes of the problem and take appropriate preventative or corrective action.

We talk a lot about Extension's important role in helping people solve problems. This is a very important part of our job. We help people solve problems through educational techniques, by applying reliable scientific knowledge.

But the problems and the opportunities are not always so clearly related. Perhaps the problem is inadequate income. What is the solution to the problem? It may be more productive to ask "What are the opportunities to reduce costs? To raise returns? Are there opportunities to produce and market other products and have a higher income?"

Perhaps the problem is a shortage of jobs in the community. In this case it is appropriate to seek business opportunities that may be developed to provide jobs and incomes. Perhaps there are no such opportunities, and opportunity for those in need of it is someplace else.

Young people may not be aware of having problems needing solutions, but have great opportunities to develop their skills and abilities to enable them to take advantage of future opportunities.

We can discuss and develop our role in Extension in terms of opportunities—helping people identify opportunities, evaluate them, acquire the knowledge, skill, and confidence necessary for seizing them.

Whether we think of our role in terms of solving problems or developing opportunities can make a big difference.

A problem-solving approach could lead to a program largely corrective, remedial, emphasizing immediate needs, prescription giving, and concerned only with specific pieces of technology. Such a program might be very valuable, yet fail to lead people to see opportunities for major complex changes and adjustment, fail to lead people to the big breakthrough, fail to bring realization of the less obvious long range potentials.

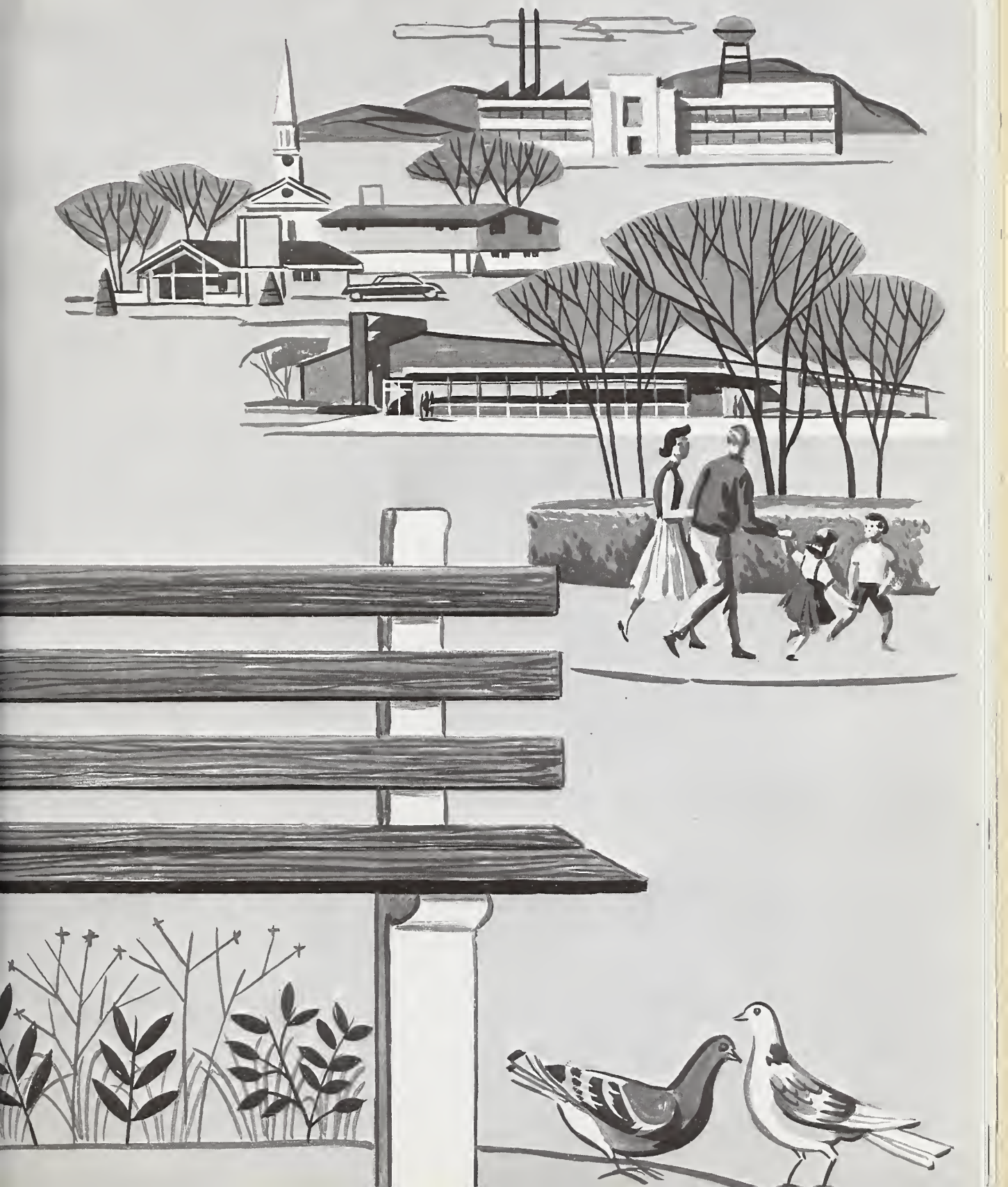
Obviously we need to help people both solve problems and develop opportunities. I believe most of us could benefit by directing more of our mental effort to seeking and developing the opportunities. I find myself constantly struggling to dispose of the problems, turning as many as possible into opportunities, to have enough time left to work on the big opportunities not necessarily related to an immediate problem. I suspect the same may be true in your role.

Let's never fail to succeed in this struggle. □

EXTENSION SERVICE

REVIEW

U.S. DEPARTMENT OF AGRICULTURE ✳ MARCH 1967



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The Extension Service Review is for Extension educators—in County, State, and Federal Extension agencies—who work directly or indirectly to help people learn how to use the newest findings in agriculture and home economics research to bring about a more abundant life for themselves and their communities.

The Review offers the Extension worker, in his role of educational leader, professional guideposts, new routes and tools for speedier, more successful endeavor. Through this exchange of methods, tried and found successful by Extension agents, the Review serves as a source of ideas and useful information on how to reach people and thus help them utilize more fully their own resources, to farm more efficiently, and to make the home and community a better place to live.

ORVILLE L. FREEMAN
Secretary of Agriculture

LLOYD H. DAVIS, *Administrator*
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EXTENSION SERVICE
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Strong Community Vital to Agriculture

As has been stated so many times in recent years, agriculture is more than growing "two blades of grass where one grows." To concern ourselves only with the production aspects of agriculture and better living for rural people is to shortchange a people to whom we have a major responsibility.

No segment of the economy can be built on less than a solid foundation—a foundation that provides adequate labor, adequate education, adequate services, and adequate marketing and transportation facilities. This is as true with farm production as with the manufacturing industry.

Building a strong community that provides a suitable environment for more profitable businesses, public facilities, better homes and family living is a necessary responsibility of Extension—if we commit ourselves to the task of serving our countrymen through building a strong and viable agriculture that has the flexibility and strength to adjust to meet the needs of a shrinking world with a growing population. WJW

Private Consultants Provide Assistance

by
Charles E. Bell, Jr.
Director
FES Division of Agricultural Science, Technology, and Management

One does not have to be a prophet to predict that today's technological revolution in agriculture is only the beginning. Even the most imaginative minds cannot fully visualize the automated food factories of the future. Some of the predictions read like science fiction, but many of us will live to witness some of them as realities.

The comparatively simple farming problems of yesterday have become extremely complex. The farmer is operating in a different and difficult economic environment. Farming has become big business involving large capital investment and high degrees of risk.

The changing situation has called for expanded research and informational services and for new educational tools and techniques. The explosion of knowledge in agriculture that was triggered by Extension-research teams has grown to such proportions that many agencies, organizations, and firms are now providing the farmers with information and technical services. The demand for additional knowledge and counseling is bigger than research, educational, and service workers can supply.

Extension can no longer be all things to all people. The fundamental concept of Extension is to help people help themselves. They organize themselves for cooperative action and assume responsibility for leadership.

Inevitably, complementary action is needed. Each new technological development and related educational program creates new needs and opportunities for personal service.

Accompanying the trend towards larger and more specialized operating units is a growing demand for professional management assistance. More and more producers will be seeking and able to pay for this service.

A dynamic food and fiber industry needs highly specialized individual services ranging from handling management decisions to providing special laboratory and electronic computer services. In other cases, trouble-shooting and efficiency analysis may be needed. To satisfy these needs, a steadily growing profession of private agricultural consultants has developed in recent years.

Extension workers and private consultants have much in common. Both are dedicated to helping farm operators improve their businesses. The primary difference in the two professions is in emphasis.

The role of Extension is, first and foremost—*education*. Extension has a mandate to provide agricultural information to all who desire it. Extension's unique "education for action" process frequently requires some service assistance in new programs, but only until the people can assume leadership.

The primary emphasis in professional consulting is on *service*. Specialized services are provided to selected individuals who consider the fees a good investment. The consultant can limit his clientele to fit his resources; therefore, he can provide intensive individual attention.

The American Society of Agricultural Consultants, organized in 1963, has established high standards of professional competence and reputation as prerequisites for admission. Membership, which is limited to consultants who are not employed by manufacturers or distributors of products, has grown to over 140.

What are the implications for Extension? I do not visualize the consulting profession replacing established educational and information agencies. Instead, I see it complementing the educational programs of Extension and the many other sources of agricultural assistance already available. It can extend the influence of Extension work.

Extension will continue to be the farmers' first source of information, and the key link between farmers and the sources of specialized knowledge of our research institutions. Requests for individual services, however, are increasing beyond that which Extension can provide.

Some Extension workers refer these requests to a competent professional consultant. Where a spirit of cooperation exists between Extension and consultants, the overall educational effort benefits.

This will be shown in several articles by Extension agents and professional consultants in future issues of the Review. □

These feeder pigs have been sorted for shipment according to accepted standards.

Extension-Guided Co-op Sets National Example

by
Norbert Brandt
Production Manager
Wisconsin Feeder Pig Marketing Co-op

For a century or more many Wisconsin dairy farmers kept a sow or two or three as "mortgage-lifters," but a decade ago they became disgusted with the antics of feeder pig buyers and the market.

When feeder pig prices were high, their driveways looked like Chicago's Kennedy expressway during the rush hour, but when prices were low and selling was hard, buyers vanished.

This placed a risk on the farmer that he might not be able to sell feeder pigs as a cash crop at any price. Then one night 11 years ago after a swine breeders' meeting in northeastern Wisconsin a farmer said, "Let's present our county Extension agent with this problem."

Today the Wisconsin Feeder Pig Marketing Co-op (WFPMC) is the world's largest and most widely imitated. In the decade since its formation it is estimated that Wisconsin and Minnesota feeder pigs have been worth $2 more than they would have been without the co-op.

In Wisconsin alone this means an extra $10,982,728 in cash farm income from feeder pigs during the past decade. Other States following the Wisconsin idea have had similar results, but on a smaller scale.

Daily the WFPMC proves the old saw: "Cooperatives pay all they can; competition pays what it must."

As many as 479,000 pigs have been sold for farmers by the WFPMC in a year. At the 10th annual meeting in March, general manager Norval Dvorak reported feeder pig sales for 1966 at just under $9,000,000.

What Wisconsin farmers wanted and received from Extension through help in organizing the co-op were: 1) weekly organized markets; 2) to be treated fairly and alike; 3) top prices; 4) help in raising, feeding, breeding, and marketing feeder pigs.

These wants were made known to Dave Williams, then Extension leader for northeastern Wisconsin and now assistant dean of Extension.

Williams contacted University of Wisconsin Extension swine specialist Fred Giesler, who organized a tour for three county Extension agents which followed Wisconsin feeder pigs to corn belt farms.

Making the trip in April 1956 were Maurice Hovland of Kewaunee County, Orrin Meyer of Calumet, and Norbert Brandt, Manitowoc County livestock agent.

They found Iowa, Illinois, and Indiana farmers anxious to buy thrifty 40-pound feeder pigs and thus avoid the job of farrowing pigs by the hundreds themselves.

"All they really wanted to do was wrap their corn in pigskin," Giesler recalls.

Wisconsin farmers wanted a good

price—Iowa farmers wanted their money's worth. Corn belt farmers were willing to pay for well-bred, fast gaining, healthy feeder pigs.

The three county Extension staffers held meetings in their counties to report what they had learned. From this came a 10-man steering committee, representing farmers of nine counties.

Williams invited Robert Rierson, a University of Wisconsin Extension marketing specialist, to attend the meetings. Brandt took a leave of absence from Manitowoc County to become Extension co-ordinator of the project.

The nine county agents held meetings, made farm calls, organized teams of farmers to solicit autographs on contracts, and generally explained the purposes and goals of the proposed cooperative.

One of the hardest-working farmers at that time was a swine breeder and private feeder pig buyer, Norval Dvorak, who had recently been named the State's outstanding young farmer.

In February 1957 a board of directors was named, and they in turn picked Dvorak as general manager. By March nearly 500 farmers with 3,000 sows were charter members of the first feeder pig marketing co-op in the nation.

Because Giesler insisted on quality control to insure castrated, healthy, well-bred pigs, Dvorak hired Brandt from the Extension Service to become production manager.

"You must have quality to get repeat business, and a steady year-round supply of good feeder pigs," Giesler preached.

One of the first apostles of the meat type hog, Giesler wanted Wisconsin phased out of both the short chuffer and the long fine boned pig production business.

The co-op, he felt, was the fastest way to get the job done, so Giesler and Brandt staged scores of feeder pig clinics.

The county Extension agents switched from providing leadership and organizational know-how, to educational meetings devoted to quality production and top management for higher profits.

Joining the Extension team in this new phase was Richard Vilstrup, livestock marketing specialist. He didn't have to remind feeder pig producers that prices jumped $1.50 a head in Wisconsin the first week the co-op shipped pigs.

Brandt and Giesler went to farms, evaluated the breeding stock, and looked at the feeder pigs. Giesler brought samples to county shows and clinics where they were judged officially and by spectator farmers.

After the judging the co-op bought the pigs and fed them out. Prior to slaughter Giesler had the farmers look at them again, and after slaughter he mailed them the carcass information which he computed.

Information gathered at those early clinics is the basis of present Federal feeder pig standards and grades.

To insure action, Brandt provided financial incentives for co-op members to upgrade their breeding stock. The Extension Service worked on establishing testing stations where breeders could see the kind of meat provided by the genes they sold.

Always working with Extension, the co-op promoted managerial skills from feeding to housing and started an ear tag identification system on each feeder pig sold—a feat many said couldn't be done. Many States now use similar systems.

Financial support is given to University of Wisconsin swine research by the co-op, and it co-sponsors an annual swine day with the Extension Service.

Today with almost 9,000 members in four States, sales in 48 States, and 12 organized markets in Minnesota, North Dakota, Iowa, and Wisconsin, the co-op also owes a debt of thanks to the many vocational agriculture instructors who helped launch it and to the Wisconsin department of agriculture.

Most Wisconsin farmers now farrow their sows the year round and are provided with on-the-farm weighing and pickup weekly. Many find it profitable to raise feeder pigs as their major source of farm income. □

Fred Giesler, Extension swine specialist, exhibits a group of pigs used at a feeder pig clinic and then fed out.

With hard work and the technical and informational assistance of the Extension agents, the owners of Brookside Ranch, Park Rapids, Minnesota, developed this attractive par three golf course.

Resort Management Institutes

Minnesota Extension Helps Resort Owners Serve Tourist Needs

by
Uel Blank
Recreation Specialist
and
Lawrence Simonson
Tourist Service Specialist
Minnesota Extension Service

Sixty years ago a reluctant Minnesota farmer provided food and lodging for vacationers who came to fish in a nearby lake. This marked the beginning of one of the State's larger resort operations.

Recreation on the 14,000 Minnesota lakes proved to be a great magnet, especially after the advent of the automobile. Resorts, along with second-home developments, proliferated rapidly. Over 3,200 resorts now serve an important part of the State's $500 million tourist industry.

Most of these resort firms are family operations, with organization similar to that of most farm operations. They require the same management services concerning markets, record keeping, and financial analysis; and various technical services concerning development and plan of maintenance.

Because of these management needs, a major emphasis was placed upon management education by the tourist service Extension specialist, who was appointed in 1961.

A program of one-day regional Resort Management Institutes was set up to provide a systematic means of education in management, as well as an ever-expanding means of communication between firm managers and Extension.

From the beginning these institutes have been a team effort, involving a wide range of resource specialties. Extension personnel who provide the core include, in addition to the tourist service and recreation specialists, specialists in home furnishings, horticulture and landscape architecture, farm management economics, visual education, and bulletins.

In addition, many other university departments have assisted, including the Forestry School, other home economics disciplines, recreation and parks, entomology, fisheries and wildlife, and sociology. County Extension personnel perform a key role in planning, publicizing, and promoting the programs, conducting institutes, and doing followup work with operators.

An important feature of the institutes has been the wide range of State government departments and other agency personnel involved in the teaching. Among these are the Small Business Administration and the Minnesota Departments of Highways, Health,

Conservation, and Business Development.

By means of a small grant from the Economic Development Administration, it has been possible to employ private specialists. Added to the teaching teams have been advertising agency specialists (marketing), landscape architects (site planning), architects (design planning), and engineers (water and sewage systems).

Forty-one Resort Management Institutes have been conducted. Attendance has averaged over 30.

Perhaps the major result of the institutes has been communication with a greatly different clientele. These managers are closely related to natural resources, but many had not had prior contact with Extension workers.

Most institutes serve to provide contact for Extension not only with resort industry people, but also with other agencies. In two recent cases, institutes provided the forum for an objective discussion of fish management in large lakes. The Minnesota Conservation Department was able to achieve rapport with operators where a large degree of opposition and misunderstanding had previously existed.

The William Bedfords have nearly doubled the capacity of Brookside Ranch, Park Rapids, by going from 11 to 20 units, plus family units. The Bedfords have attended several seminars and have incorporated many of the ideas into their expansion.

They developed an attractive par-three golf course with design help from Hubbard County agents, who also obtained technical information on turf development and irrigation system layout. A professional site planner, who was a seminar participant, gave individual assistance to the Brookside expansion plans under a private contract.

The Bedfords, in return, assisted with a short intensive professional improvement course on Recreation Resource Development by telling the class about Brookside Ranch, its operating characteristics, and its development plans.

Several trailer and camping facilities have been developed at resort properties as a result of seminar participation and individual consultation. As a direct result of a seminar at Rainy Lake Lodge, and through the efforts of the county agent and the forestry specialist, an interpretive nature trail for family enjoyment has been developed. The idea was proposed by the horticulture specialist at the seminar.

The home furnishing specialist assisted one participating family with a complete rejuvenation of the interiors of their resort buildings, including new decorating schemes. She has given similar assistance to other resorts.

As a result of business management discussions, approximately 30 Minnesota resorts now use the Michigan Resort Account Book. It has proven useful to these operators in replacing ineffective systems or beginning new systems.

The efforts of the visual aids specialists and the bulletin editor have led to changes and improvements in many resort brochures. Many participants appear eager to have a critical examination of their "marketing program" as a part of or following a seminar.

Resort Management Institutes are only one facet of the total Minnesota Extension program serving the tourism and recreation industry. A quarterly publication, Minnesota Tourist Travel Notes, goes to over 5,000 persons. Hospitality training schools involving the overall community leadership are conducted. A variety of training is supported for individuals seeking employment with recreation-related businesses.

Recreation resource planning at State and local levels is receiving emphasis as an important part of the Extension recreation program. □

Jim Colby, left, owner of Rapid River Logging Company, reviews points of interest on a nature trail with two guest families. The county Extension agent helped lay out the trail and prepare the explanatory booklet.

Samuel Littlejohn, left, chairman of the sponsoring committee, listens as Extension agent Ben S. Lee reviews one of the community clubs' accomplishments with leaders Lillian Robinson and Walter Ingram.

Poor or Well-to-do—

Hamlet 4-H Meets Needs of All

by
Jimmy Tart
Assistant Extension News Editor
North Carolina State University

A youth organization that is being tailored to meet the needs of both the "poor" and the "well-to-do" is receiving major attention in this little railroad town.

There have been many changes among Hamlet's youth since three 4-H Clubs were organized in January 1966.

Hamlet is a town of some 6,500 people. The area of 4-H activities is an urban-type community of about four square miles located at the town limits.

Families run the gamut of the economic scale. Some have annual incomes of about $200 and others enjoy a $10,000-plus annual income. Parents are doctors, teachers, railroad men, and domestic workers. Some 58 percent of the children in the community come from homes where the annual income is less than $2,000.

Mrs. Doris J. Tomlinson, an elementary school librarian and a former 4-H member, is a leader of one of the clubs. She explains that some parents hold jobs that keep them away from home much of the time; therefore, the boys and girls do not receive the individual help and guidance they need.

A group of five older boys and girls who wanted something to do started the movement for the youth organization. Ben S. Lee, Richmond County assistant agricultural Extension agent, gives them much of the credit for organizing the clubs.

These boys and girls were unable to participate in 4-H Club work on a formal basis after club meetings were taken out of the public schools several years ago. However, they remained members-at-large, participating in various activities at the county level.

The boys and girls found additional support from the adults. Several 4-H alumni in the community helped get the ball rolling. The youth and adults contacted their Extension agents for help in organizing the 4-H Clubs.

The Extension agents contacted several key citizens in the eastern section of Hamlet and found additional support for the 4-H Club movement. These citizens were invited to a meeting, and a sponsoring committee composed of four people was named from several alumni who were in attendance. The committee's job was to secure names of prospective 4-H members and to get adults who would serve as leaders.

The sponsoring committee and Extension agents decided to organize three clubs in the eastern area of Hamlet. Six adults consented to serve as leaders.

The committee chairman, Samuel Littlejohn, former high school teacher and now an elementary school principal, explains, "The leaders were here. We just contacted them and asked them to serve." Two leaders were selected for each club.

The Extension agents held five training sessions with the club leaders and the sponsoring committee members. These sessions included: (1) how to conduct a community 4-H meeting, (2) how to train club officers, (3) planning the educational program, (4) planning project work, and (5) securing parents' support.

Sixty-four boys and girls from 31 families joined the three clubs. The

clubs were organized around the three schools in the area with the 64 boys and girls about equally distributed.

Changes have been remarkable since the clubs were organized last year. There appears to be an increase in understanding between the children, regardless of socio-economic level.

The children respect each other and try to help others when possible. As an example, the leaders point out that the children whose parents have above average incomes are anxious to help youngsters from low-income homes. "They donate clothes and help the underprivileged with everyday activities such as tying shoes and fixing their hair."

The youngsters have been actively engaged in project work, demonstrations, and community activities. Regardless of income, the girls choose projects such as cooking, sewing, child care, and flowers and help each other with their record books.

The boys are most interested in electric, recreation, garden, and forestry projects. They help each other in identifying tree leaves, learning new games, and in many other ways.

Hamlet 4-H'ers gave five demonstrations in county competition last summer. Four of these demonstrations won county honors and were given in the district event. Two were named runners-up.

Community projects have been limited thus far, but plans are being made for further action. One club cut flowers and took them to the sick in the community. A later clean-up campaign encouraged the youngsters to pick up trash in their neighborhood. One community project in the planning stage involves securing donations of shrubbery and planting the shrubbery around one of the local churches.

The leaders have been successful in getting financial support for the program, including eight $20 scholarships for 4-H camp last summer. Civic clubs and business firms have been cooperative.

The Hamlet 4-H program is proving that boys and girls from all socio-economic levels can learn together and learn from each other. □

At left, a leader shows a Hamlet 4-H'er the correct stitching for her material. Below is a demonstration which was a runner-up in the district contest.

Mrs. Doris J. Tomlinson, leader, helps members of the East Hamlet Club select shrubbery to plant around a local church.

Wisconsin Specialists Demonstrate

New Management Tools

by
Robert Luening
and
William Saupe*

Wisconsin farm management specialists have demonstrated some relatively new management tools—farm business analysis and linear programming—by putting them into actual use on a Wisconsin farm.

The dairy and cash crop farm operated by Ken Jacobs has been used for Extension educational meetings involving farm operators from Racine County and farm management specialists from Wisconsin and Illinois.

Jacobs has been a TVA Test-Demonstration farmer since 1963, and kept a good set of hand records in connection with that program. In 1964 he enrolled in the Wisconsin Electronic Farm Records Program.

As part of the Test-Demonstration program, educational meetings for farm operators were held on the Jacobs farm. Production technology and management problems for the local area were discussed by Extension specialists and Jacobs.

The Jacobs farm was also used as an educational example to indicate the value of linear programming as a farm planning tool—one of the many tasks computers can perform in providing better information for farm management decisions.

Extension specialists helped Jacobs make a major farm management decision, then used the situation as the basis of a farm management workshop. Need for a decision arose when two nearby farms became available for renting, and Jacobs' brother-in-law expressed an interest in joining the business.

The county farm management agent discussed the situation with the family, and a University of Wisconsin farm management specialist used Jacobs' Electronic Records Farm Business Analysis information to help develop a linear programming model.

Robert Rieck, University of Wisconsin farm management specialist, speaks to a group of participants in the farm management workshop at the Jacobs farm.

Several alternative cropping systems and livestock systems that could fit the farm's physical facilities and the operator's abilities were considered in the model. Solutions were developed for the original farm and for the farm as it would appear in the proposed consolidation.

Interpretation of the solutions provided insight into the expected earnings from the farm business.

As a result of this work, University of Wisconsin farm management specialists used the Jacobs farm as the site for a farm management workshop. Fieldmen from the Wisconsin Farm Management Association and from the Illinois Farm Business Association were the clientele.

After the problems and expected profitability of the farm consolidation had been studied, the group discussed the legal arrangement under which two operators can conduct a farm business jointly. This part of the meeting was handled by a local attorney with a farm background and farm legal experience.

He discussed the legal aspects of consolidation, the advantages and disadvantages of partnerships, corporations, and other types of family arrangements. He also covered ways of handling property transfers that would be equitable to all parties concerned, and the tax implications in estate planning features.

Key points in the workshop were the use of farm records and business analyses as a source of information for farm management decisions, as well as educational work in farm management and the use of linear programming as a planning tool.

Through Extension's use of this one farm as a base for educational operations, Wisconsin farmers are becoming better prepared to utilize the latest management techniques to improve their farm operations. □

* *Luening, Racine County Farm Management Agent; Saupe, Farm Management Specialist, Wisconsin Extension Service.*

At left, Trooper F. A. DeFrancisco discusses "Highway Citizenship." Above, short course participants board a bus for a tour of the State Capitol in Albany.

Citizenship Begins at Home

by
Lyndon J. Howlett, Jr.
Extension 4-H Agent
Washington County, New York

A trip to Washington, D. C., for the National 4-H Citizenship Short Course is a valuable experience, but relatively few 4-H members have the opportunity to attend.

The idea of a Citizenship Short Course on the State level grew out of the Eastern District 4-H Conference at New York when a representative of the National 4-H Club Foundation met with the agents to discuss citizenship. The committee which was appointed to plan the first annual New York State Citizenship Short Course met four times to plan the objectives and aims of the program and make suggestions for principal speakers.

The plan was for a five-day course, starting at noon Monday and ending at noon Friday, at a 4-H camp 20 miles from Albany, the State capital.

The themes were to include: What is Citizenship? with Dr. Charles Freeman, National 4-H Club Foundation program leader in Citizenship and Leadership Education as keynote speaker; Our Heritage, New York State History; State Government, Checks and Balances; State Government, Divisions and Departments; and What Can We Do at Home?

With this outline as a beginning, the committee thought the battle was half over. However, since many of the best qualified participants were not known to the committee, much groundwork was necessary to develop contacts, explain objectives, and meet new people.

This procedure has made many persons more aware of the 4-H educational program. Most contacts were made through the committee chairman's local assemblyman. One important contact was with the public relations division of the Office of General Services, which is responsible for maintenance and guides for the Capitol. Other government divisions and commissions also were assisted. The final program generally followed the original outline, and incorporated several tours of historic sites and government buildings and a dinner with legislators from eastern New York.

Seventy-five 4-H'ers registered. Enthusiasm was high and final evaluation sheets showed that participants considered the program successful.

Planners of the course discovered several guidelines which could be helpful to others planning a similar event:

1. Contact an assemblyman or State legislator early to do some of the spadework.
2. Keep political speakers limited in time.
3. Keep the program diverse; provide change in scene and speakers often.
4. Brief speakers thoroughly ahead of time about the age, number, and educational level of the audience.
5. Send out orientation material several weeks ahead so participants will know what to expect and can think of how they will apply the training. □

Humboldt County Extension Agent, Kirk Day, talks with an Orovada rancher about the Farm Management Short Course. Stretching alfalfa fields lie beyond.

Desert Entry Farming and Ranching Problems Provide Impetus for Nevada's Successful . . .

Farm Management Short Course

by
Dave Mathis
Information Specialist
University of Nevada

"Is there a course offered at the University that we could take to get some instruction on farm and ranch management methods and techniques?"

The question was directed to William V. Neely, Extension production economist, Max C. Fleischmann College of Agriculture, University of Nevada, and to Dr. LeRoy Rogers, associate professor of Agricultural Economics at the University. It precipitated what was to be the first, and a successful, Extension Farm Management short course to be conducted in an outlying area of Nevada for local ranchers and farmers.

Making the query was a desert land entry rancher in the Orovada area north of Winnemucca, Nevada. The Orovada country is situated in a long north and south valley bordered to the east by the precipitous and towering Santa Rosa Range and to the west by the Quinn River and the high sage plateau stretching south from Disaster Peak.

There have been, for years, some big ranches in the vicinity, but during the past decade and a half, desert land entry farmers and ranchers have moved into the country. They have carved out productive acres from the endless, big sage flats.

Due to the costs of these initial developments, the capital position of many of the desert entrymen has not been strong. They've had to make their money count in the most efficient way. For these reasons, the question on the part of the desert entry rancher to Neely and Rogers was a very practical one.

It was put to the two economists while they were in the area on a joint Extension–research project concerning enterprise cost analysis directed to alfalfa seed production, a principal local industry.

As a means of gathering data, the economists engaged in "talk-out" sessions with the local ranchers and farmers. It was during one of these that the rancher, interested in methods of accounting used by the economists, asked the question.

Neely's reply was, "We'll go you one better—we'll bring the course to you." He explained that they would have to coordinate the course with J. Kirk Day, Humboldt County Cooperative Extension Agent, and that the farmers and ranchers would have to help get a turnout for the course.

Day had worked with the local ranchers and farmers since they had come into the valley. He knew what might be useful to them, and he lent full support to the idea. Along with Assistant Agent Gary Cook, he made arrangements for the course to be held in Orovada, secured a meeting place, and handled the publicity chores. He and Cook covered many miles, a number of which were over dirt roads, to personally contact the ranchers and farmers.

The course began during the last week of January, 1965, and ran through the third week of February. Three-hour sessions were conducted twice a week, for a total of 24 hours over the four-week period. Both Neely and Rogers served as instructors. Classroom facilities were provided by the Harney County Electrical Company.

A total of 25 farmers and ranchers enrolled in the course. This represented a comparatively high percentage of all agriculturalists in the area and also diverse interest groups—the alfalfa seed industry, grains, hay, and livestock. Twenty-one of the 25 graduated, also a high percentage.

The course was constructed on basic management principles and was not oriented specifically to that geographic area. Offered were such subjects as the decision-making process; basic accounting principles used in farm management; records and record keeping systems and how to use them; management tools, including budgeting and linear programming; prices; use of outlook and farm marketing problems; farm credit; farm labor; farm machinery; tax management; and cropping and livestock systems. The last session was devoted to a simulated situation—a farm management game.

An interesting aspect of the course was the miles logged by participants to attend the sessions. Ranchers from both the Orovada and Kings River areas participated. Some had to commute 40 miles one way to attend the session, mostly over chuckholed dirt roads. Winter snow and below zero temperature didn't help.

Either Day or Cook, and many times both of them, attended each session. This meant a 90-mile round trip drive for each class. And Neely and Rogers made a 440-mile round trip each week to put on the course.

Measuring the success of the course has mostly been through favorable comment by both those who participated and various loaning agencies. The Reo-King ranching operation, a large one even by Nevada standards, employs considerable labor and according to comments by their manager, they found the labor management aspects of the course particularly helpful.

Others said it aided them in planning and budget preparation. Loaning agencies specifically commented on this aspect and said that the ranchers came to them with well-planned programs and budgets upon which they requested operation funds.

Production in 1965 in the valley was under potential partially due to adverse weather conditions, including August rains which thwarted proper alfalfa seed development and shattered some developed seed.

The past year, 1966, however, was a top crop year in the valley. Even though the ranchers were coming off a relatively poor year, they were able to obtain the necessary capital to take advantage of the good one.

It is felt that one of the reasons for this is what the loaning agencies have commented upon—good budget presentations by the farmers and ranchers.

An important measure of success, too, is the fact that those in the Orovada and Kings River country have requested that another management course be conducted soon in their area. □

Orovada Farm Management Short Course class members listen intently as Bill Neely, University of Nevada Cooperative Extension Economist, explains management techniques.

Teamwork Solves Problems

Georgia Extension's Cotton Program Sets Good Example

by
J. E. Jernigan
Extension Agronomist—Cotton
University of Georgia

Examination of plants and soil in the field by Extension-research teams is an important part of the Georgia cotton program. Here, a portable pH meter is used to determine soil acidity.

Time lost in diagnosing and solving problems can be costly to modern commercial farmers.

Therefore, when unfamiliar damaging symptoms appear on a crop, they're interested in quick answers. To be of reliable help in such cases, Extension must have resources and an organizational structure to provide technical information and assistance in a hurry.

Increasing complexities of crop production make it more difficult—if not impossible—for one person to have sufficient knowledge to answer all questions about production problems.

Interaction between plant nutrition, diseases, insects, soil, and other environmental factors makes it necessary for several specialists to diagnose and make recommendations for treatment of many problems.

Getting information and advice from several specialists can be slow and time-consuming if plant specimens and problems are given attention by one person at a time.

In Georgia the Extension Service specialist team approach is geared to getting answers to major production problems in the shortest possible time. Routine examination of plant specimens is handled through a plant clinic staffed by plant pathologists, entomologists, weed control specialists and agronomists.

Here's how the team approach worked with a major cotton problem in 1966.

Irregular growth of cotton plants caused farmers, county agents and Extension specialists to be concerned about the production prospects for the crop last year. Areas of severely stunted plants were found in fields throughout the State.

The Extension specialist team consisting of an agronomist, a plant pathologist, an entomologist, and an agricultural engineer organized a two-day problem-study tour in six counties having the irregular growth problem. Each specialist contacted his counterpart scientists in research and

Poorly developed taproot systems, resulting from compact soil and low soil pH, were found in nearly all the fields visited. In many cases, taproots were only 3-5 inches deep.

invited a representative to assist with the study.

The final problem-solving group consisted of Extension and research personnel from the departments of agronomy and soils, plant pathology, nematology, entomology, and agricultural engineering.

The joint team from Extension and research made it possible to examine visible symptoms of stunted plants in the field and collect plant and soil specimens for laboratory analysis.

Thus, time spent for diagnosis and treatment recommendations was cut to a minimum. Often "on the spot" recommendations for correcting problems were made. The study tour also gave research workers an opportunity to see field problems needing additional research aimed at their solution.

During field examination and subsequent laboratory analysis of plant and soil specimens, the following factors contributing to the problem of poor growth were identified:

Plant Nutrient Deficiency Symptoms. Magnesium deficiency symptoms were present in several fields. One field showed nitrogen deficiency symptoms.

Shallow, Poorly Developed Root System. Stunted plants had a poorly developed root system in almost 100 percent of the fields visited. In many cases tap roots were only 3-5 inches deep. Severe dying of feeder roots was present in nearly all fields.

Factors contributing to poor root development were (1) soil compaction at 4-6 inch depth, (2) suffocation due to extended period of excessive rain during May, (3) low subsoil pH, (4) cold soil during early growing season, (5) disease organisms attacking plant roots during unfavorable environmental conditions, and (6) perhaps herbicidal injury to lateral roots on light soils during unfavorable weather conditions.

Diseases. Cotton was dying in six of ten fields from Fusarium wilt. Some fields had root knot nematode symptoms but did not have Fusarium wilt. Root knot nematode and Fusarium wilt are usually associated, and symptoms of both were noticed in the wilt-infested fields.

Soil Condition. Several fields had a compacted soil layer at 4-6 inches deep which prevented root penetration. Low soil pH was a problem in several fields. Soil pH ranged from 4.6 to 6.0. Optimum pH for cotton production is 6.0 to 6.5.

Herbicide Injury. Some fields received herbicides in excess of recommended rates for the soil type, which probably contributed to inhibition of feeder roots.

Farmers and county agents in the counties where fields were examined were given information for solving some of their problems during the tours. In some cases recommendations such as application of additional nitrogen were carried out on the current crop. Other practices aimed at solving cotton problems will be practiced in the future.

The following week a letter outlining the situation and findings of the study group, along with recommendations, was mailed to all county agents. Action by the team made it possible to diagnose and make recommendations for correcting many of the problems within a week's time.

Farmers visited on the tour liked this problem-solving approach. They reported that prompt action to help them solve problems increased their profits. That's the kind of reputation Extension seeks to maintain. □

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From The Administrator's Desk .... by Lloyd H. Davis

He Who Doubts

"What a man hears he may doubt, what he sees he may possibly doubt, but what he does himself he cannot doubt."

Thus, Seaman A. Knapp, the father of Extension, explained the theory and practice of Extension. We have described Extension's role similarly by saying 4-H is "learning by doing."

These are cliches of a generation past, lacking meaning to the children of the television, atom, and rocket era.

Several observers have commented to me that Extension lacks a "theory" of operation. Others have asked, "How are you different from a host of other organizations and programs?"

Indeed, what are our principles of operation? Maybe we all need to review these occasionally. Books can be written, but what is the essence in a nutshell?

Probably my statement of them, too, sounds like old cliches—not quite suitable for the "jet set"—but here's a beginning.

—People can work to improve their farms, businesses, homes, communities, and lives only when they believe improvement is possible and can see hope for something better.

—To take action involving risk, people require confidence of their ability to succeed or to accept the costs of failure.

—To act in solving a problem or developing an opportunity, people need knowledge of courses of action and expected results and the skills required for the course of action selected.

—Confidence is developed by experience of neighbors, friends, children, but especially one's self—little steps leading to larger, more daring moves.

—People acquire confidence for action as they learn from and follow the leadership of those in whom past experience has given them confidence.

—Risks are reduced, results more certain, and confidence warranted when cause and effect have been subject to scientific test and investigation. Substituting hunch for folklore is for him who can afford to fail.

—He who has participated in studying an opportunity and developing a plan of action has committed his mind and energy to success for himself on his farm, in his home, or in his community.

—Extension workers use a wide range of methods to: help people see opportunities, develop confidence needed for action, acquire the needed knowledge and skills, apply reliable scientific knowledge, and develop personal commitment to progress.

—But above all, Extension's program depends on high confidence in the ability of people to use their own good judgment in making their own decisions in light of their goals, values, and resources.

Which is just another way of saying that we help people "learn by doing." We "start where they are." If they doubt "what they hear or see," we help them remove doubt "by doing" or helping others do.

I wish I had the ability to put all that and more in one simple statement as meaningful to our children in their world as Seaman Knapp's statement in his world.

If you have this ability that I lack, I want to hear from you. □

EXTENSION SERVICE

REVIEW

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The Extension Service Review is for Extension educators—in County, State, and Federal Extension agencies—who work directly or indirectly to help people learn how to use the newest findings in agriculture and home economics research to bring about a more abundant life for themselves and their communities.

The Review offers the Extension worker, in his role of educational leader, professional guideposts, new routes and tools for speedier, more successful endeavor. Through this exchange of methods, tried and found successful by Extension agents, the Review serves as a source of ideas and useful information on how to reach people and thus help them utilize more fully their own resources, to farm more efficiently, and to make the home and community a better place to live.

ORVILLE L. FREEMAN
Secretary of Agriculture

LLOYD H. DAVIS, *Administrator*
Federal Extension Service

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EXTENSION SERVICE
REVIEW

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What's In Our Name?

Cooperative . . . combining of Federal, State, and county financial and human resources in planning and conducting programs to increase family incomes, improve family living conditions, and conduct youth development programs that neither of the political entities could provide alone.

Extension . . . interpretation and aiding in practical application of knowledge and techniques developed through research pertaining to management and development of resources, increasing agricultural production, home management, and youth development programs.

Service . . . work with farmers, homemakers, youth, community and organization leaders, personnel of other State and Federal agencies either individually or collectively as the situation demands to solve problems and meet the needs of people at all levels on the economic scale. WJW

It's Your Business

by
Prof. C.M. Ferguson
Department of Adult Education
North Carolina State University
Former Administrator, FES

Should an Extension office be run like a business office?

I was taken aback by this question from an experienced county Extension worker—inferring that there should be a difference.

There are fundamental differences between what transpires in the Extension office and in the office of the banker, doctor, or attorney. But as a client, I expect the same kind of reception, the same courtesy, the same attentive hearing, and the same sound advice.

Every taxpayer has invested in the business of Extension education. He expects dividends in terms of an increment in his own bank account, the economic growth of his business, a better home and community environment, and the intellectual growth of his children. Should he, therefore, expect less efficiency in the Extension office than in any other professional office?

Let me play the role of the office caller. The secretary looks up to say, "Good morning, Mr. Jones. Can we help you?" Note three things: a cheery "good morning"— I feel better already; she remembers my name; "Can *we* help you?"—I get a feeling that there is a team working here.

She knows where the agent is and when he will return. She hands me the morning paper or the latest Extension bulletin on weedicides, because I have already indicated that I need help on weed control.

She then returns to her work, creating the impression that it is more important than a chummy visit. I may not be conscious of her telephone call to the agent to say, "Mr. Smith, Mr. Jones is here to see you."

Time passes—I don't know how much, because I had something interesting to read. Then she says, "Mr. Smith will see you now," and she opens the door to the agent's office and announces me. He rises and greets me warmly. I have been treated in a friendly, business-like manner and I feel good about it.

How about his office? Do the pictures reflect his interests and his business? Do the books on his shelf create an impression that he tries to keep abreast of the world about him?

Is the table behind his desk cluttered with outdated material, or can he quickly locate what he needs? Does his desk top, although not empty, reflect an atmosphere of orderly work?

His personal appearance, the way he greets people, his ability to be friendly, yet business-like, to help a visitor define his problems, and to communicate his answers clearly and succinctly all help build his image.

Let us be sure the image we create is clear, bright, accurate, and above all, sincere. Each telephone call, letter, radio talk, or speech has an influence on our image. Images are also influenced by our ability to deal with people.

But we must not forget that the house in which we live from 8 a.m. to close of business also has a profound effect on people. In conclusion I offer a few suggestions for a business-like Extension office:

1. An attractive outside sign which tells precisely what we are.
2. A similar sign on the office door.
3. An attractive, orderly reception room.
4. A well-trained, business-like receptionist or secretary.
5. An office organized to provide good working conditions.
6. A small conference room, if several agents must share an office.
7. A storage and mailing area conveniently located, but out of sight of the public.
8. Most important—a capable, friendly, business-like staff.

Well-planned programs and well-planned offices have an affinity for each other; where one is found, the other is not far away. The county office is usually Extension's first point of contact with its publics. First impressions are lasting impressions.

What makes Extension tick? It's people. And they tick better in the right environment. □

Dealing with educated
farmers who know their business,
Arizona Extension tried...

Short Courses With New Scope

by
Clay Napier
Extension Information Specialist
University of Arizona

Take a pioneer spirit who knows that fences and plows, not the Winchester, conquered the West.

Throw in a hard-tack businessman's judgment and a high degree of agricultural know-how. Add a college degree and you're close to having an average farmer of the Wellton-Mohawk area of Yuma County, Arizona.

Since, at a glance, he already has everything, how do you reach this breed of cat with an Extension program?

James R. "Jim" Hazlitt, county agricultural agent, figured that the shortest route between the two points was straight across. He asked them what they wanted.

They ranked on-farm visits, field tests, field meetings, and tours at the top of the list. A suggested short course school to be held at Yuma drew very little interest.

"That's unfortunate," responded Hazlitt. "There's a possibility we could have a fertilizer school. It would be rather technical and would involve Dr. Thomas Tucker of the University of Arizona, Dr. Howard Ray, Extension soils specialist, and county agents."

Once the farmers realized that the school would materially enhance their knowledge of fertilizers and soil science, "their ears perked up," said Hazlitt.

There was just one objection. "Why have the school in Yuma? That's 60 miles away. Why not have it here?" Hazlitt was openly dubious about the merits of holding the school in such an isolated area. The big question was whether the attendance would justify pulling in so much professional talent from the university campus 243 miles away.

But Hazlitt told the group, "If you will guarantee a minimum of 20 participants, we'll hold the school here." They agreed. Still, Hazlitt was doubtful, so he asked that the group charge a $10-per-head fee. Again they agreed, and soon 23 students were enrolled.

The first school consisted of four 3-hour sessions—plant nutrition, major fertilizer elements, fertilizers and application, and diagnosing fertilizer needs. There was almost 100 percent attendance.

Since two-thirds to three-fourths of the farmers have college degrees, the training was kept on a university level, and the participants dug deep into the subject matter.

Following the first session, one participant jokingly remarked, "Well, I've already gotten my $10 worth. I can skip the rest of the meetings." But he didn't skip. He kept coming back.

The next school came in 1963 when the farmers decided they wanted instruction in plant physiology.

"This was getting a little deep again, but that is what they wanted," said Hazlitt. The school, again highly technical and organized as before, was a success.

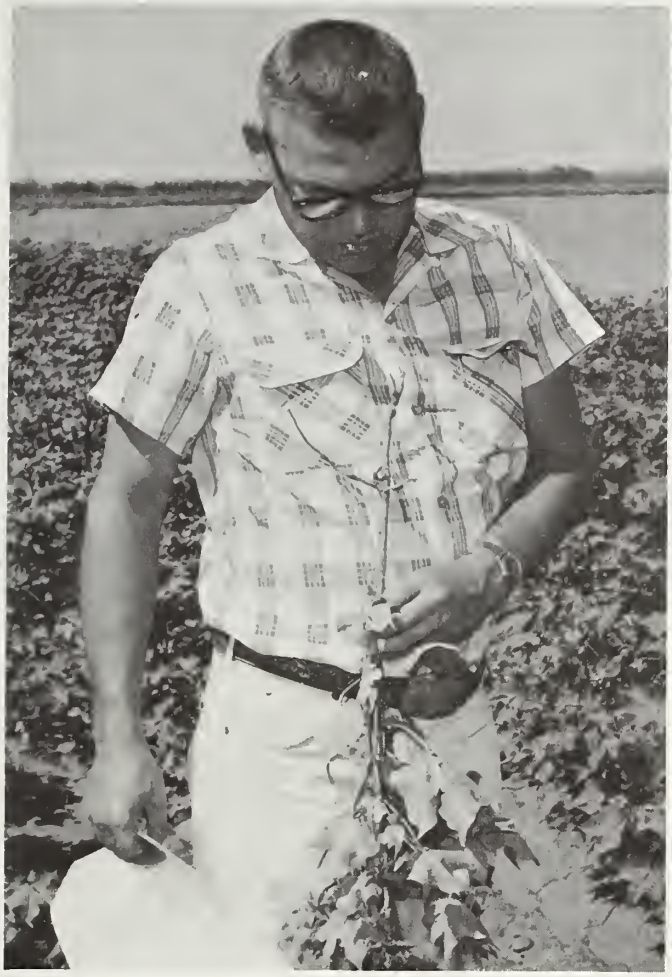
In 1964, with many new herbicides on the market, the farmers wanted a school on herbicides and weed control. At this point, there was no longer any question about it—the school became an annual event.

In 1965 the subject matter was plant environment. The school covered the complex technicalities of plant diseases, the agents and characteristics, symptoms, parasites, factors affecting disease development and disease control.

In January 1966 the problem of keeping the enrollment low enough to allow free discussion had become more acute. The desire to limit the class yielded, and 29 students were accepted.

The farmers wanted not just a routine school in entomology, but an emphasis on integrated insect control. The pink bollworm was threatening the all-important cotton crop, and many farmers were concerned about the boll weevil.

This year's school literally went



James R. "Jim" Hazlitt, Yuma County Agricultural Agent in Charge for the University of Arizona Cooperative Extension Service, shows Wellton-Mohawk cotton growers of his county how to check for nematodes during a special school. At the same time, he's showing the results of nematode-control tests in the area.

back to the soil. Such complicated matters as chemical properties of the soils, physical characteristics of soils, management of soil, salt movements, irrigation of soils in regard to salt and other soil factors were thoroughly probed.

"We emphasize giving the individual basic information so he can make intelligent decisions. We do not try to tell him what to do or how to do it," explained Hazlitt.

Progress on the area's farms has been dynamic. Some farmers have progressed from homesteading in trailers and modest houses of railroad ties to fine homes, private swimming pools, and individually-owned airplanes.

"Extension, of course, is only one factor in this success story," said Hazlitt. "More important is the fact that these are highly intelligent farmers who work hard and are willing to accept change when they know it will do them some good."

It is an irony of sorts that the very Extension technique rated originally at the bottom of these farmers' list of educational methods turned out to be so successful.

Hazlitt attributes the success to many factors, including these:

1. The program was conceived and executed at the local level in response to the precise needs of the clientele. The school was tailored to the exact wants of the farmers.
2. Precautions were taken to insure a turnout that would justify the use of the resources.
3. This group of farmers have a high level of formal education and are quick to grasp the complicated information.

Even though these farmers are wise to the many new ways of agriculture, today's agricultural world is changing so fast that they have to keep updating themselves to stay in the highly competitive business of farming, just as a physician must keep up with the latest findings in his field.

The solid value of the school is evident in the make-up of the student body. Of the original farmers who wanted the school, about 80 percent still are participating each year. About the only drop-outs are those that have moved away.

An important value of the school from the standpoint of Extension, says Hazlitt, is "the change it has brought about in the attitude of farmers toward Extension in Yuma County."

"This group is very progressive," says Hazlitt, "and they are eager to have Extension field trials, tests, etc., on their farms. They cooperate in every way. They donate land and materials. They come to our field days and put new practices to work immediately."

Dr. George E. Hull, Arizona Extension Service Director, observed that the Wellton-Mohawk program is part of a statewide effort to assess the wants, needs, and desires of people on the local level and respond accordingly.

"We could offer many examples of this philosophy paying off in Arizona," said Director Hull. "This Yuma County program is successful simply because it was tailored to the exact needs of the people." □

Minnesota rural letter carriers provided 4-H'ers with information about road hazards in their area which needed correction.

4-H members in Blue Earth County aided the safety program by trimming blind spots.

4-H'ers, letter carriers team up to—

Fight Rural Road Hazards

The death, injury, and property damage resulting from automobile accidents is a national, State, county, and local problem. Even more specifically, it is a personal problem affecting those who frequently use rural roads.

The objective of the 4-H—RFD Safety Program, being tested in Minnesota for possible nationwide implementation, is to reduce the number of accidents on rural roads and thereby reduce the potential for fatalities, injuries, and property damage.

The Minnesota Highway Department recently published an analysis which indicates a more rapidly increasing accident rate on county and township roads than on State and Federal highways. County and township roads have the highest fatal accident rate per vehicle mile of any of the various other categories of roadways in the State.

A study of accidents involving automobiles operated by U. S. rural letter carriers in the upper Midwest showed that the severity of rural accidents is unusually high. Rural letter carriers are five times more likely to be injured in an accident than letter carriers driving in urban areas.

Many rural letter carrier accidents have, as contributory causes, hazards most common in rural areas—dangerous hill crests, blind curves, narrow single-lane roads, obscured vision at driveways for both passing and emerging drivers, speed too fast for conditions, and intersections obscured by crops and other vegetation. These hazards affect the entire rural population, not only the mailmen.

To assist in the accident prevention measures being undertaken by other agencies and organizations, the Minnesota Rural Letter Carriers' Association and the 4-H Clubs combined forces and pledged their cooperation in an effort to reduce the number of accidents on rural roads in Minnesota.

Several years ago, the rural letter carriers began keeping "hazard sheets" on which they listed the driving hazards on their routes and the necessary precautions. The information was primarily for substitutes who service the routes when the regular carriers are on vacation or are sick.

The MRLCA and the Minnesota Extension Service believed that this fund of invaluable knowledge had potential for greater benefit to all rural residents.

Minnesota 4-H Club fair exhibits such as this one helped strengthen community safety-mindedness and focus attention on local rural road hazards.

by
Jo Nelson
and
Earl S. Bergerud*

Utilizing the hazard information, the 4-H—RFD Safety Program was implemented last May. In order to reduce the number of accidents on rural roads, the program hopes to:
1) eliminate or correct physical hazards on rural roads, either through the efforts of 4-H Club members or through other resource persons;
2) develop and strengthen safety-mindedness in 4-H Club members and the entire community through education, publicity, and participation;
3) focus community attention on local rural roads and road hazards;
4) provide a procedure and an apparatus for identifying and correcting physical hazards.

Several groups were organized to guide the program. A State steering committee consists of representatives of the Extension Service, Minnesota State Rural Letter Carriers' Association, and the Post Office Department.

The State resource committee consists of representatives of the cooperating organizations and of other interested groups. Each county steering committee is made up of the MRLCA county safety officer and the county agent, who serve as co-chairmen, and other members as desired by them.

A county resource committee, which is an optional part of the plan, consists of the co-chairmen, representatives of the county Extension committee, county engineer, county sheriff, and editors of county newspapers.

In preparation for club participation in the program, the county co-chairmen meet with the county 4-H leaders' council officers to discuss the program and its implementations.

The MRLCA county safety officer explains the program to club leaders at 4-H council or federation meeting, which may also include the county sheriff, highway engineer, and representatives of the township board.

After the 4-H Club leaders are informed, this is how the program works:
1) Leaders contact their county agent indicating that their club is interested, and give the time and place of a meeting when a rural mail carrier may appear on the program:
2) A rural mail carrier comes to the meeting, shows a set of Automotive Safety Foundation slides on common hazards on rural roads, and leaves with the club a list of hazards on rural roads in the area;
3) The club organizes to correct the hazards where possible and to alert their families and community to those they cannot correct;
4) Hazards which cannot be corrected are referred to the co-chairmen for submission to the County Resource Committee. Many rural road hazards, for instance, are due to mutilated signs or lack of signs. Since signs must be uniform and properly placed, the role of the 4-H Club is to refer the hazard to the proper official and solicit action.
5) 4-H Clubs that correct one or more hazards receive certificates of accomplishment signed by the co-chairmen.

By November 1 the program had been introduced in 23 counties. Rural letter carriers had made safety presentations in 167 4-H Clubs. Fifty hazards had been corrected and seven that could not be eliminated by 4-H Clubs had been submitted to a county resource committee for study.

The 4-H—RFD Safety Program is a hard-hitting action program to be accomplished by doing, not just talking. Each participant has the opportunity to serve his family, his friends, himself —his entire rural community. □

* *Nelson, Assistant Extension Editor; Bergerud, Assistant State 4-H Club Leader, University of Minnesota.*

Let Us Work Together . . .

by
W. F. Knight
Extension Director
Chariton County, Missouri

"Let us work together, one with the other." No saying could be more true for the Extension worker and the consultant. This implies that some good will be accomplished as a result of their mutual effort. The question is: "How can they work together beneficially for the farmer?"

The Extension Service has the responsibility of providing the best and most up-to-date information possible to all people in Chariton County. This includes approximately 1,800 farmers whose interests are widely diversified, and in many instances, highly technical.

Extension's program varies from time to time depending upon the needs as seen by program planning committees, Extension councils, or farm leaders. For instance, it may emphasize disease control in swine production one year and nutrition the next. Although help is given to individual farmers, the program is generally carried out through groups.

Farming operations in Chariton County are getting larger, requiring more skill in production, marketing, and business management. It is obvious that a farmer who feeds 1,000 cattle a year, or from 2,000 to 5,000 hogs, will need expert consultation and advice. He will look for the best available source of help.

Let's take a look at one such farmer in Chariton County. This farmer has always been known as the progressive, eager type. He tests his soil and raises more than 100 bushels per acre of corn yearly. He goes to meetings to learn the latest information, and travels far and wide to study various feedlot setups.

With the help of the Chariton County Extension farm management agent, and others, his feedlots and feeding systems are planned and constructed to provide greatest efficiency for the land, labor, and capital that is available.

With good judgment in buying cattle, the maximum utilization of silage to cheapen costs, and almost complete mechanization, you might think his problems are over. But this is not true.

He may find it to his advantage to get the additional help of a computer in figuring low-cost rations and to make certain that disease detection and prevention is available at all times. For this help he seeks the service performed by Agri-Service Enterprises.

This consultant group is headed by a veterinarian who specializes in animal health, animal nutrition, and animal breeding. Thus, the cattle feeder can assure himself of help in these fields immediately on a call basis. The consultant, then, offers specific expertise vital to the farmer's operation and is available at any time.

There is little doubt that Extension and the consultant can work together beneficially for the farmer. It is Extension's responsibility to provide both the farmer and the consultant the latest and best information possible, and when this information is not readily available in certain fields, to make every effort to obtain help from various other sources.

Extension workers can gain from the knowledge, experience, and competencies of consultants in carrying out a program for the good of all farmers in the county. □

Toward Better Agri-Business

by
W. W. Leatherwood, D.V.M.
Professional Consultant
Agri-Service Enterprises
Salisbury, Missouri

If we look at the role of private consultants in the current agri-business explosion, we find they occupy an increasingly important role in formulating the future. Consultants are rapidly developing a long overdue status in agri-business.

Scientific research in universities and private industry is being conducted at an ever-increasing rate. Countless pages of data are available to improve the existing situation. Big business has the necessary manpower and capital to cull this data and come up with a logical solution. The modern American farmer does not have the manpower or the necessary capital to do this. He accomplishes what he can with the advice at hand. A probable solution would be the cooperative efforts of Extension and the private consultant.

In Chariton County, Missouri, producers of meat and fiber are dissatisfied with their present financial and social status. These producers believe that they should be entitled to higher prices.

They are convinced that the processors and retailers control the market at the producers' expense. Many producers have turned to specialization and mechanization to meet the challenge, and have evolved into large-scale units.

To their dismay, all that glitters is not gold. More problems were encountered. Labor-saving devices, better fertilizer, more effective insecticide, improved farming methods, and programmed animal health care had to come from some place. The question: "Where?"

To effectively use these tools, the producer was again faced with major problems in obtaining the maximum in effective and efficient management. Rapidly approaching was the fact that without proper cooperation of farmers, Extension, and private consultants, the "family farm unit" of the Midwest would be a thing of the past.

This cooperation can and must achieve what the producer cannot accomplish alone. In the past, Extension was the only source of reliable information to these units. Developments are coming in such rapid succession that no one person can possibly keep up with the many ramifications of knowledge that are needed to insure proper and efficient management of highly specialized operations. Thus, the consultant provides an additional source of proper interpretation of data; however, producers do not always rely on them.

We in Chariton County are fortunate in having Extension personnel who have one aim—to serve our rural community in the best way possible. This means a thin spreading of their time.

These people realize the fast-changing picture of our space age agri-business and attempt to keep up to date while providing the rural area the best service available.

The facts of life point up, without fail, that more cooperation between Extension and the private consultant is mandatory. DIVIDED WE WILL FALL; TOGETHER IT IS POSSIBLE TO MAKE OUR MARK IN THE ARCHIVES OF AGRI-BUSINESS GROWTH. □

At all locations, attempts are made to simulate farm conditions for planting and harvesting. This silage harvester was used on corn variety test plots.

Variety Testing—

Effective Extension Tool

by
Extension Prof. A. D. Stuart
and
Prof. J. C. Rice
Crop Science Department
North Carolina State University

From a rather humble beginning in 1942 with five participating farmers, the North Carolina State University Official Variety Test Program has grown and increased in importance until it would seem impossible to carry on effective Extension teaching in crops production without it.

That the tests and the Extension agents' and specialists' use of the data have had great impact on North Carolina agriculture is a matter of record.

Take corn as an example. Our production records prior to 1940 are often a source of embarrassment. The State's average yield that year was 19 bushels per acre. Incredible, but true. Twenty-five years later the average yield was 71 bushels per acre. We don't mind talking about that.

Certainly, not all of this can be attributed to official variety testing or even to Extension's all-practice program for corn. But the tests have been a springboard for getting our all-practice approach moving.

And this program has been instrumental in changing the attitude of the farmer toward corn and in showing him that corn can be a major economic enterprise.

Official variety testing was an outgrowth of an act of the North Carolina General Assembly which provided for the formation of a certified seed growers association by the farmers, a seed testing plan for the North Carolina Department of Agriculture, and field inspection of seed by the university.

Extension staff members have used the tests to show the Experiment Station's suggestions on soil testing, soil fertility, topdressing, weed control, and insect control as well as variety selection.

As planting seasons approach, farmers, seedsmen, and agricultural workers ask "What is the best variety to plant in my area?" To help these individuals make a choice, the Experiment Station conducts variety evaluation trials on as many as eight different crops at over 70 locations within the State.

Entries in these trials include varieties and hybrids from commercial and public plant breeding programs. Varieties are evaluated from the mountains to the coast for adaptation to specific areas and soil types. Data are reported as measured crop performance.

Most test locations are on cooperators' farms. Several others are planted at the Experiment Station farms. Recommended cultural practices are carried out at all locations with fertilization, planting rate and depth, weed control, and harvesting methods being constant for the specific crop.

In addition to receiving printed data concerning the variety tests, agents, specialists, farmers, and plant breeders tour test plots to see progress firsthand.

At all locations attempts are made to simulate farm conditions for planting and harvesting. In addition to yield and other agronomic characteristics, chemical analyses are made on tobacco, corn, and sorghum silage entries. The chemical data, along with yield and other agronomic characteristics, are available by location and summarized by areas with averages presented in one-, two-, and three-year tables.

But these data do not represent the first exposure of farmers, Extension workers and others to the tests. For example, each year, carefully organized tours are held of a representative sample of the corn tests.

Extension agents and some farmers participate, along with research and Extension specialists from the department of crop science, and plant breeders. The first 1½ days of the tour are spent in the eastern part of the State, where 70 percent of the corn acreage is located, and one day is spent in the central and mountain sections.

At each location, the director of the Official Variety Test or some other member of the crop science staff explains the purpose of the test and how the plots are designed. For the information of the visitors, the first replication of each plot is labeled with the variety name for easy identification.

Mimeographed sheets with the names of the variety and space for note-taking are provided to each visitor. He can take this information home with him for his immediate study.

Local tours are arranged by county Extension agents. These visits to the test plots generally draw good participation from farmers. The agents have found that growers appreciate printed data on the tests, but the figures have additional meaning if the farmers have had the opportunity to see the plants in the field.

After harvest is completed on all tests, the data from each are printed in a research publication. Pertinent data on corn are extracted by the Extension specialist and printed in an Extension publication which is made available to the county agents and the public.

Growers are informed of the availability of this information through news media and personal contact. They have become accustomed to using these simplified data in making their variety selections each spring.

To assist in financing the operation of the testing program, entry fees are charged according to the crop and number of locations within a specific area. Entries in the program include breeding lines of varieties which individuals or companies desire to have tested.

In addition, certain varieties which are commonly planted in the State are evaluated. During the 1966 season, 354 entries were included in the overall testing program. Over 63 percent of these were from commercial agencies.

Thus, with the cooperation of plant breeders and farmers, the Experiment Station is able to provide this invaluable service. And with the information derived from the tests, Extension workers have an effective approach to one phase of their educational responsibility to the North Carolina farmer. □

Combines such as this one are used for harvesting the small grain variety test plots. Recommended cultural practices are carried out at all locations, and methods are constant for each specific crop.

One cooperative effort of the Saluda County farmers was the construction and operation of a soybean handling facility. Huddling over operations are, from left, O. T. Price, Jr., treasurer; Vastine Couch, manager; County Agent Craven; and Harry Bell, county farm leader.

In Saluda County—

Cooperation Does the Job

by
Harold Rogers
Associate Communications Editor
South Carolina Extension Service

There's nothing like cooperation and group action for getting the job done, says Bill Craven, county agent in Saluda County, South Carolina.

His key for cooperation is simple: motivation through information and communication.

He believes in marshaling the full forces of Extension Service information on a given subject—and getting it to the people.

"Success is people working together," he says. "Extension tries to provide organizational and educational leadership, technical knowledge, and enthusiasm. And we believe that if we do this, people will react accordingly."

If performance and results prove the point, there's little doubt that Craven has found the key. For example:

When a group of cotton producers in his county wanted to try a new cotton variety and couldn't obtain desired ginning service, they organized and bought one of the gins. That's cooperation.

They found this worked so well that they decided to build their own badly-needed facilities for handling and storing soybeans.

From there, they branched out to build a cooperative liquid fertilizer plant. And there are other illustrations.

The story of the enterprising cotton producers and community development started in late 1961. Interest in this traditional crop was waning. Learning that a commercial seed firm wanted additional acreage for a variety of certified cotton seed, Extension became convinced this was a project for Saluda County growers.

But it wasn't easy to sell to all the people.

The approach included three basic steps involved in most organizational efforts: expert knowledge, individual contact, and the group meeting.

To get the ball rolling, Craven contacted cotton leaders individually and explained what he regarded as the advantages of the program.

This meant tactful presentations, gentle arguments, and above all, leg-

work. Both personal approach and direct mailing were utilized. Next, the field representatives of the seed company were brought into the area to tell the growers of dollars and cents possibilities.

When the foundation had been laid through individual approaches, the county agent called the first of two general meetings of the growers.

The program was discussed, dissected, and turned inside out—and they agreed to try the new cotton program. "They bought it," Craven said, "because we had convinced them that to remain in the business over a long haul, they were going to have to produce a better product."

There was one major hitch. The new variety would need rigid ginning specifications, and the seed people pushing it wanted the cotton to be handled in a gin processing it alone.

Craven and other leaders asked two ginners if they would agree to gin on that basis. Neither was interested. "We then asked one," Craven recalls, "if he would be willing to sell the gin. The answer was yes."

There was more legwork, more communication with individual leaders. At general meeting number two, the growers agreed to organize a cooperative to buy the gin. Twenty-eight of them joined in, raising $24,545 in stock. Borrowing the remainder, they invested $62,730 in the gin.

In setting up the cooperative, they were advised and assisted by Clemson University Extension specialists.

During the first year of cooperative operation, the gin ran through 1,685 bales of the new cotton variety. In three years, it paid off the mortgage. By 1965, ginnings had doubled.

"The members and the growers generated a great deal of interest in carrying their products this one step nearer the market," Craven says. "They became better cotton farmers and they made more money for themselves."

The producers were able to sell directly to the spinner—realizing an extra $10 to $18 per bale because they had the cotton the spinner wanted. Previously, most cotton grown in the area had gone into loan.

Some of the farmers were so well sold on their cooperative move they wanted to try the same approach in setting up a soybean handling and storage facility.

This was a coming crop, and producers were hauling their products 30 to 40 miles for handling.

The previous organizational moves minimized the need for "education" on the new project. After consultation with Extension specialists and the exchange of ideas with the right people in his county, Craven called a meeting of those who had indicated an interest in the project.

Within a month, the growers signed a charter for the Ridge Farmers Mutual, a soybean processing facility. The 14 farmers present for the incorporation meeting represented 1,615 acres of soybeans. Each of those joining pledged $5 per acre to build the plant, and in the summer of 1965 they erected a $50,000 grain-handling facility that provided a convenient outlet for trucks and greatly speeded up harvesting.

It was the first such successful undertaking in the State.

In the same summer, the farmers erected a $42,000 liquid fertilizer plant, financed by pledges according to anticipated usage.

Both were examples of highly successful community resource development through cooperation, coordinated by Extension. And in both, full assistance and advice from Extension Service specialists were utilized.

Both projects have prospered. At the end of the first full year, the soybean facility had 66 members. It now has 86. The first year, it handled slightly over 100,000 bushels of beans. This season it processed about 185,000 bushels, as well as some wheat and oats. It also declared a 10-cent per bushel dividend for soybeans.

But the story of community cooperation and group motivation for Saluda County is not a new one. Back in 1957, the county agent played a leading role in organizing an artificial insemination program for dairy cattle.

Methods used were the same: motivation by supplying full knowledge; education through individual contact; making technical assistance available from Extension resources; and bringing people together.

Participation has grown from 1,013 to 2,975 cows. At present, an estimated 90 percent of cows bred on dairy farms in the county go the artificial way.

The result has been an improved production rate per cow, jumping from the 1956 county average of 7,300 pounds of milk to the present 10,563 pounds, above the State DHIA average of 10,235.

It all adds up to three chapters in the Saluda County story of community resource development through cooperation. Each is one of motivation and coordination by the county agent through utilization of Extension specialists and services. □

W. H. Craven, county agent, and Harry Bell, county farm leader, check machinery in the ginnery operated by the cooperative group.

Dr. G. Alvin Carpenter, seated, center, meets with representatives of the California Farm Bureau Federation and the California Livestock Association to discuss some of the organization's problems.

Extension Helps Co-ops Merge for . . .

More Profits, Better Service

by
Ray Griffin
Public Relations Director
California Livestock Marketing Association

A striking demonstration of the potential contribution to U. S. agriculture through Extension's role in fact-finding through research, problem defining through demonstration, and sound decision-making through education, has recently been concluded in California.

In July, 1966, two livestock marketing cooperatives in that State consolidated their operations to form the California Livestock Marketing Association. The two associations involved were the California Farm Bureau Marketing Association and the Valley Livestock Marketing Association.

The combined volume handled by these two cooperatives in 1965 was 401,619 cattle and calves, 274,315 sheep, and 97,396 hogs—a gross value of $60,948,661.

In 1954, noting the changes in livestock marketing methods and practices that had taken place, as well as the indications of other changes looming on the horizon, a director of the California Farm Bureau Marketing Association suggested that a study be made of these changes and their impact on the livestock marketing pattern.

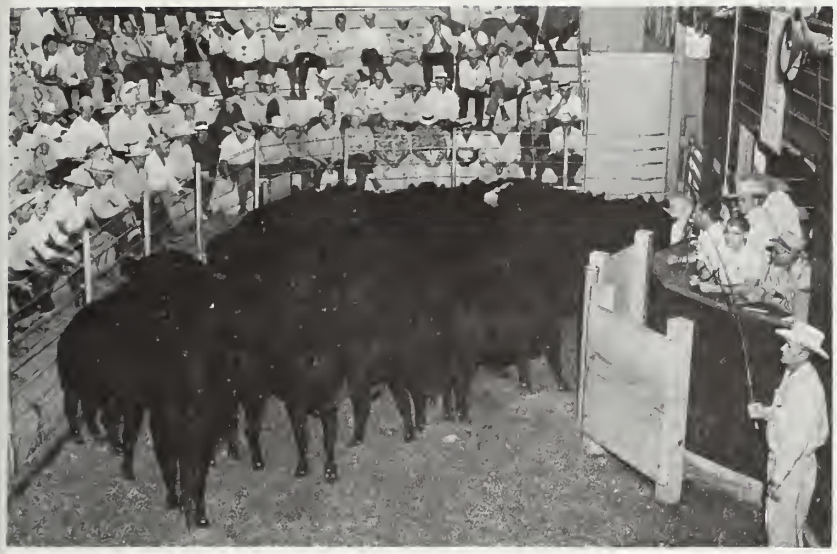
A conference was arranged with the director and staff of the Giannini Foundation for Agricultural Economics of the University of California. Attending were representatives from the three California livestock marketing cooperatives and the California Farm Bureau Federation.

A request to the Foundation for a study of the livestock marketing cooperatives and their potential adaptation to changes was turned down because of the lack of funds and personnel. In lieu of this study, the Extension Service agreed to conduct a survey of the livestock marketing situation as it related to the cooperatives and their producer-members. This survey was limited in scope, however, and did not go nearly as far as the original request had envisioned.

Another request for a more thorough and complete study was addressed to the Farmer Cooperative Service, USDA. This study, published in 1961, contained as one of its major recommendations, "serious consideration of the consolidation of the marketing cooperatives."

In 1962 the boards of directors of the two cooperatives requested the assistance of the California Farm Bureau Federation in defining and carrying out the steps necessary for consolidation.

They needed practical recommendations for integration with one or more segments of the livestock and meat industry, including feedlot operators, slaughterers, wholesalers, and retailers. The California Farm Bureau Federation asked the Extension Director to assign Dr. G. Alvin Carpenter,



The California Livestock Marketing Association and four other firms operate the Stockton Livestock Market, where auction sales take place each Tuesday.

Extension marketing economist, to assist in the project.

A steering committee set up in 1963 at Carpenter's suggestion included the manager and one director from each of the cooperatives, the Farm Bureau staff member working on the livestock program, and Carpenter, whom the committee asked to serve as chairman. Later the secretary-manager of the National Livestock Producers Association was added to the committee, as both cooperatives were members of that group.

During the ensuing 2½-year study, the committee met frequently—once a month or oftener—and rarely was there an absentee.

The influence of Extension training was emphatic when it came to research. Consolidations and mergers of other livestock groups were studied in detail. The organization and structure of important cooperatives in fields other than livestock were carefully analyzed.

The services of an outstanding attorney and accountant in the cooperative field were retained when it became apparent that it would be advisable to organize and set up a corporation with the two cooperatives as the only members. Had this not been done, consolidation might not have materialized.

One of the most strenuous exercises was that of accurately defining the problems. The committee met at intervals with the boards of directors to report on research that had been accomplished and problems that had been analyzed and defined. The process of constant education eventually convinced all but two of the 27 directors that the change was demanding action that could not be long delayed.

Some of the more important problems were: effective coverage of the territory; a volume of livestock adequate for effective bargaining power; control of supplies involving commitments by producers and feeders; declining receipts at auctions and growth of direct movement; increase in specification buying; an effective organization structure; and a sound financing program.

With the research phase practically completed and problems well defined, the time for decision-making arrived. At this point the influence of Extension was again important and effective.

A thorough period of preparation preceded the well-planned presentation of the facts and the proposal before a joint session of the two boards of directors.

Background changes and facts developed by research were presented by Extension. Details of the proposal were set forth by the secretary of the committee. The attorney discussed legal aspects, and finally the accountant gave a projection for a five-year period. The two boards adjourned into separate sessions and later returned to another joint session.

In May 1965 the two boards put the proposal before the memberships—about 6,400 in the Valley Livestock Marketing Association and 3,000 in the California Farm Bureau Marketing Association. After an Extension followup campaign in the field, the consolidation was accomplished.

Benefits of the consolidation have not yet become a matter of record. It is apparent, however, that advantages will materialize. These advantages can be outlined as follows:

1. Greater volume and bargaining power with which to increase economic strength and do a more effective job.
2. Increased efficiency and potential saving through:
   a. Consolidated banking
   b. Unified management
   c. Elimination of duplication of territory and services
   d. Savings in accounting procedures
   e. Improved membership relations
   f. More efficient use of travel and personnel.
3. Improved services to members at no greater cost.
4. Increased stature in the industry as a result of combined operations.
5. More advantageous position for contracting with feedlots, packers, and meat distributors. □

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From The Administrator's Desk . . . . by Lloyd H. Davis

The Greatest Educational Institution

Several years ago in meeting with a county Extension homemakers council I asked the ladies to tell me about their concerns as homemakers—concerns that we should consider in planning Extension work. I expect many of you have had similar experiences and can guess what they said.

There followed a pouring forth of concerns. Some were concerned about crowded schools. Some were concerned about juvenile delinquency. Others were concerned about teenage diets, children of working mothers, inadequate playgrounds, children's need for constructive use of their leisure.

It all added up to one thing—their greatest concern was the welfare of their children and their neighbor's children. I think you would expect that. I believe this is generally the first concern of mothers.

Similarly, one of the major concerns of the American people is the quality of education their children receive. In many localities, school issues are the local issues in which there is greatest interest. In recent years our representatives in Congress have passed numerous acts to improve school facilities and programs. They have appropriated billions for this purpose—further evidence of our concern for improved education of our children.

One of our major efforts in Extension serves this need of children between 9 and 19 and serves it admirably well. Our youth educational program is widely acclaimed for its accomplishments.

Yet educational specialists tell us the most important years in our education are those between the ages of 3 and 5. The skills we acquire and attitudes we develop then determine to a major extent our learning later. They say the future course of our lives is determined to a great measure by our learning then.

But most children age 3-5 are in no school. They are home. In most households, Mother is the only teacher. Indeed, the American home is the most important educational institution of all. Mother is the most important teacher. Frequently she is equipped for this task only with basic instincts for motherhood.

She teaches through everything she does. Her efforts to make the house a home and her husband and children a family are all part of this educational institution.

There can be no more important goal of our home economics program than to help mothers teach essential skills, instill curiosity, develop goals, values, aspirations, confidence, courage, and faith in their children.

Perhaps our adult home economics program is our more significant Extension program serving youth. □

EXTENSION SERVICE
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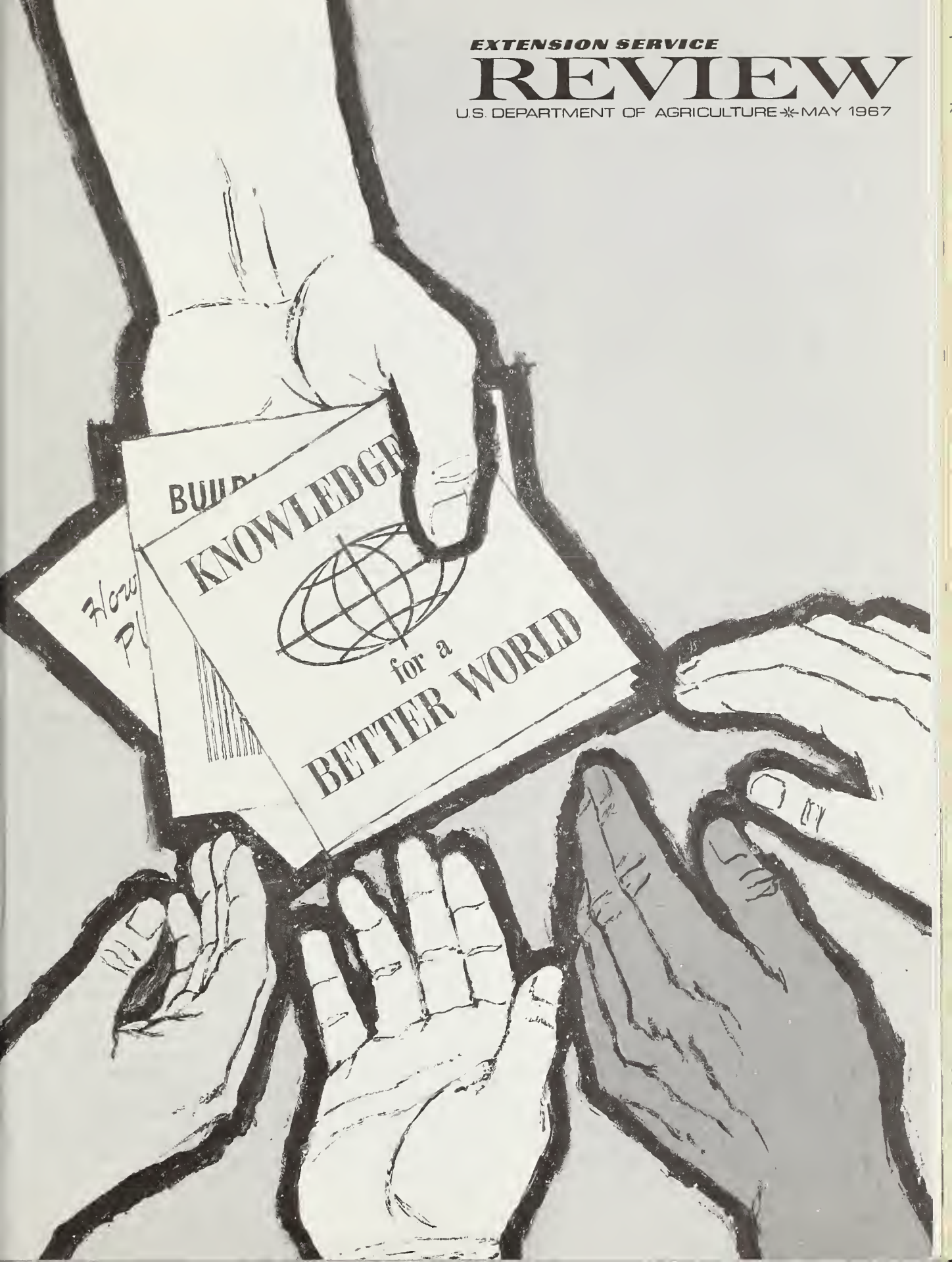
U.S. DEPARTMENT OF AGRICULTURE ✳ MAY 1967



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The Extension Service Review is for Extension educators—in County, State, and Federal Extension agencies—who work directly or indirectly to help people learn how to use the newest findings in agriculture and home economics research to bring about a more abundant life for themselves and their communities.

The Review offers the Extension worker, in his role of educational leader, professional guideposts, new routes and tools for speedier, more successful endeavor. Through this exchange of methods, tried and found successful by Extension agents, the Review serves as a source of ideas and useful information on how to reach people and thus help them utilize more fully their own resources, to farm more efficiently, and to make the home and community a better place to live.

ORVILLE L. FREEMAN
Secretary of Agriculture

LLOYD H. DAVIS, *Administrator*
Federal Extension Service

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EXTENSION SERVICE
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Exporting Education

A major plank in the Food for Freedom program calls for increasing self-sufficiency on the part of developing nations receiving food aid from the United States. Already, some food aid projects are being conditioned on recipient countries providing visible evidence that they are seriously attempting to increase food output.

Any significant breakthrough in world food production will be predicated on one overriding factor—development of managerial and technical skills of those with resource management and production responsibilities in growing nations. Neither resource development nor production can proceed very far without education of the type provided by Extension.

Both the USDA, including the Federal Extension Service, and land-grant colleges in cooperation with AID have already become deeply involved in exporting education. All indications point to a major expansion of the effort in the years immediately ahead. There are further indications that opportunities for Extension's education-for-action programs will increase at a greater than proportionate rate to the growing quest for knowledge. This will take some getting ready . . . WJW

by
Don Nelson
Assistant Extension Editor
Iowa State University

Small Folders

do a BIG job

Don Nelson shows a few of the small folders which have accomplished big tasks for the Iowa Cooperative Extension Service.

Extension audiences are growing and changing. It's increasingly tougher to rely on phone calls and face-to-face visits to encourage participation in educational experiences.

A small folder hits hard and fast when it comes to reaching diverse and scattered audiences. It has to. You're limited in space. If your program or activity is important, a small, well-done folder with an attractive cover and good use of color, type, and illustrations can help lend it the dignity it deserves.

You might call it a leaflet, circular, pamphlet, brochure, handout, or (seldom, we hope) a throwaway. In general it is one piece of printed paper folded to fit a standard business size (or penalty) envelope.

What are some of the big jobs a small folder can do? It might shoulder an educational load all by itself. Maybe it's designed to add prestige to a program.

Perhaps it's an all-purpose "salesman" answering such questions as: Why is this important? What kind of program is it? How can I participate? Your "salesman" may go so far as to invite your prospect to "buy" — with a tear-off or cut-off blank.

Or, the small folder may be primarily a program schedule supplemented by an enclosure letter and a separate registration form.

An Iowa Extension economist, for example, had compiled speech information showing that farm exports meant much to the Upper Midwest and especially to Iowa. It seemed that this information should reach beyond the lecture hall.

How to get it to the public? A colorful small folder designed for this educational battle leaped into the fray with vigor. Farmers, businessmen, farm organizations, and other private and public agencies got copies.

The Iowa Department of Agriculture initially got 25, soon ordered 100 more. One State agency handed out the little folder at one of its own non-Extension meetings. The State news media printed about 30 stories on the folder.

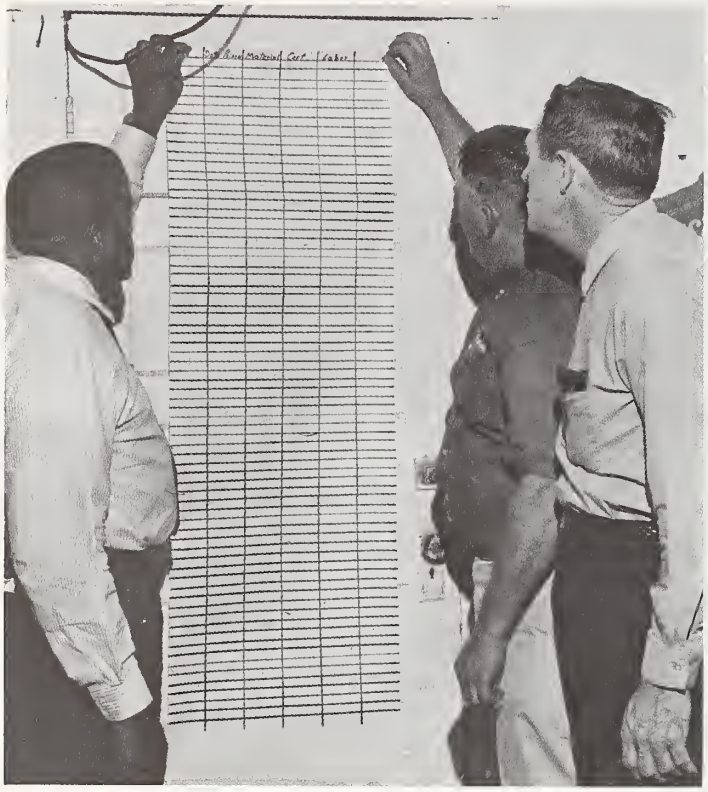
Then there was the case of a five-part educational program about a nine-county area's people, problems, and progress. Key leaders from NIAD (North Iowa Area Development) were to attend the meetings. How to interest a large number of people? Again, a small folder came out to answer the challenge.

This folder had to hit hard on a number of points in a small space. It also had to make the educational program look like something in which a busy community leader would want to invest more than 10 hours' study time. The little blue folder was instrumental in attracting more than 200 community leaders to the five-part program.

Just a few of the other small folders which have promoted Iowa Extension educational offerings in the past year were announcements of: a manpower research institute; a community planning symposium; a series of three farm management schools; a farm operator's short course; and an economic refresher course for businessmen.

County offices have made good use of small folders to tell about a whole year's Extension educational opportunities. One county has put out a program folder for three years. It features an events calendar, county office information, and names of Extension Council members.

Yes, a small folder can make a big impact. But be careful. Plan well. Your small folder should fill men's minds, not their wastebaskets. □



Billy Weldon, center, inspects the chart on which he will list insect conditions for each grower's fields during the season. With him are Extension farm agent Addre Bryant, left, and County Extension Chairman Tom McCabe.

by
Kenneth Copeland
Extension Magazine Editor
Auburn University
Auburn, Alabama

Extension, Ginner Cooperate To Achieve Common Goal—

Increased Cotton Yields

As far as Billy J. Weldon of Mount Meigs knows, he was the only ginner in Alabama to gin more cotton in 1966 than in the previous year.

"It didn't happen by chance, either," reports Montgomery County farm agent Addre Bryant. "Weldon did everything possible to make it happen."

"With a big investment in equipment and machinery and a majority of the growers planning to reduce their acreage about a third, I realized over a year ago that I had to do something—fast," says Weldon.

Weldon's solution: help community growers raise their yields, which in 1965 had averaged 375 pounds an acre.

His plan worked, too. The community's average yield rose to 625 pounds of lint an acre in 1966—while bad weather and other adverse conditions were dropping the State average from 504 to 393 pounds.

Weldon's plan, which he carried out with the aid of Bryant, centered mainly on weed and insect control. Bryant held a meeting at which he discussed all areas of growing cotton, but especially these two. A cotton scout trained by Auburn University showed them how to check for insects. Weldon hopes to attend the cotton scouting school that is conducted by the Auburn University Extension Service this year.

Weed control had long been a problem for most of the growers. But since 90 percent of them had less than 10 acres of cotton, it was not practical for them to buy the necessary equipment for applying chemicals to control weeds.

To insure that they did a good job of controlling weeds and insects, Weldon bought the equipment and applied the materials for them. "I charged just enough to break even," says Weldon, "because my sole purpose was to help them raise their yields so they could stay in the cotton business. And at the same time, I would gin more cotton and make better use of my investment."

Problems facing Weldon are somewhat typical of many other agriculturally related businesses situated in communities of low-income farmers, especially those growing cotton.

The initiative on the part of this ginner, the foresight of Extension farm agent Addre Bryant, and the cooperation of producers are solving the farmers' mutual problems at the community level.

Everybody in the community is

economically better off when more production dollars rotate within it. Economists estimate that each agricultural dollar invested in cotton production creates $7 in agricultural business.

Weldon applied Treflan on about 300 acres for 30 growers. He admits that he had a hard time selling the program to some growers. "Some were skeptical of it," says Weldon. "Some didn't believe that chemicals recommended for weed control would do the job. Now they're convinced."

Joseph Artis of Mount Meigs is sold on Weldon's program. "It helped me raise more cotton," Artis says. "Over the years I averaged about 350 pounds of lint cotton an acre. Weeds and insects cut my yields. By participating in Mr. Weldon's plan in 1966, I made 750 pounds of lint per acre. Now that he has a picker and will pick cotton on a custom-basis this fall, I'm going to plant 56 acres this year."

On 59 acres Minnie B. Guice figures the program saved her at least $360. In years past she averaged spending at least $800 for hoe labor. Now, it's impossible to get hoe labor.

During the year, if a grower had a johnsongrass or cocklebur problem, Weldon spot-treated the area with DSMA.

For several of the growers—about 100 acres involved—he also applied liquid nitrogen. "They're sold on this practice," says Weldon. "It saved them about $16 a ton."

Since several new growers have already signed up, Weldon expects to do more business in 1967. He has already bought a 1,000-gallon water tank to put on the back of his truck. This will speed up his weed and insect control program. He also plans to get a 12,000-gallon tank for storing liquid nitrogen.

Weldon also has purchased a mechanical cotton picker for use in the community this fall. "I'm going to let one of the growers in the community operate the picker," says Weldon.

Billy Weldon adjusts sprayer rig as he prepares to apply weed control for Joseph Artis. From left are Weldon, Artis, Extension farm agent Addre Bryant, and Montgomery County Extension Chairman Tom McCabe.

At the beginning of last year, Louise Jordan told Weldon, "I had five acres of cotton in 1965 and didn't make a bale. I had a big weed, but it didn't set any bolls."

When Weldon heard this, he immediately suspected a deficiency of boron, one of the most important minor elements. In 1966, to overcome this problem, Weldon mixed boron with the liquid nitrogen and made an application.

Mrs. Jordan had never sprayed or dusted for insect control. Weldon's program includes this, too. In 1966, she applied pesticides seven times. Results? She made almost six bales of cotton on three acres.

Weldon scouted cotton for all growers on the program and poisoned whenever it was needed. "I kept a chart on every grower," recalls Weldon. "Every time I scouted the cotton, I posted the insect condition. When weevil infestation ran 10 to 20 percent, I sent for my equipment and sprayed.

"I would make three applications at five-day intervals. Then, if we had the insects under control, we withheld pesticide applications until infestation reached the damaging level."

In addition to buying a tractor and disk for cutting in herbicide, Weldon bought a high-clearance sprayer to apply the material and to spray for insect control.

Bryant set up a complete cotton production demonstration with R. L. Hall of Montgomery Rt. 5. He started by taking a soil sample and following all Extension Service production recommendations. Results: he made 767 pounds of lint per acre on 9.4 acres. Hall says, "I made only about 500 pounds in 1965. I credit the increase to controlling weeds with herbicides, having a scout to advise me on when to apply pesticides, and following Bryant's advice. I like that liquid nitrogen service Weldon does, too."

Weldon also soil tests the land for growers, to determine the plant food and lime needs of their land. □

4-H'ers find health education resources through . . .

County Health Chairmen

by
Clemie Dunn
Extension Youth Specialist
University of Missouri

From whence cometh thy information? Missouri is attempting to help 4-H'ers broaden their health education perspectives by opening channels to available health education resources.

As a result, 4-H'ers can define their goals and plan their health education programs in light of the wide array of resources available from private and governmental agencies.

The Extension youth staff and Missouri health educators agreed in 1965 that health-related organizations were having a difficult time reaching young people and making them aware of the resources, personnel, and materials available.

Consequently, it was decided to develop a series of health education kits containing literature, health knowledge checklist, and other aids to be used by each county Extension office in Missouri. Periodically, each local University of Missouri Extension Center is provided with two kits—one for the Center and one for the Youth and 4-H county health chairman.

Materials for the kits to date have been from the Missouri Cancer Society, Missouri Society for Crippled Children and Adults, Missouri State Medical Association, United Cerebral Palsy Associations, Inc., American Heart Association, National Foundation, Inc., Birth Defects, and several other health-related groups.

Mrs. Lawrence Conway, County Health Nurse and mother of two 4-H'ers, assists junior leaders in planning a county-wide tetanus immunization clinic.

This brought us to the educational process. The first step toward health education in the community is the selection of a County Youth and 4-H Health Chairman. Counties determine their own mode of selection.

This person assumes the overall direction of the county 4-H health program. While the Extension youth agent will always know about 4-H health activities, the concept of this volunteer leadership role is that it vastly increases the scope of effectiveness of 4-H health education.

Suggested duties of the county youth and 4-H health education chairman are:

1. Encourage every youth and adult or community organization in the county to select a health education leader and junior leader.
2. Conduct district and county training workshops for health education leaders and junior leaders.
3. Organize a health education committee representing all geographical sections of the county.
4. Assist county health education committee to find the answers to the following questions:
   a. What are the health problems of our youth?
   b. What are the causes?
   c. How widespread is the problem?
   d. What is already being done?
5. Bring in professional health workers as consultants to talk to the committee.
6. Provide agency reports, census, and other sources of information for study.
7. Help committees develop questionnaires, survey forms, etc., to gather needed information.
8. Help committees to develop and write a county health education plan stressing all the major areas of health education.
9. Keep people informed about what is going on. Use TV, radio, newspapers, meetings, progress reports.
10. Locate volunteer leaders and establish contact between them.
11. Help committee to evaluate progress. □

Citizens mapped and promoted canoe trails in an effort to better utilize their water resources.

Rusk County Plans Materialize When . . .

Citizens Chart the Course

by
R. B. Schuster
Extension Resource Development Leader
University of Wisconsin

Citizen planning spurs action! Recent changes in Rusk County, Wisconsin, graphically illustrate this.

Located in rural northwestern Wisconsin, Rusk County is experiencing vigorous growth as citizens, engrossed in planning and building their future, chart the course of progress.

New recreation areas, facilities for senior citizens, improved farming, more business, greater enthusiasm—you can sense the impact since local citizens took an interest in planning, says County Extension Agent Norm Kahl.

The paper mill president, the farmer down the road, the homemaker from the village—and nearly 250 other citizens—have enthusiastically accepted Extension's challenge to make Rusk County a better place to live.

Led by Extension and armed with facts, citizens have joined forces to study the resources of the county. This is "planning for total resource development" — a coordinated effort embracing all sources of assistance to improve man and his environment.

Rusk (pop. 14,000) became one of the pioneer counties in Wisconsin's resource development work when, in 1961, the County Board of Supervisors charged Extension agents with the responsibility for organization and education of all county Rural Areas Development (RAD) programs.

The county Extension staff prepared carefully for their role in this project. Before initiating citizen meetings, agents met with district Extension leaders for in-depth study of the citizen planning process.

In 1962, Extension agents contacted 28 key people throughout the county. These leaders helped select others to serve on area committees to identify local problems and situations that needed improving or changing. Extension agents led discussions and compiled background information for the committees to study.

Almost half the people who attended these sessions were from the villages and towns, and most of them had had little previous contact with Extension. But no free lunches, no door prizes enticed them to participate. They came strictly for the business of improving Rusk County.

Extension's intensive educational program gained the support of county residents. Committee members were kept informed of what was happening in other committees. Local newspa-

pers alerted county residents to the progress.

After 28 meetings—four in each of the seven areas—findings of the citizen committees were compiled, and Rusk County moved ahead to the next phase of the planning effort.

Extension agents, working with the County Board and other U.S. Department of Agriculture agencies, initiated a second series of meetings with community leaders, businessmen, and agency representatives.

The Agricultural Stabilization and Conservation Service, the Farmers Home Administration, the Soil Conservation Service, and local citizens helped structure the planning process.

These committees reviewed the findings of the first citizen study groups. They enlarged and refined the original report, pinpointed major problems, made recommendations, and designed an action plan—a blueprint for progress with specific goals and target dates.

The county RAD committee (composed of the chairmen of the original 28 study groups) approved the report, and in July 1963 the county's first Overall Economic Development Plan (OEDP) was approved by the County Board and funds were appropriated to publish it.

Although Rusk County, one of the first Wisconsin counties under the Area Redevelopment Administration, is currently eligible for aid under the Public Works and Economic Development Act, the original RAD committee remains active.

Guided by County Agent Kahl, the committee periodically reviews the OEDP to determine how well the county is progressing toward its goals. It also issues reports of this progress to county citizens.

Rusk County now has a plan for change. But how does this touch the men in the coffee shop, the farm wife in her kitchen, the owner of the small fishing resort? Is it really "their" plan? Do they sense the potential dramatic results?

Emphatically yes, says Kahl. "This experience emphasized to me that when people are given the opportunity to work to improve their community, they accept this responsibility willingly and with optimism."

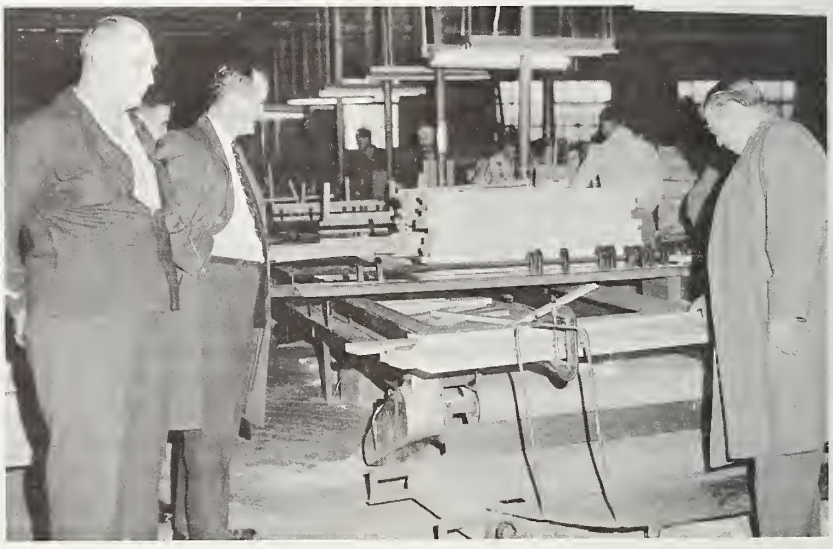
And the impressive record of accomplishments demonstrates that citizen planning is changing the future of Rusk County.

—Soon after the first OEDP was published, supervisors of Price, Rusk, and Taylor Counties' soil and water conservation districts established, with Extension and SCS support, the Headwaters Pri-Ru-Ta project. This is Wisconsin's only Resource Conservation and Development Project. The three-county organization provides the technical assistance for many natural resource improvements pinpointed in the OEDP.

—For the first time, a fact-packed 30-page book mapping 340 miles of

Installation of new facilities such as this maple sy groups on making improvements to existing local

County Agent Norman Kahl, right, and citizen committee members visit a local woodworking industry that is in the process of expanding.



ıorator illustrates the emphasis of citizen study
es.

canoe routes through the churning white waters of the Flambeau, Chippewa, and Jump Rivers of the surrounding four-county area, is distributed at all major sports shows in the United States.

—During planning, a need for facilities and activities for senior citizens was discovered. Consequently the County Board Agricultural Committee established a permanent committee on aging with Extension serving as advisor.

The Rusk County Center for Senior Citizens, with a $15,000 first-year budget, was established in a building on the county fairgrounds, which was remodeled to suit their specifications. The Center offers educational classes, community improvement work, and leisure time activities.

—A much-needed multi-use tourist information center was built on the main highway through the county. The center, staffed by senior citizens, includes an attractive gift shop stocked with articles handcrafted by retired residents.

—Three county forest campsites with 65 units were opened in the rugged Blue Hills and Flambeau River regions.

—A comprehensive forest management plan, completed through 1975, outlines the development and management program for county woodlands.

—County-wide land use planning is a major need. Soil surveys are complete in two townships, and 1970 has been set as the target date for the entire county.

—Facts from a manpower study of human resources compiled by the Wisconsin State Employment Service in conjunction with an Extension education program are used by industries investigating Rusk County locations.

—Extension agents organized a permanent citizen committee to help the State Employment Service and area vocational school personnel identify adult training needs in the county.

—Extension agents helped county officials obtain funds from the Office of Economic Opportunity to hire local workers for conservation projects. Last year 25 people worked on roadside beautification, timber stand improvement, and new campsite development.

—Trails End Camp, located on the main stopping site of the historic Chippewa "tote" trail, provides campers with a link to local heritage. New kitchen facilities planned by the 4-H agent and Extension home economist, in cooperation with citizen committees, have greatly expanded use of the camp by 4-H, schools, and area youth and adult groups. Other recommended improvements have been installed, and plans for a winterized auditorium are on the drawing board.

—Extension agents and resource development specialists have helped numerous local businessmen apply for Small Businessmen's Assistance loans

County Agent Kahl examines a wooden bowl in the tourist center gift shop, which sells craftwork of local senior citizens.

and identify other sources of credit. Local businesses and industries receive technical assistance and advice on management problems from Extension agents and the Northern Wisconsin Development Center at Wausau (financed jointly by University Extension and the Economic Development Administration). Extension meetings and institutes on construction, management, sites, and landscaping are conducted periodically for the recreation industry. One new cranberry bog has been started and several businesses have expanded.

—Qualified workers were needed to fill waitress and motel service jobs. The county Extension home economist, assisted by State Extension specialists, conducted educational meetings to train a work force to meet these tourist industry demands. After a series of nine meetings, twelve trainees found full-time jobs. Twelve others are on call for part-time work during peak seasons.

—Farming in Rusk County dominates employment with nearly half of the workers in agriculture and related jobs. The citizen committee found that farm practices need considerable improvement. Extension institutes, meetings, and demonstrations stress the need to produce good forage, keep accurate records, and improve management abilities. More farmers have joined the Dairy Herd Improvement Association and are processing their records electronically.

—As a result of Extension demonstrations illustrating the need for land leveling for better drainage, five farmers organized a land smoothing committee and bought five land levelers with loans from FHA. When a farmer wants to put more acres into production, he hires the machines and operators.

Phone calls, office visits, and daily mail indicate that in Rusk County the Extension office is the first stop for anyone seeking educational information. Bankers frequently refer individuals to the Extension office for help with their problems. People look to University Extension as a clearing house for government programs and technical information.

Committees recognize that the great potential in their water resources must be protected by shoreline zoning and land use plans.

County Agent Kahl identifies the initiation of the citizen planning effort in 1962 as the real beginning of change. More people show an interest in Rusk County. Businessmen, local government officials, and educators recognize the benefits of citizen planing.

Rusk County people are taking greater advantage of available agency and institutional services and demonstrate increasing initiative in doing more for themselves.

The success of total resource development in Rusk County can be credited to dedicated and enthusiastic citizen participation, a continuing education program, cooperative efforts of USDA and State agencies, and Extension leadership and guidance throughout the planning process.

The people of Rusk County are not through. The planning goes on, the improvements continue. Committees meet, recommendations are modified to meet current situations. And Rusk County continues to move ahead. □

New York Extension home economists find source of able assistance—

Indigenous Leaders

by
Mrs. Carolyn Russell
Extension Home Economist
Clinton County, New York

For five years the Clinton County, New York, Extension home economists have been working with low-income families, but the problems of helping them raise their sights seemed insuperable.

The time seemed right and success demanded a new approach. The opportunity came when the Joint Council for Economic Opportunity provided funds for an inter-agency program.

Under the program, Extension home economists would train indigenous leaders as family service aides. These aides would seek out, recruit, and train low-income homemakers in better home and family resource management. It was an unprecedented, bold undertaking.

With the help of Community Action Research Center, the Extension home economists recruited 28 potential leaders from low-income families for a series of 10 lessons.

The women studied ways to save money on food and in meal preparation, storage, laundering, and child care. Some time also was spent getting acquainted with county facilities.

They visited the area trade and technical school in Plattsburgh, and each was given a free shampoo and haircut by student beauticians—the first beauty parlor experience for many. Few of the women knew about the trade school or had considered it as a possible training center for young people from low-income families.

In early May, the new family service aides were ready to go to work at $1.25 per hour plus nine cents per mile for transportation. Their charge: search out homemakers, persuade them to attend classes; teach them what you have been taught.

This they did with almost unbelievable expertise, coping with problems that ranged from unheated or locked meeting places to accusations of holding welfare-made jobs and facing up to apathetic town boards.

Said a Head Start representative: "I cannot believe this is real. Other professions may use aides, but not with responsibility for carrying out a program. I am most impressed with the Extension approach and with the results."

Now the homemakers are asking, "Where do we go from here?" and the aides have requested additional subject matter training. They want to know about selecting children's clothing, food preservation, budgeting, and how to shop for credit.

Plans are also being made to give the aides more lessons on nutrition, wardrobe planning, altering ready-made clothing, and renovation and refinishing of furniture.

There has been about a 33 percent turnover since the first aides started training, but two left the program for full-time employment. When the women first came to meetings, they avoided eye-to-eye contact, lacked self-confidence and self-respect. There is none of that now. They are an enthusiastic group of women with proven ability to lead and teach others. □

A family service aide calls on a homemaker to enroll her in the Clinton County program. In the first month, the 28 aides organized 340 women into 14 groups.

Agent-Consultant Relations

Large agricultural operations look to both county agents and private consultants for technical information and service. Ollie Liner, county agent (center), and Dr. J. D. Aughtry, consultant (right) discuss problems of commercial cattle feeding with owners and managers of local operations.

Competent Consultants Asset to Agriculture

by
O. F. Liner
County Extension Agent
Hale County, Texas

Time is the county agent's real limitation and greatest problem. There is never enough time to do all that needs to be done.

The large farming operations and agri-businesses are the first segments of agriculture to demand more service than county Extension can logically supply. It is more a matter of time than qualification.

This is the area where the well-qualified agricultural consultant can make a welcome contribution to the agricultural industry. Many large operations want a prompt, highly specialized, technical *service* on a regular, continuing, and individual basis, and are willing to pay for it.

It would be an asset to the county Extension program to be able to recommend capable consultants to those who need and want them.

The Texas Extension Service has added to its staff specialists who serve on an area basis.

Working in interdisciplinary teams, they backstop the local agents and do some of the direct teaching, especially in conducting short courses which run for several days. Even with their assistance, demand still exists for the personalized service which can be rendered only by the professional consultant.

It is something of a new concept to have agricultural technology available as a commodity on the market available for those willing to pay for it. One can have the services of an agricultural consultant in the same way as services can be obtained from veterinarians, doctors, lawyers, and accountants.

The county agent has a responsibility to all phases of agricultural production and agri-business. The office must be staffed to provide a well-balanced program that provides adequate information on a host of subjects.

County Extension personnel obviously must carry on programs that are broadly based. The agricultural consultant can hardly function on such a broad basis.

The county agent is not able, nor is it his function, to provide individualized services. Consequently, there is no fundamental basis for a conflict of interest between the Extension Service and the professional consultant.

When larger operations need a specialized service, the consultant can step in and make his contribution without disrupting or interfering in any way with the county agent's program. Cooperation is essential for coordinating technical service and information from two sources.

Like all other levels of the Agricultural Extension Service, the county agent's office takes great pride in the objectivity with which technical decisions and recommendations are made. The consultant must do likewise if he expects to have the support and confidence of Extension.

Politics, financial arrangements, business associations, sale of products, etc., must not influence his decisions. It would be difficult to overemphasize this point.

The county agent's office in Hale County is always ready and willing to cooperate with everyone concerned with agriculture. The agricultural consultant will enjoy equal cooperation as long as he runs an ethical business and demonstrates adequate professional competence.

The right kind of agricultural consultant is welcome in Hale County. Some of those currently working in the county have established fine reputations and are accepted as capable men devoted to their profession.

It is important for the county agent and other Extension personnel to know these men personally and to be familiar with their special talents. On that basis, they can be recommended to those who need their services. Each consultant will be accepted or rejected on his competence and ability to provide the service needed. □

'Make Your Services Known to the County Agent'

by
J. D. Aughtry
President
American Society of Agricultural Consultants

Agriculture is under pressure to become more efficient due to the many social, economic, and political changes taking place. Anything that imposes greater efficiency on agriculture dictates greater use of technology and increases the demand on technical personnel. This increases the work load on an already overloaded Agricultural Extension Service.

The county agent is the first person to feel the pressure, since he is the one in direct contact with those who may want more time than he can supply. The consultant is oriented more toward the larger operations. Under these circumstances it is not surprising that well-qualified, enterprising people have entered the picture to sell their technical capability.

With the proper understanding and communication, such persons should be able to cooperate effectively with the county agent and other levels of the Agricultural Extension Service for the good of all concerned.

The county agent and the agricultural consultant have much in common. Both provide technology and guidance to the same segments of agriculture. Both are in direct contact with the people they serve and draw on the same fundamental and applied research for their information. The two should be able to cooperate effectively. The larger farm units and agri-business create something of a dilemma for the county agent. Time is the county agent's biggest problem.

As a consultant who has worked for a number of years over several States in the agronomic and animal industries fields, I have enjoyed excellent cooperation at all levels of the Extension Service. The cooperative spirit demonstrated by county agents has been particularly gratifying and rewarding.

A number of clients have been referred to me by county agents. In one State, the University holds an annual meeting between a group of agricultural consultants and those at the University working in the same field.

It promotes understanding and communication and points up the fact that there need not be a conflict of interest between the two groups. The consultant should make himself and his program known to Extension people.

The bona fide agricultural consultant is an ethical man of proven capability. In most cases, consultants have grown up professionally in Federal, State, university and industrial technical programs. Usually such people have been exposed to the same education, scientific methods, technical information, indoctrination, etc., as their counterparts in institutional work.

They have more in common with Extension Service personnel than any other group. In effect, they render a comparable service to those, who by the nature of their operations, demand more time and service than the Extension Service can logically supply. Several of the country's most highly regarded agricultural consultants are former Extension Service employees.

In recognition of the need for a high standard of technical competence and personal integrity for agricultural consultants, the American Society of Agricultural Consultants came into being. It is a young organization made up of a small group dedicated to the creation of an image for the agricultural consultant as an ethical, professional agriculturist well-qualified in his own specialty. The membership expects to earn that image through the manner in which the individual conducts his affairs.

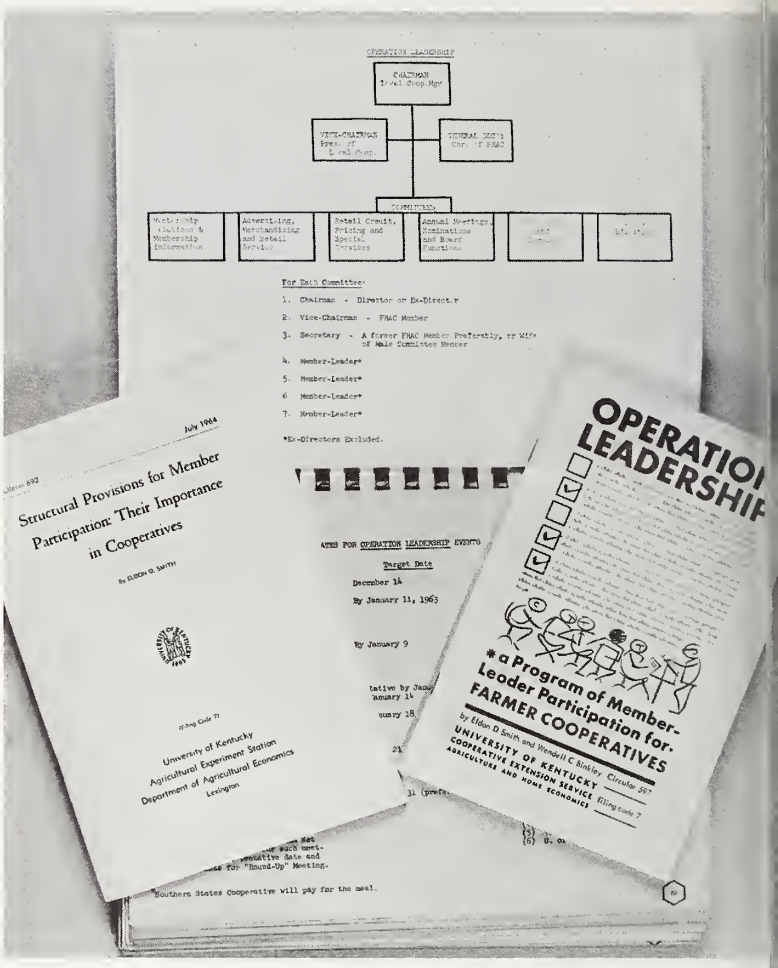
After establishing basic qualifications for membership and a code of ethics, the first objective of ASAC is to create a proper understanding and establish communication between its members and people in the Agricultural Extension Service, Agricultural Research Service and land-grant colleges.

In this way the agricultural consultant should be able to find his legitimate place in the agricultural community and render a useful service both to his clients and to the county, State and Federal agricultural programs. □

'Operation Leadership'

With Extension help, Southern States Cooperative improves membership relations

by
W. M. Corwin
Director
Information Publications Service
Southern States Cooperative



These are some of the publications which supported the "Operation Leadership" effort. Co-authors of the booklet, "Operation Leaderhip," were Eldon D. Smith and Wendell C. Binkley, of the Kentucky Extension Service.

Ed Babcock, one of the founders of the GLF Cooperative in New York, said, "The basis for a sound cooperative is a well-informed membership."

A modern version of this statement would imply not only that well-informed membership is necessary in maintaining a sound organization, but also that the best informed member participates more in cooperative affairs and gives his cooperative more of his patronage.

A program undertaken jointly by Extension and research personnel at the University of Kentucky and Southern States Cooperative proved this point and perhaps launched a new day in "membership relations" for the nation's cooperatives.

That program was "Operation Leadership," carried out at four points in the Bluegrass State during 1962-63. It was in 1960 that John B. Jones, now president of the Baltimore Bank for Cooperatives, planted the "germ" of the "Operation Leadership" program in a speech to cooperative membership relations personnel in the East.

Then Southern States Membership Relations Director, L. E. Raper, while exploring possibilities of setting up a program, found that Extension and research personnel at the University of Kentucky were already toying with the idea.

The two groups joined forces. New techniques were developed by the research economists and social psychologist at the university as the basis of an experimental program planned for three areas served by local cooperatives affiliated with Southern States. In each, the local board of directors had given its approval.

The program, which Extension

helped outline and organize, was launched as an experimental project in 1962, but failed to show worthwhile results. A study revealed that a primary cause of failure was the almost complete reliance on voluntary efforts and on the motivational and organizational abilities of the farmer directors and committee members of the cooperatives, rather than on the manager.

A quick "double take" eliminated most of the "bugs" and within a few months the project was ready to roll again, this time at four locations. The local cooperative manager, in each case, was given clear-cut responsibilities for leadership.

Working with local leadership, Extension helped select and organize six committees. These committees were to study local cooperative operation and make recommendations on how the local association and Southern States itself could better serve the members.

Each committee was charged with studying, evaluating, and recommending improvements in one particular phase of activity: membership relations and membership information; advertising, merchandising, and retail service; retail credit, pricing, and special services; annual meetings, nominations, and board functions; facilities and services; youth education.

Each committee's chairman was a present or former member of the cooperative's board of directors. The vice chairman was a member of the elected Farm Home Advisory Committee and the Secretary was a former FHAC committee member.

Each committee's membership included four "member leaders." None had served previously on the local board. They were chosen by interviewing local Extension and other agricultural workers who identified them as leaders in their communities.

To fill out the committee rosters, each association's trading area was divided into four districts. The local store manager was asked to select from each district six members for each of two sets of committees, either group of which would be satisfactory to him. One set would take an active part in the program; the other would serve as a "control" group. A flip of a coin decided which set would be participants.

A "kick-off dinner" took place at each of the four points selected for the program. Local board members, local cooperative personnel, all "Operation Leadership" committees, Southern States personnel, and University of Kentucky Extension and research personnel attended.

"Operation Leadership" was designed to help each association:

1. Gain the informed support and interest of influential farm leaders throughout its operating territory.
2. Develop potential director candidates who are well-informed and interested in the cooperative.
3. Help the board of directors and manager do an even more effective job by having this group of "leaders" study the various parts of the cooperative's operations and make suggestions for improvements.

Each committee was responsible for collecting facts, studying them, making suggestions, preparing and presenting reports and aiding in carrying out suggestions. Each was to meet several times during a 1½ month period.

Simple, clear-cut, step-by-step procedures and materials were provided, and each committee set to work. They had access to the cooperative's records and other information, and the right to ask questions of any employee and to recommend improvements or changes in operations, service, facilities, and personnel.

Each committee was expected to safeguard confidential information; to study each question before making a recommendation; to base recommendations on the principle that a cooperative is designed to serve all members equitably and efficiently; to discuss views and recommendations within the committee and with the manager before anyone else; and later, to inform friends and neighbors of what they had learned as a committee about the way their cooperative operates.

Extension assisted in evaluating progress at several steps along the way. Also, several months after the program was completed, two outside persons were employed to survey both committee members and the control groups who had not had participating experience.

Eighty-nine percent of those who participated felt the work of their committees was worthwhile. They developed a greater interest in participating in the affairs of their cooperatives.

They developed feelings of influence in the cooperative's activities. They became more aware of their status as part owner of the cooperative business, and an overwhelming majority said they would recommend such a program to other cooperatives.

In a period of five months after the program, the average increase per individual in purchases from his cooperative was $245 for those participating in the committee work—but only $62 per individual for each non-participating control group member.

A several years' study of patrons' purchases and a long-range research check on this phase of the program are part of the overall plan.

The continuing value of the program will depend largely on whether the managers and boards of these cooperatives continue to convey the impression that they are interested in the ideas and opinions of people who have developed some interest in the cooperative. If this happens, the cooperative will continue to flourish as more and more members learn more and more about it—and tell their neighbors.

"Operation Leadership" is a project that either Extension or Southern States Cooperative might have accomplished alone. But working together, they did a more effective job —one in which the results are expected to be more lasting in terms of building better-informed, loyal cooperative supporters. □

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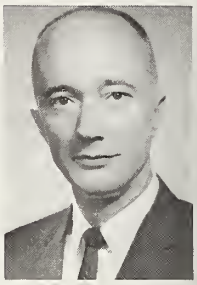

From The Administrator's Desk . . . . by Lloyd H. Davis

Our Efforts Are Recognized

Today we participated in the annual USDA Honor Awards Ceremony. It is a privilege each year to take a day to recognize the outstanding accomplishments of a small number of very deserving Extension workers along with deserving workers in other parts of the U. S. Department of Agriculture.

I wish we could somehow recognize more fully the devoted service and outstanding contributions of all Extension workers.

We never recognize all that Extension workers accomplish. We don't recognize some of their most effective work. Extension workers don't claim credit for much of what they do, and don't seek recognition.

All of us realize that some of the more significant contributions of Extension workers go unrecognized, go unidentified, because they cannot be identified. Some of the more important accomplishments are made as we inspire others, provide them with ideas, encouragement, and assistance—as we work quietly behind the scenes—while they take the action and rightfully claim credit.

While these contributions largely go unidentified and unrecognized nationally, they are not unrecognized locally. Those to whom we have provided the assistance recognize it, value it, and cherish the Extension worker for it. The recognition comes through their support, assistance, and encouragement to us.

A county Extension worker who has worked in this way with many groups in his county over a period of years knows that the people of the community recognize his contributions even though he may not be able to report them in his annual report, even though he may not stand forth and claim his share of the credit.

I wish somehow all this work might receive the State and national recognition it deserves, but for most of us it is enough to know that the people we serve recognize our accomplishments, the value of our assistance. □

EXTENSION SERVICE

REVIEW

U.S. DEPARTMENT OF AGRICULTURE ✳ JUNE 1967

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The Extension Service Review is for Extension educators—in County, State, and Federal Extension agencies—who work directly or indirectly to help people learn how to use the newest findings in agriculture and home economics research to bring about a more abundant life for themselves and their communities.

The Review offers the Extension worker, in his role of educational leader, professional guideposts, new routes and tools for speedier, more successful endeavor. Through this exchange of methods, tried and found successful by Extension agents, the Review serves as a source of ideas and useful information on how to reach people and thus help them utilize more fully their own resources, to farm more efficiently, and to make the home and community a better place to live.

ORVILLE L. FREEMAN
Secretary of Agriculture

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EXTENSION SERVICE
REVIEW

Official monthly publication of Cooperative Extension Service; U. S. Department of Agriculture and State Land-Grant Colleges and Universities cooperating.

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Efficiency Says All!

The covers of the past four issues of the Extension Service Review depict the major missions of Cooperative Extension—Building Stronger Agriculture, Building Stronger Communities, Building a Stronger Family, and Meeting Our International Responsibilities.

However, there seems to be an overriding mission—creating efficiency—creating efficiency in the use of all resources for the improved welfare of man. Efficiency is taken to mean getting maximum output from each unit of input regardless of the size or scope of operation—whether you're dealing with one acre of corn or 1,000 acres; whether you're dealing with a community of 10 families or 1,000 families; whether your human development effort involves one person or 100 persons; whether the international program involves one country or 100 countries.

In this sense, any input that does not produce maximum output attainable with available technology and scientific knowledge is partially wasted. Considering that inputs are limited and human needs almost unlimited—we just can't afford the luxury of wasting inputs in whatever form they come. WJW

Steve Sullivan, a coordinator of the Santa Barbara News Press reporters' program, discusses news writing with three 4-H reporters.

'Blue pencil' teaches

4-H Reporters

by
Robert Boardman
Extension Information Specialist
University of California

While educators bemoan the inability of American youth to handle the English language, newsmen on the Santa Barbara News-Press are teaching kids to write the hard and fast way—by turning in copy to the city desk.

News-Press copy readers handle daily stories from 16 4-H Clubs in all parts of Santa Barbara County. Blue pencils slash through excess verbiage. Wastebaskets receive stories that are badly written or handed in late.

"It's a tough way to learn to write," said Steve Sullivan, News-Press staffer in charge of 4-H news, "but it works. We tell them to keep a carbon copy of their material and check it with what comes out in the paper. That way they learn their mistakes quickly."

In addition to this method of teaching, the newspaper holds an annual instruction session for new 4-H reporters.

As an incentive to better work, the newspaper each year gives a trophy to the outstanding writer, and each club reporter is given a key to wear.

The system works, according to News-Press promotion manager Dick Smith.

"We print items on all kinds of 4-H activities, along with hundreds of names—the kind of news we'd never get otherwise. This benefits us in circulation and goodwill.

"The 4-H boys and girls, on the other hand, get their by-lines and their clubs' names in the news regularly. People become familiar with the clubs' projects. So when the kids go around to a businessman to enlist his support on a club project, they already have a foot in the door.

"But benefits of the project are not limited to the newspaper," said Smith.

"We encourage the 4-H Club reporters to work closely with television and radio stations, and they do it, too.

"The result is that we and the other media have a 'vested interest' in these people and what they do. At the annual 4-H exhibit day, for example, we assign two reporters, a photographer and a sketch artist to cover the event —not just because of an obligation, but because we think it is one of the most exciting events of the year.

"We come up with a full page of photographs plus a front-page story on the exhibit day—and of course we don't neglect to take pictures of the winners of the press coverage contest."

The 4-H Club news reporting system has been in effect since 1950. University of California Farm Advisor Norman H. Macleod and Home Advisor Josephine W. Van Schaick, both of Santa Barbara, supervise the program in their capacity as 4-H advisors in the Agricultural Extension Service.

According to Macleod, the News-Press system of 4-H Club reporting is unexcelled in California for participation and effectiveness.

"Kids vie with each other for the job of 4-H reporter," said Macleod. "But more important, they learn how to work with words, and in learning to be responsible reporters, we think they also learn to be responsible citizens." □

Modernizing facilities was a major method used by Delmarva poultrymen to improve their competitive position. Above is a modern chick motel with central heat, insulation, mechanical ventilation, and auger type mechanical feeders. At right, Ed Ralph, associate county agent of Sussex County, inspects one of the ventilating fans in a broiler house under construction.

Long secure in top position,
Delmarva poultrymen find that . . .

Competition Inspires New Effort

by
J. Frank Gordy
and
Raymond W. Lloyd*

From the very beginning, Delmarva's poultry industry has been confronted with problems. During the early years, however, profit margins generally allowed many wasteful practices, including high mortality losses. But the years brought changes in this situation.

Being pioneers in commercial broiler raising, Delmarva poultry people were primarily concerned with developing production "know-how." Until some two decades had passed in the development of this relatively new agricultural enterprise, inter-area competition caused little or no concern.

However, as the word of success spread to neighbors and to other geographic sections of the United States, commercial broiler raising really caught on.

In the meantime, the relationship between production costs and selling prices of the finished product had changed. Profit margins became less, and at times nonexistent.

During the late fifties, Delmarva became more concerned than ever about its competitive position in relation to newer broiler-producing areas. Many of the early houses had reached that stage where additional repairs were of questionable value. Most of them were out of date in terms of modern standards of construction and bird comfort.

Earlier, Southern broiler States had concentrated on Southern markets and those in Ohio, Indiana, Illinois, and the Lake States. Delmarva had serviced some of these markets, but had never fully developed their potential.

As production in the South increased, that area put greater quantities of poultry into the Northeastern markets in direct competition with Delmarva.

Industry leaders of this tri-State region began to concern themselves not only about modernizing their houses and improving production practices, but also about studying the marketing picture.

Close cooperation exists between poultry industry leaders and staff members of land-grant colleges. Frequently, leaders of the poultry organizations have called on the Extension Service and other representatives of the Universities to help with problems.

Consequently, it was not unusual for poultry industry leaders to turn to the Agricultural Colleges of the Uni-

*Gordy, Extension poultryman, and Lloyd, assistant Extension poultryman, University of Delaware.

versities of Maryland and Delaware for an evaluation of the situation and their recommendations.

Extension Service personnel and other University staff members joined with a committee of poultry industry representatives to examine every step of the business.

They were determined to find out what the future position of Delmarva as a broiler area would be.

Finding ways of improving the competitive and profit position of the Delmarva broiler area involved the following:

1. Analyzing costs of growing, processing, and marketing broilers, and comparing prices received on Delmarva and in competitive areas.

2. Gathering details of operation, management, and research which might lead to improved efficiency and lower cost of operation or improved selling prices.

3. Developing detailed recommendations for attacking problems which limit Delmarva's ability to compete in the market by using basic cost data (item 1) and ideas (item 2).

4. Urging the rapid adoption, by individual firms, of the principles, practices, ideas, and suggestions which they believed would help their situation.

One problem Extension and industry representatives considered was that of out-dated housing and the need for increased volume of housing with an improved structural design. Another closely associated problem area studied was that of management practices.

Meeting the need for added capital involved an image-building job with local bankers and representatives of other lending institutions. Such topics as "Delmarva's Broiler Industry, Today and Tomorrow"; "Why We Need More and Improved Housing"; and "Information Guides Available to Bankers" were presented during a meeting attended by some 300 professional people of the banking industry and key leaders of the poultry industry.

A survey of many broiler-producing areas revealed that broiler management recommendations concerning breeds, feeds, and equipment were based on factors other than research. Following this survey, a long-term broiler management research program was put into operation.

As soon as results were obtained, an open-house meeting was held by the Extension Service. The findings were carried from research to the broiler farm through poultry servicemen. This was the beginning of new management techniques that enable one man to care for as many as 100,000 broilers.

Improved housing and better equipment were the prime reasons for this improved efficiency. House design changed from 20- to 24-foot wide shed roof houses of the late 1920's to the modern three story chick motels which are fully insulated and mechanically ventilated by thermostatic controls.

The local poultry industry provided funds to build the first windowless broiler house at the University of Delaware substation for the purpose of studying insulation values and ventilation methods. As a result of this study, a reduction in fuel consumption of 30 to 50 percent was realized, giving a savings of $5 to $10 per 1,000 broilers started in winter flocks. A reduction in labor requirements was also evident.

Industry soon accepted the progressive step forward and started insulating all broiler houses—new ones as well as old. Along with these changes came new gas brooders; auger filled tube feeders; winches for raising curtains; feeders and waterers; and many other labor-saving devices.

Posters, leaflets, bulletins, radio, short courses, and workshops were among the educational media used. Extension worked closely with servicemen and poultrymen to implement the improved practices.

The consequence has been a lower production cost that helps Delmarva remain competitive among the major broiler growing areas.

Along with improved efficiency and a better competitive position for Delmarva have come other benefits. Communicating with bankers and other businessmen about the importance of the poultry industry to the general economy has proven beneficial. Development of a feeling of interdependence between business concerns, poultry people, and agency representatives, including University staff members, is another valuable asset that resulted.

Reviewing changes, facing up to challenges, and cooperating have helped Delmarva continue its progress as one of the major broiler growing areas of the United States. □

Homemakers Help Extension Reach New Audience

by
Donald Taylor
Extension Information Specialist
Oregon State University

A volunteer Extension homemaker shows a teenaged mental patient how to iron ruffled curtains.

A new dimension in Extension home economics education is being pioneered by Extension home unit members in Umatilla County, Oregon.

Volunteers from units throughout the county for the past three years have been bringing new hope and inspiration to mental patients at the Eastern Oregon Hospital and Training Center at Pendleton.

What started out as an effort to teach sewing skills to the women patients has become recognized as a mental therapy program which is helping patients take hold of reality once again. The skills have served as a source of rehabilitation for several who have been able to reenter the world outside the hospital gates.

Early in 1964, the Umatilla County Home Economics Extension Advisory Committee acted on a suggestion made by county Extension agent Molly Sylvester Saul, and started a beginning sewing class for 10 patients.

The program has since expanded to a diversified home economics program with classes in sewing, grooming, food preparation, and housekeeping taught by volunteer teachers who were trained by the Extension home economist.

The original class was led by volunteers, in the ratio of one per patient. The hospital supplied a large, well lighted room with cutting tables and supply cupboards. Sewing machines were obtained through donations and loans from members of the communities and Extension home units.

During the next three months each patient completed a cotton dress of her own, with material she selected on a shopping trip with the teacher. Patients had a new experience in personal growth and pride in accomplishment when they modeled their dresses in a fashion show.

The first sewing class proved so successful that at the hospital's request three more were scheduled. Also, poise and grooming sessions for sewing class participants were held over a period of four weeks.

The grooming class included makeup, learning to walk and sit gracefully, physical fitness exercises, and hair styling. A bonus that developed from the grooming class was the improvement in the patients' mental attitude after they learned how to improve their personal appearance.

The classes produced some heartwarming results. One long-term patient before coming into the class had never shown an interest in anything. She talked very little, only answering occasionally when spoken to.

However, by the end of the class, she had completely changed, was taking an interest in her appearance, and even enrolled in a typing course. She is now doing secretarial work in the hospital out-patient clinic.

Several of the other patients have regained much of their mental balance. A large part of the benefit stems from the patients' recognition of the fact that someone from outside is taking a personal interest in them, perhaps for the first time. The effect

of this on patient morale has been tremendous.

The sewing classes have proven to be a valuable link between the patient and the outside world. Without exception, the women who took part found a new pride in themselves and their appearance.

Following the successful sewing and grooming classes, the hospital requested a series of housekeeping classes designed to train qualified patients to care for a home so that they would be able to get out in the community and do housework for a fee.

After two years of working with the Extension volunteers, the hospital staff paid tribute to the value of home economics classes in the rehabilitation of patients by providing a homelike kitchen, separate laundry room, and a large living room area for the housekeeping classes.

Each class of 10 patients, ranging in age from high school students to middle-aged women, was supervised by the home agent and taught by three Extension-trained volunteers. They were assisted by other volunteer workers, at a ratio of one volunteer for every two patients.

The last unit of the 12 homemaking sections was on food preparation. Patients learned how to mix and bake cookies, biscuits, quick breads, and candy. The lessons familiarized them with kitchens and gave them a feeling of accomplishment in preparing, serving, and eating something they had made themselves.

Following the class sessions, patients were started on an apprentice program, working in the homes of doctors or Extension home unit members. During the training period, patients worked without pay.

Following training, those patients who were qualified to go out and work on their own obtained part-time jobs in the community.

Three of the patients were released soon after completion of the class, either to their own home, a foster home, or a special home. Several others live at the hospital but go out to work regularly. All felt that relearning basic homemaking skills had much to do with bringing them back to reality.

Volunteer Extension homemakers helped mental patients transform a former canteen area at the State hospital into a living room situation.

The Extension home economics classes have produced some real changes in the patients who were involved, but the effect of the program on the volunteer workers who took part has also been dramatic.

It was difficult to enlist unit members to take part in the first sewing class. None of the volunteers had any previous contact with mental patients, and most of them were uncertain as to their ability to deal with these patients.

However, once the program was underway the volunteers found their doubts melting. As the patients responded to their interest, the unit women began to gain a deep personal commitment to the project.

By the end of the first classes, the problem of attracting volunteer help had vanished. The volunteers and their families and friends have gained a better understanding of mental illness and the needs of the mentally ill.

How do you top a successful program? The unit members in Umatilla County are not resting on their laurels. They have requested that a community action project be funded under the Federal Economic Opportunity Act to help support larger classes. But they aren't waiting for Federal funding; they are continuing the program on its present basis.

Also, the State hospital clientele is rapidly changing under a new State policy. Large numbers of mentally retarded patients are being brought in, with the mentally ill being gradually shifted to other facilities or to outpatient clinics. Extension members are being trained to help meet the needs of these patients as well.

The Umatilla County program is only one example of ways in which women who have taken part in the off-campus Home Economic Education Program carried on by the Cooperative Extension Service can take the training they have received and apply it where it is badly needed in our society. This type of program also provides a challenging outlet for women who wish to find a meaningful role in community service. □

75 new jobs . . .

39 n

Interested Citizens Spark CRD

in Livingston Parish

A team effort to develop community resources, triggered by Extension, is paying big dividends in Livingston Parish, Louisiana.

Since formation in 1963 of the Livingston Redevelopment Association, Inc., unemployment in the parish—Louisiana's counterpart of the county—has dropped from 20 percent to only 8.5 percent.

The resource development program has brought new industries and new and expanded community facilities to the predominantly rural agricultural area.

Extension personnel, working with business and civic leaders concerned about the lagging development of their parish, laid the foundation for the unprecedented surge of social and economic progress now taking place in Livingston Parish.

It began when County Agent R. H. D'Armond, working with resource development specialists of the State Extension office, called a public meeting to discuss assistance available to Livingston Parish through the Area Redevelopment Act.

D'Armond sent letters to key leaders in the parish and used his weekly newspaper column and radio program to urge residents to attend.

At the meeting, Resource Development Specialist Neal Dry and others from the State Extension office explained how ARA funds could be obtained. Methods of inducing agricultural and industrial enterprises into the parish were also discussed.

The proposed program was enthusiastically received. Three officers and 12 directors were elected at the initial meeting. Leaders included two mayors, the superintendent of schools, a farmer, a representative of organized labor, a newspaper publisher, an attorney, a real estate man, a bank vice-president, and representatives of civic and service clubs. D'Armond was elected secretary-treasurer.

For more than a year after formation of the association, interest was spurred by regular monthly meetings. Specialists from the State Extension office attended many of the sessions in an advisory capacity.

An Overall Economic Development Program for the parish was prepared and approved, and the association began taking advantage of opportunities open to the parish for social and economic progress.

Since submission of the OEDP, a 55-bed hospital has been completed near Denham Springs with Hill-Burton matching funds.

Improved water distribution for residential and industrial users has been provided through formation of the Greater Livingston Water Company. This firm consolidated a number of small, independent water distribution systems and also installed new facilities and expanded existing services.

Natural gas systems have also been expanded. In addition to a system operated by the City of Denham Springs, the towns of Walker and Livingston have installed—and already expanded—municipal gas systems of their own. All three systems serve wide rural areas. Livingston Parish Gas District No. 1 has also been formed, serving many additional residents across a large rural area.

A sewer system expansion costing more than $1 million has been completed in Denham Springs, and voters of that city recently approved a capital improvement program which, when supplemented by Federal community facilities funds, will provide improvements totaling more than $4 million.

Voters also approved issuance of

. .

40 new jobs . . .

by
Charles W. Price
Extension Editor
Louisiana State University

$800,000 in tax bonds for a new parish courthouse, and voted an additional seven-mill tax for school maintenance. During the past three years, voters have approved $1,246,000 in new school construction.

The association, with no paid or full-time personnel until the recent hiring of a secretary, devoted many hours to the industrial inducement phase of their program. Most expenses incurred in the work were met by the individual members of the association. Extension specialists served in advisory and educational capacities.

The program has had striking results. One example concerns a firm manufacturing architectural wall panels and other materials for the building trades. Through efforts of the association, 25 individuals loaned $1,000 each for procurement of a local bank loan with a Small Business Administration guarantee.

The company is now established in the parish and employed 38 persons during the first six months of 1966. Not counting sales and administrative salaries, the firm spent $17,000 for local labor during this period. And all the jobs involved were new in the community.

Another recently established industrial employer produces materials for the oil, chemical, and aluminum industries. The company's plant represents an investment of some $350,000. It employs 39 people and had direct labor payrolls of more than $90,000 —and an additional $25,000 in sales and administrative salaries—during its first year of operation.

Another firm which has moved into the parish has invested some $125,000 in equipment and inventories, and promises to grow in economic importance to the area.

The Livingston Redevelopment Association also assisted in procuring an SBA loan for a steel sales organization which also fabricates and erects structural steel buildings. The firm has invested about $125,000 in facilities and employs 75 persons.

At present, the association is assisting in procurement of an SBA loan for a door company which plans an investment of more than $100,000 and will employ 18 persons.

Other proposals which have received favorable consideration by the association include one for a steel rolling mill, which would employ 100 or more and have an annual payroll of some $650,000, and another for an amusement park which would involve a $12 million initial investment and have a projected annual income of $4.5 million.

A new plywood industry in the parish represents a $7 million investment and employs 360. The association did not assist directly in securing this industry, but feels the favorable economic climate it has helped generate was a factor in the company's locating in the parish.

The significant accomplishments of the Livingston Redevelopment Association's program, and the resulting improvement in socio-economic conditions within the parish, have led to a high degree of citizen involvement in the program.

D'Armond, who has been re-elected to successive one-year terms as secretary-treasurer since the inception of the association, continues to serve as liaison with Extension's State Resources Development Task Force.

The Livingston Parish program offers a good example of what can be accomplished by interested local citizens and Extension personnel, working together, to achieve the common goal of community improvement. □

The Magic Touch Of Television

Helps Maryland Extension reach the 'unseen audience'

by
Linda Kay Crowell
Extension Information Specialist
University of Maryland

"It's frightening at first, and a grind when the glamour wears off. Yet it's the world's most rewarding job because we are reaching the people we want to reach."

That is how horticulturists and home economists with the University of Maryland Extension Service feel about being stars of four popular public service television programs.

Produced in Baltimore and seen throughout Maryland, the District of Columbia, Delaware, and much of West Virginia and Pennsylvania, the shows are called *Garden Living, Learning To Do, At Home in Maryland* and *Agricultural World.*

Viewers wake up with these programs every morning except Sunday. But the performers' faces, voices, and ideas remain with them throughout the day as they landscape their lawns, make out wills, or shop for best buys at the supermarket.

Postmen, too, feel the effects of the programs, for they bear thousands of requests to television studios where the cards and letters are exchanged for pertinent publications, seed samples, and other give-aways.

Ed Ferrell, horticultural agent from Anne Arundel County, is a pro at Extension television programming. His half-hour *Garden Living* show began in 1959 when a Baltimore station asked the University of Maryland to fill a 17-week summer replacement slot. Now, ratings reveal that 54,000 viewers watch *Garden Living* every Saturday or Wednesday at 9 a.m.

According to studio officials, "No other program in the country can be compared to Maryland's highly rated public service presentation." Yet the show is prepared on a "penny budget."

"We appeal to the home-owner, but the apartment and cliff dwellers are not overlooked," says Ferrell, who shares the spotlight with Nicholas Stephin, horticultural agent in Baltimore County and four-year veteran of *Garden Living.*

The team spends 10 minutes to a full day preparing for each show—though topics are scheduled two to three months in advance. Relating to the seasons, subjects include pesticide uses . . . tree growth . . . plant insects and diseases . . . bird feeding . . . indoor gardening.

Guests are rare. "We believe it best to have the same personalities each week," the stars say, "for the sake of production, continuity, and rapport with viewers."

Handouts ranging from publications to seed packets bring responses from up to 800 persons a week. Often, complimentary notes are attached. Occasionally, a word of criticism creeps in, but generally it is kudos for the performers, who once received a certificate of merit from the Governor in conjunction with a "Keep Maryland Beautiful" campaign.

The award cited the show for "(educating) citizens to their responsibility for clean and beautiful communities, State parks, beaches, roadsides, and other public places . . ."

David Hitchcock, another Anne Arundel horticulturist, replaced Ferrell temporarily while he was on study leave. To agents who would like to launch *Garden Living*-type programs in their States, he has a word of caution: "You must be eager."

As a relative newcomer to television, Hitchcock points out the difficulties in "watching your director, talking, and thinking at the same time . . . while remembering to smile, move slowly, and keep your hands close in."

"But self confidence does come with experience and knowledge of your subject," he says.

The *Learning To Do* program is penetrating low-income areas with needed homemaking and money-saving facts.

When Marge Holloway, Martha Andrews, and Evelyn Bianchi—home economics agents in Baltimore — undertook this venture 21 months ago, they combined their television programming with "demonstration parties" at inner-city housing projects.

Their half-hour show is broadcast on Tuesdays at 6:30 and 9 a.m. Church and other community groups often arrange the "TV parties" for local women on Thursday morning so that the stars can answer questions in person and explain their topics more fully.

An imaginative trio, the home economists dream up seemingly simple subjects that help homemakers solve

Horticulturist Ed Ferrell reaches an estimated 54,000 viewers on his weekly Garden Living television program.

problems of daily living. As viewers watch the swiftly-paced show, they learn how to make peanut butter soup . . . cover worn blankets . . . study in good light . . . prepare first graders for school . . . guard against shopping frauds.

Another unique aspect of this show is its Advisory Board. Wanting to involve the entire inner-city in *Learning To Do,* the home economists contacted representatives of health and welfare departments, community action committees, maternity centers, board of education, Urban League, Red Cross, Vista, and other private and public agencies.

"It seemed wise to pool resources and ideas, since many agencies are concerned with the same clientele," says Mrs. Andrews.

The Board suggests "special messages" to beam to low-income families, and also helps to publicize the show. And members—nurses, recreation specialists, planned parenthood experts, supervisors of senior citizen activities—appear as guests.

Letters of appreciation pour in from persons of all backgrounds. Last year, *Learning To Do* personalities answered 7,415 appeals for mimeographs and bulletins.

Do you know how to make out a will . . . avoid panic as the income tax deadline approaches . . . select a sensible life-insurance policy?

The gracious hostess of *At Home in Maryland* untangles these puzzlers for an estimated 12,000 viewers on Saturdays at 8:30 a.m. and on Tuesdays at 9 a.m.

Shirley J. Mott directs her two-year-old program to the entire family. She features series of shows aimed at special interest groups such as brides-to-be, teenagers, young marrieds, handicapped homemakers, parents, and retired persons.

Her most recent series was a four-week course in food and nutrition for young families. "Programs about money management, credit, wills, insurance policies, and other vital papers have mass appeal," says the Extension home economics editor.

Mrs. Mott believes, "It is important to pinpoint your audience, know the message you want to get across, and plan themes that reinforce the entire Extension home economics program."

When she interviews guests, she draws on resource persons from universities, government agencies, hospitals, and other institutions.

A seven-minute segment of *At Home in Maryland* is reserved weekly for food economist Virginia McLuckie, who covers every conceivable subject in consumer marketing—from selecting fresh produce to doing comparison shopping.

Miss McLuckie also appears daily on *Agricultural World.* Here, she works with the Maryland State Board of Agriculture to tell how food gets from farmlands and the Chesapeake Bay into the home.

Appearing on 304 programs a year, she says, "My biggest problems are searching for new ideas and presenting materials visually."

Her own critic, the marketing expert watches her taped shows at home to evaluate speech, mannerisms, gestures, and posture.

On the University of Maryland campus, John Wagner of the Information and Publications Department is liaison man for these and other television shows. A radio-television specialist, Wagner tutors agents on how to communicate with unseen audiences.

He is convinced that television has the power and "magic touch" to change people's lives—for the better.□

The 'Teen Scene'—

and Extension home economists

by
Mrs. Wanda Meyer
Home Management Specialist
Texas Extension Service

Many young people in Texas marry between the ages of 15 and 18 and drop out of school at that time. This age group needs to be better prepared for marriage and adulthood.

Most teenagers' problems seem to center on decisions regarding the earning and spending of money and their lack of competence in this area.

They want to know, "What kind of jobs can a teenager get? How do you get ready for a job interview? How do you dress on the job? Does it really matter whether you go to college?"

Parents, too, are concerned about teenage dress and manners, school dropouts, teenage marriages and divorces.

These problems are being recognized by youth leaders all over Texas. Each year, for example, 4-H boys and girls study money management.

Texas Extension home economists realized that they were in a position to provide valuable assistance. Knowing that the level of living and quality of life of a person are determined largely by choices made as a teenager, the home economists assumed leadership for a statewide program to help teenagers make informed decisions.

Their work with County Program Building Committees prompted 126 counties to develop special educational programs on this subject this year. The programs are planned by the teenagers, parents, and others with a vested interest in youth.

In Eastland County, for example, the Extension home economics Family Living Committee became concerned about the problems of youth in their county early in 1965. The committee that plans the Extension home economics program met seven times to formulate an appropriate educational program.

Owning a car is the goal of many teenagers. Bobby Levy pays expenses for his 1931 vintage automobile by working afternoons and Saturdays.

The county home demonstration agent and her assistant met informally with 20 other reference groups: teenagers, parents, and people who work with youth. In these visits, the problems were more clearly defined and ideas were proposed for the educational program.

The event finally selected as a vehicle for reaching the teenagers was an all-day "Teen Scene" to be held at a local elementary school cafeteria-auditorium. All students from the eight county high schools were to be invited.

All media of communication available in Eastland County were used to publicize the event. A circular letter was sent to the faculty and student body of all eight high schools, and a skit was presented at a high school assembly.

The four county newspapers published 18 stories on the program, and eight radio programs taped by the agents were broadcast several times daily for a week prior to the event.

Finally, the big day arrived. On Saturday, April 2, 1966, there were 174 boys and girls assembled for the program. The Cisco Junior College "Combo" livened things up during registration.

During the first session, the girls studied make-up and grooming. In a separate session, the boys worked on grooming and dating etiquette. This was followed by a style show, "What To Wear, When and Where." The boys and girls modeled outfits for different occasions, including appropriate dress for work.

Dr. Ted Nicksick, president of Ranger Junior College in Eastland County, discussed the importance of training beyond high school. "The excuse, 'I can't afford to go to college' usually means, 'I don't want to go to college.'," he said.

The participants were divided into three smaller groups and rotated to the next three sessions. Here they learned about what it costs to live, how to prepare for a job interview and driving safety.

Dr. Bernard J. Dolenz, neuro-psychiatrist, Ft. Worth, outlined the responsibilities of marriage and causes of marriage failure. This presentation brought several questions from the group, such as, "At what age are you mature enough for marriage?" and "Does it really matter if you marry outside your faith?"

The Teen Scene closed with a talk by Robert T. "Sonny" Davis, director of the Attorney General's Youth Conference on Crime. Davis emphasized the influence of the teen years on adulthood.

The Texas counties with money management programs underway have learned that one teaching experience doesn't solve all problems. When the first big event is over, many counties plan and conduct a series of management programs for their youth, based on problems identified by the people. □

Many teenagers show their maturity by holding part-time jobs which provide spending money and savings for bigger things. Shirley Smith, above, earns $6 to $10 per month baby-sitting. Charles Fleming, below, farms 100 of the family's 1,000 acre farm.

OPERATION PORKCHOP

Extension project uses 'leader aides' to help raise hopes and incomes of small farmers in Laclede County

by
Dick Lee
Agricultural Editor
University of Missouri

This story is about "Operation Porkchop." It was organized by leaders in Laclede County, Missouri, to help local agriculture, which consisted mainly of small farms.

Provisions of the Federal Economic Opportunity Act provided the point of departure. County leaders organized a 21-man community action group to develop a program. Representatives were from church, civic, business, and farm groups.

As the name "Operation Porkchop" suggests, the Laclede County leaders built their new program around the production of feeder pigs.

Farming opportunities are limited in Laclede County because of hilly and rocky soil. The local board felt that feeder pig production was one of the best ways to raise the income of small farmers.

Feeder pigs can be raised on small farms at low cost, farmers can move into production as money becomes available, there is a quick return on investment, and there are good established market outlets in Laclede and neighboring counties.

In addition, feeder pigs make a good enterprise for older people—and the average age of farmers in Laclede County is 53 years.

The request for Federal funds was directed to the Missouri Ozarks Economic Opportunity Corporation at Richland, regional headquarters of the Office of Economic Opportunity.

On September 1, 1955, the OEO made $35,000 available to carry out "Operation Porkchop". Laclede County Extension personnel were responsible for gathering and making available information on feeder pig production. Other government agencies, such as the Farmers Home Administration, had other responsibilities.

The first step in putting "Operation Porkchop" into action was getting a supervisor. Extension hired Ronald Young, Missouri College of Agriculture graduate from Lebanon, as an Extension agricultural agent to supervise the program. The remainder of the staff was hired from the ranks of small farmers in Laclede County.

One of the first things Young did in his new job was to write letters to Laclede County farmers to explain the program. He asked farmers interested in the program to complete and return a card to the Extension office.

Six local farmers were hired late in 1965 to be leader aides in "Operation Porkchop". They took part in an 80-day training program conducted by Extension. Special attention was given to such subjects as stock selection, breeding, nutrition, sanitation, disease control, buildings, equipment, and recordkeeping.

Each leader aide worked with 10 to 15 local farmers, helping them in feeder pig production. Although the number of farmers taking part in the program varied, there were 67 active participants at the end of the first year.

They owned 350 sows and 163 replacements. Thirty-nine of the farmers had sold 1,371 pigs for $29,145. Income over feed costs was $13,266, or an average income of $341 per farmer selling pigs.

So, results haven't been spectacular. Rather, they have represented good, solid gains for the small farmers involved.

Larry Smith, owner of a 120-acre farm near Eldridge, is a good example of progress. Smith, working with his leader aide and a local FHA representative, got a feeder pig loan and went into business.

He later got another FHA loan to enlarge and improve his house. He now has 10 sows and gilts and expects to net $1,000 annually from the sale of feeder pigs.

Johnny Williams, also of Eldridge

and president of the Laclede County OEO Board, received an FHA loan to buy his small farm and an operating loan to buy four sows to get started in feeder pig production. He hopes to expand to 10 sows.

Mr. and Mrs. Clay Sanders, a retired couple, live on a 30-acre farm west of Lebanon and take part in "Operation Porkchop." Their six sows added more than $600 to their 1966 income.

Cash from their feeder pig sales helped pay taxes, make payments on the farm, and pay other farm expenses. Feeder pig income frees their Social Security retirement income for family living expenses.

Young is especially happy about the progress of the leader aides. One of the original aides now works as fieldman for the Missouri Farmers Association Feeder Pig Tele-auction unit in Mansfield. Another is now fieldman for the Laclede County Livestock Association.

Some of the current leader aides have taken advantage of the program to get started in feeder pig production. Paul Hough, who farms 100 acres now has 16 sows and hopes to build his herd to 30 by the end of the year.

Local interest has continued high in the program. Young says one of the biggest problems at the start of the program was the lack of good breeding stock. To help out, the Laclede County Livestock Association bought four high-quality boars—two Hampshires and two Yorkshires—and established breeding stations around the county.

These boars made quality sires available to any feeder pig producer in the county at a low cost. There is a service charge of $2.50 for each use of a boar at a breeding station. This fee is divided between the farmer who keeps and handles the boar and the Livestock Association, which intends to use the fees to buy replacement sires.

Local businesses got involved, too. Businessmen raised $500 to build the breeding facilities at the four breeding stations.

Several Laclede Countians have commented on other visible results "Operation Porkchop" has brought in its 1½ years in operation. Dr. E. H. Fisk, local veterinarian, says some of the best feeder pigs in the county are raised by farmers in the program.

Fisk has a basis for making such a comparison, for he vaccinates many of the feeder pigs sold in the monthly sales held by the Laclede County Livestock Association.

Swaim, now fieldman for the Livestock Association, says some of the highest priced pigs in the Association's March sale were consigned by farmers in the program.

"Operation Porkchop" will continue for another year. However, the program will be enlarged to cover eight counties. Young is now hiring leader aides to work in the seven new counties.

"We're glad we're getting more high-quality feeder pigs produced in Laclede County," Young says. "But we're happier that people are encouraged, for in our program we're really more interested in people than in feeder pigs." □

Mrs. Clay Sanders tells Jack McCormick, leader aide, left, and Ron Young, Extension agricultural agent, about the Sanders' progress in their Operation Porkchop project. Their six sows added more than $600 to their 1966 income.

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From The Administrator's Desk .... by Lloyd H. Davis

The Critical Ingredient of Extension Success

Extension provides people ideas and knowledge on a great many subjects. It assists them in many ways in identifying their opportunities and in taking positive and progressive action.

Extension's success is dependent on many things—the research and other information available, support of many individuals and groups, cooperation with a host of other organizations, the dedicated service of hundreds of thousands of volunteers, the progressive attitudes of the people we serve, the great American system within which we operate—to recognize but a few.

Within this environment the critical ingredient for our success is the Extension staff. We have no loans, grants, or material goods to dispense. All we have to offer is the dedication, skill, vision, judgment, and knowledge of the Extension staff—their dedication to the interests of the people and communities they serve; their skills in working with people and the application of knowledge; their vision of improved farms, homes, and communities; their judgment as guidance to people making decisions; their knowledge of science, research results, sources of information and assistance.

On the quality of this critical ingredient depends much of the progress of the people we serve, and much of their success in attaining their hopes and dreams. On the quality of this critical ingredient depends the future of the Extension Service.

Obviously our skills and abilities must change as the critical needs, problems, and opportunities of the people we serve change.

We are in a rapidly changing world—with unprecedented rates of change in the development of new science and technology and other facets of the situation in which we operate.

It seems to me that this situation demands unprecedented efforts to develop the staff competencies that are needed today and that will be critical tomorrow.

We need planned programs of staff development—with inservice training, sabbatical leaves, etc.

We need systems providing assistance, incentives, recognition, and rewards that encourage staff members to take initiative in their own development.

We need staff members who are looking ahead to programs of the future and their role in them, who are preparing themselves for the future.

The latest reports indicate a high degree of effort in these directions by administration and staff. But we should all ask ourselves if it is enough. □

EXTENSION SERVICE
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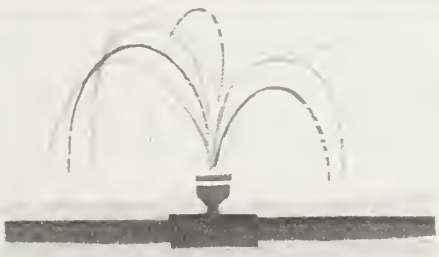

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The Extension Service Review is for Extension educators—in County, State, and Federal Extension agencies—who work directly or indirectly to help people learn how to use the newest findings in agriculture and home economics research to bring about a more abundant life for themselves and their communities.

The Review offers the Extension worker, in his role of educational leader, professional guideposts, new routes and tools for speedier, more successful endeavor. Through this exchange of methods, tried and found successful by Extension agents, the Review serves as a source of ideas and useful information on how to reach people and thus help them utilize more fully their own resources, to farm more efficiently, and to make the home and community a better place to live.

ORVILLE L. FREEMAN
Secretary of Agriculture

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CONTENTS

The cover: Agricultural production practices which make the most of our resources—contour plowing, flood control, ground cover, irrigation, strip cropping.

Resources in Action

The Secretary of Agriculture has established six task forces through which all USDA activities will be channeled and reported. One of these task forces is concerned with resources.

The full title of the task force is "Resources in Action." The keys to concerns of this task force are the words "resources" and "action." "Resources" here generally refers to natural resources. "Action" refers to management programs applied to natural resources that will result in improvement of our total environment.

Certainly, this concept has implications for one of Cooperative Extension's major concerns—agricultural production. As applied to agricultural production, the concept implies coaxing maximum production from resources while conserving their renewable capacity to assure production for future generations.

As applied generally, the concept implies management that will preserve or increase the capacity of our resources to yield substance and enjoyment for our generation and generations to come—not merely preservation in their present states or restoration to previous states unless this adds to their capacity to yield food, fiber, and enjoyment for mankind. WJW

New approach for a new audience:

Lady Landowners

by
C. Wayne Hoelscher
Farm Adviser
Stephenson County, Illinois

What is a fair lease? How much of my land should I let my tenant plant to corn? Is liquid fertilizer better than dry? Why isn't my farm making money?

These and other questions were coming to the Extension office from lady landowners in Stephenson County, Illinois. Historically, landownership has been a thing of pride and joy, but to many women it has become one headache after another.

Ownership and management have been thrust upon many women through the death of a husband or for various other reasons. Many have problems that Extension can help solve, but Extension meetings had not been directed specifically to them.

The Extension Farm Management Committee studied the statistics and discussed the situation. The county had 282 ladies who owned farms in excess of 40 acres. The size of the farms ranged from 40 to 395 acres, averaging 157 acres.

Of these 282 lady landowners, 255 lived in the county. Dairy, swine, beef feeding, and straight grain were the major enterprises.

The farm adviser contacted several lady landowners and W. Allen Bouslog, area adviser in farm management, to discuss the feasibility of a short course. As a result, a course was planned to help equip lady landowners with basic farm management information.

The course was set up for 10 a.m. -3 p. m. on three consecutive Tuesdays. Average age of the participants was about 65, and ranged from 55 to 80.

Bouslog discussed income possibilities and alternative enterprises; professional farm management; types of leases; and investment possibilities off the farm.

The area adviser in engineering talked about grain drying and storage and other building considerations. Representatives from the Soil Conservation Service and the Agricultural Stabilization and Conservation Service explained assistance available through their agencies.

A local agronomist for a commercial company discussed fertilizers, and the farm adviser discussed soil testing, the agricultural picture today, and how to select a tenant.

Some of the ideas incorporated into the course were taken from a study made by a committee of University of Illinois Farm Management specialists and Soil Conservation Service and Agricultural Stabilization and Conservation Service personnel. This study was concerned with the need for and content of an educational program for lady landowners.

Evaluation showed that every one of the women wanted to have another course. Estate planning, agricultural law, methods of selling farms, insurance programs, soil management, investment possibilities, current leasing practices, fertilizer tips, and recreation possibilities were the most wanted subjects. They suggested continuing the same kind of in-depth scheduling.

The ladies appreciated this short course just for them. They took every piece of handout material that was offered. Their unsolicited comments indicated that this is a new Extension clientele—people who want to learn. □

Allen Bouslog, area adviser, talks with three participants in the short course for lady landowners.

Rapid Adjustment Farms

—show what can be done

by
Robert L. Williams
Assistant Economist
Mississippi Extension Service

James M. Rogers, left, special Extension watershed agent, and a Rapid Adjustment farmer check young cotton to see when to apply pesticides. Cotton on this farm makes high, economical yields because of high-analysis fertilizers and good general management.

Set the goal of maximum net farm income in the shortest time possible. Gear this effort primarily for families owning small to medium-size farms typical of many in the Southern United States. See that a lot of other agricultural leaders and farm families know about it.

That is the challenge to the Rapid Adjustment Farm Program developed and conducted jointly in the Tennessee Valley States by land-grant universities and the Tennessee Valley Authority.

The idea grew out of a review in 1960 of 25 years' experience with cooperative educational programs. It recognized the need for these programs to lead in adjustments needed to keep a fast-changing agriculture efficient and economically sound.

The approach is essentially to put the latest recommended production and management practices to work on a few representative farms having potential for increased income. The feedback of production and management practices can then be put into conventional programs.

The major role of the new activity was visualized as a learning experience for technical and professional agricultural workers. In other words, after they direct or observe changes on Rapid Adjustment farms, they can draw upon this experience in working with other farms having similar resources.

Results are gratifying to both agricultural leaders and participating farm families.

Mississippi currently has five farms in the program. The year 1966 was the fourth of participation for one of these farms, the third for another, and the second for the other three.

The average net income for these five farms for the year prior to going on the program was $2,227. Their average net income for 1966 was $7,435.

Selection of farms for the program begins with identifying and characterizing major adjustment problems in particular States or areas of States. Identification varies from widely recognized problems to those uncovered through more formal study by representatives of the States and TVA.

Once the problems are characterized and a decision is made to select a Rapid Adjustment farm for a geographic area, county Extension Service agents take the lead and nominate several farms as potential participants.

In Mississippi, the final selection is made by the Rapid Adjustment Committee. Represented on this committee are the Extension economics and agronomy departments, TVA, and the county Extension staff.

After the farm is selected, the effort begins to move it from its present condition to the point of maximum net income in as short a time as possible. Linear programming is used to determine what enterprise or combination of enterprises can give the result desired.

Normally two or three farm plans, with the net farm income shown for each, are presented to the farm family. The family decides which plan to follow. Then the county Extension agent responsible for the Rapid Adjustment Program in the county works closely with them to help make the adjustments called for.

Many State Extension specialists are called upon to help the family and the agent make various management decisions.

In Mississippi, the economics department of the Cooperative Extension Service is responsible for the overall supervision and coordination of the Rapid Adjustment Program.

TVA assists in the planning, provides funds to hire personnel to carry out the program, and provides a limited amount of fertilizer at no cost to the farmer. A farm will normally stay on this program for four years.

An example of the progress that is being made on all of these farms is a Grade A dairy farm in Prentiss County, Mississippi, which has been on the program for three full years. In 1963, the year prior to going on the program, this farm consisted of about 113 total acres. Today it consists of 278 acres.

The average number of cows milked on this Prentiss County farm increased from 23 in 1963 to 34 in 1966. During the same period, production rose from 4,800 pounds per cow per year to 11,712 pounds of milk per cow per year.

Total cash receipts increased from $5,400 in 1963 to $24,130 in 1966. Net farm income advanced from $1,763 in 1963 to $10,248 in 1966.

The total investment on this farm increased from less than $20,000 in 1963 to more than $65,000 by the end of 1966. All of this has been accomplished by the many adjustments that have taken place in the farm, plus the investment of large sums of capital.

Rapid Adjustment farms in Mississippi have been used in many farm meetings and tours held by Extension agents. Tours have also been arranged for Farmers Home Administration and Vocational Agriculture personnel.

The results of the program have been presented through farm credit clinics to various groups throughout the State, including the Mississippi Society of Farm Managers and Rural Appraisers and the Mississippi Bankers Association. The farms have also been visited by many farm families on annual tours in the area. □

Dairy herd improvement records helped this Rapid Adjustment dairy farm to greatly increase in size and profits. Studying the records are, from left, Tommy Strange, farm owner; W. T. Smith, county agent; and Williams.

Few people are satisfied with the leadership development training that is being offered to the potential leaders of tomorrow.

Alpena County, Michigan, can't say that it has the answer, but the people in the community feel that their Alpena Youth Leaders Training Conference was a step in the right direction.

The professional youth leaders recognized their failure in not offering meaningful leadership training to a significant number of teen leaders. This problem was not limited to any one of the numerous youth programs in the community.

If a better program for the youth of the community were to be developed, steps had to be taken to make the recognized teen leaders more effective in their leadership role.

Michigan State University's Cooperative Extension Service has designated its 4-H agents as 4-H Youth Agents, giving them the responsibility to work with all youth in their area.

With the tremendous pool of experience in leadership development that was available through the State 4-H Youth office, it was only natural that Extension should take the lead.

Since there was an excellent working relationship between the community school director and the 4-H youth agent, both were willing to work on developing a leadership training program and were prepared to tackle the problem as a team.

Working together, they approached the principals and superintendents of both the public and parochial high schools and received their backing. With the enthusiastic support of many of the teen leaders, development of a program got into full swing.

Meetings were held with leaders from Boy Scouts, Girl Scouts, Girls Club, Boys Club, and churches. An invitation was extended to these groups to join 4-H and school-sponsored clubs in the teen-leader training program.

By February 11, "all systems were go" and 84 youth, representing over 50 organizations and clubs, boarded buses provided by the school system to attend a three-day workshop.

Conference provides new experience for Michigan youth . . .

Discovering Qualities of Leadership

The event was financed jointly by the youth, the organizations which they represented, the Alpena Rotary Club, and the Extension 4-H Youth program.

Traveling with them from the community were 15 adults who work with youth groups. These leaders were prepared to take an active part in the training experience.

Stepping off the buses after a four-hour ride to Camp Kett was like stepping into another world. As one delegate put it, "This is the first time that I've ever been treated as an equal by adults."

The training program, coordinated by Joe Waterson, 4-H Program Specialist from Michigan State University, employed sensitivity training techniques. For the most part, this was the teenagers' first in-depth exposure to the responsibilities of leadership, although they were already recognized as leaders by their peers. It was fascinating to watch as each realized that being a leader was more than just being an officer.

Prior to arriving at the conference center, delegates had been assigned to discussion groups consisting of five boys and five girls.

Every effort was made to get different organizations and schools represented in each group. Each group worked with two adult trainers who were highly trained in the area of group dynamics and were sensitive to the problems of youth.

The carefully structured sessions during the first two days stressed group dynamics. The discussion group mirrored for its members, in slow motion, how groups develop, how leadership emerges, and how important each and every member of the group is.

Discussion groups such as the one above familiarized delegates with leadership problems. At right, two girls use their free time to reflect on the things they have learned.

by
Gene C. Whaples
Extension 4-H Youth Agent
Alpena County, Michigan

As one 16-year-old stated, "I learned that I am an important member of groups—that people really do want to hear me express myself. For the first time in my life, I really listened to other people.

"I discovered that a group is people working together only after they have recognized each person as a vital asset to the whole."

During the group dynamic sessions, emphasis was placed on non-verbal as well as verbal expression. Other sessions featured cross-generational discussions such as "What's Wrong With Teenagers," and "What's Wrong With Adults." For many this was the first time that they had been exposed to the opinions of the other generation.

A session on "What's Wrong With Alpena" created the feeling for need of a follow-up when they returned home. For many, the most memorable feature of the session was the ecumenical approach to religious services.

Protestants were invited to a Roman Catholic Mass during which the priest explained to the observers the significance of the various portions of the Mass.

The Catholics then joined the Protestants for a service administered by teenagers who were in attendance.

To some, the opportunity to sit quietly and reflect on leadership, their own personal worth, and their responsibilities toward others was most meaningful.

Recreational activities were woven into the program. These activities offered a break from the structured sessions, and at the same time trained the youth in recreational techniques that they could use.

The return to Alpena was full of expectation. An air of deep understanding and trust had developed among the conference participants. They were returning realizing that something was expected of them. They returned to their community changed.

Recognizing the potential of the conference, the Alpena News reported, "Youth's idealism and capacity for commitment can make of this conference a transforming thing whose benefits could well reverberate for years in these individuals and in their community."

How dc you measure change? How do you measure growth? Many organizations have reported individual changes of deeper commitment, of more responsibility, and of more maturity. There have been reports of these young people being more effective leaders.

There is a strong desire for leadership development of others in the community; plans are underway for such a program. Now we can only wait and see. □

Muskogee County Extension home economist Miss Mattye Moore, second from right, gives a hand to a sewing class at the Girard Community Action Center in Muskogee County.

by
Jack Drummond
Associate Extension Editor
Oklahoma State University

Better Jobs, Better Living

through Extension, CAP cooperation in Muskogee County, Oklahoma

Call it a helping hand, something new to think about, or maybe just an awakening to every individual's place in the world. Call it what you will, but be sure to call it successful.

It's the Community Action Program of the Muskogee County Community Action Foundation in Muskogee County, Oklahoma. The 12 centers set up since July 1966, together with enthused coordinators, hard-working directors, sincere educators, and the help of Extension, are giving new hope and new direction to many of the county's low-income residents. The program is funded by the Office of Economic Opportunity.

The CAP, a part of the nation's war on poverty, is an important tool in improving family living and making hundreds of persons employable who previously have found barriers too large to overcome in their job-seeking experiences.

By the same token, homemakers from the communities learn new skills that mean a richer environment for their families.

As examples of the former, classes at some of the centers—for adults—have ranged from advanced typing to reading and writing classes designed to eliminate illiteracy.

A good example of the latter are the very popular lessons in reupholstering and classes in sewing, canning, cooking, and related interests.

Eddie Fisher, coordinator for the center at Fort Gibson that serves about 1,500 people, says Extension's reupholstering classes have been the most popular program started at the CAP center.

"We've had more requests for additional work along this line than anything else," he says.

The classes, conducted by Muskogee County Extension home economist Miss Richard Ward, have brought about such a demand over the county that a leader's training program, also conducted by Miss Ward, now is planned.

"We hope to get one representative from each Community Action Center in the county into the training lessons," she says. "After the series of lessons is completed, we intend for these trained leaders to conduct training courses at their home centers."

Because a high percentage of those to be reached by the CAP program are homemakers from rural areas, the county Extension center receives numerous requests for assistance.

Requests from the communities range far and wide, and seem to be on the increase. "As the program grows, we seem to be getting more interest in the area of family living," says Miss Ward.

However, recreation facilities for youth, training in crafts, and even help in organizing a clean-up campaign for a local cemetery have been requested.

At Girard Center in the city of Muskogee, coordinator Gladys Meaux keeps a busy schedule of sewing classes twice a week, lessons in upholstering, and training in millinery work.

"We have finished our basic course in typing and now are arranging for an advanced course that will enable our ladies to take jobs as typists should they desire," Mrs. Meaux explains.

One of the strongest programs at the Girard Center is sewing, and Mrs. Meaux gives the local Extension home economists much of the credit for the high interest.

"We serve women of all ages here," Mrs. Meaux says. "And some of them —both the older and the young—are sewing for the first time in their lives."

One of the outstanding examples of community cooperation in the CAP program in Muskogee County is at the Jerusalem Center where coordinator Archie Simmons proudly tells of a community garden program that has grown from two acres to an expected 20 acres before a seed has gone into the ground.

"We've had wonderful cooperation in this program," Simmons says. "We fully expect every family in the community will benefit from it."

Working closely with Simmons and the leaders at Jerusalem Center in developing the garden project has been W. C. Garrett, agricultural Extension agent.

As it is planned, the community garden will supply fresh foodstuffs for the people of the community, provide a part of the meal requirements for day care nurseries at both Jerusalem and Douglas Centers, and produce enough excess so that sales will offset the original cost, estimated to be $150.

Land and equipment for the garden project have already been pledged. The only expenses will be for seeds and fertilizer.

"We took samples of the soil and tested them in the Oklahoma State University Extension Center in Muskogee," Garrett says. "We believe that a program such as this could reduce the spring and summer grocery bills of folks in this community by as much as a third and help support the day care schools at the same time."

Another of the many activities at the Jerusalem Center is an adult education program for grades 9 through 12.

"We are trying to use this program as a steppingstone to prepare some of our undereducated adults for trade schools or employment," Simmons says.

Headlines on two handbills prepared by Simmons for distribution to the homes in the Jerusalem community might well be used to typify the challenge made by the Community Action Program in Muskogee county.

They read: "Are You the Life of Your Community?" and "Do You Think Our Community Has Room for Improvement?" □

Archie Simmons, left, coordinator of the Jerusalem Community Action Center, and county agricultural agent W. C. Garrett discuss the community garden program that will benefit the entire community. Hopes are that sales of extra produce will make the program completely self-supporting.

Dr. Edward J. Metzen and Miss Mary L. Johnson put the finishing touches on an exhibit describing the coordination of mass media into county program planning.

Coordinated Mass Media

Key to successful Missouri project on life insurance in family finance

by
Mrs. Orrine Gregory
Home Economics Editor
University of Missouri

Many young people attending Extension's young couples' schools throughout Missouri in 1963 asked for more information on insurance in family financial planning. County Extension personnel didn't feel adequately trained to teach this subject matter.

Miss Mary L. Johnson, family economics specialist, consulted with Dr. Edward J. Metzen, chairman of the family economics section of the School of Home Economics at the University of Missouri.

They decided to work in such a way that the knowledge and teaching of a professor could be "stretched" to train the county Extension staff who, in turn, could serve as resource people.

A coordinated pattern of mass media use, based on results of a recent Missouri research project, was developed for "Life Insurance — Families Talk It Over."

Television was chosen as a major teaching tool, to be used in connection with a packet of study questions and guides. Since statewide educational television facilities weren't available, the information was developed on a series of five video tapes for use on commercial television stations over the State—one viewing area at a time.

The Institute of Life Insurance was a primary resource contact. The president of the Missouri Life Underwriters Association and the State director of the Division of Insurance gave additional support.

In each new viewing area, local Life Underwriters Association members, county Extension staff members, and station program directors previewed 16mm film copies of the video tape series.

The project was a team approach all the way. There was contact with resident and research staff within the University: There was contact with many other departments and communication people in the University in the production of video tapes, radio tapes, and news releases.

There were synchronized bulletins and study guides, promotional flyers, and posters. Neighboring States became involved through television stations with audiences in two or more States.

There was contact with county staffs in each viewing area. There was coordination with the television production schedule of the School of Home Economics.

Counties themselves spent from 6 to 12 months on planning. All county staff members, no matter how long ahead they started, said more time was needed.

Dr. Mary Lou Rosencranz, of the University of Missouri research staff, left; the author, standing at right; and Ruth Flett, Greene County home economist, second from right, talk with interviewers in a Springfield study of the life insurance series.

Miss Johnson listed three objectives for Extension workers involved in the program:

1. Use the resource material to evaluate your own personal life insurance programs.

2. Use the information to plan programs to meet the needs of local groups.

3. Master the material so you can teach the subject matter rather than relying on resource people who might possibly use a teaching position as a place to sell insurance.

It's hard to say which really came first—the media or the methods—they were so closely related. But overall coordination and involvement of communication personnel at planning stages were important keys.

Good publications were considered basic—perhaps the heart of communication. Publications were planned and developed at the same time as radio, newspaper, magazine, and television shows. Much duplication of effort was eliminated since pictures, illustrations, and some of the same writing were used throughout.

As a forerunner to this teaching, editors worked with Miss Johnson and Dr. Metzen to make five television programs and 25 radio programs, and write five newspaper articles. A series of teaching study guides was prepared by Dr. Metzen and Miss Johnson.

The five television topics were "What Is Life Insurance?," "Types of Life Insurance," "Special Policies and Provisions," "Sources for Buying Life Insurance," and "Programming Life Insurance for Your Family."

The project was an effort to direct the life insurance message to a specific audience—the Extension staff. Since the information was broadcast over commercial television channels, however, the programs included music, uncluttered visuals, and "tease" openings.

Though the subject matter was hard core, the treatment apparently made it suitable for widespread use with lay groups—even with low-income, low-literacy groups in metropolitan areas. Thus, the key point grew to be telling the same story in different ways, over large areas, to thousands of people.

A calendar for program planning using mass media helped county home economists see the length of time required. The goal was to use a minimum of six months for development of a plan.

Agents assumed a beginning date, then listed month by month their own work plan, setting leader training dates and media presentation dates as much as six or eight months ahead. Evaluation of the teaching effort was also included in the planning.

One mid-Missouri county took a year for planning and involved local homemakers through Extension clubs. Then all mass media channels used simultaneous release dates for greatest impact.

Eighty-five percent of the "involved audience" was reached by one or more of the media. A random sample of the "non-involved" audience indicated there was a viewing audience of 30,000. A sample from the pre-alerted groups indicated the audience was tripled through pre-planning and coordination.

In another area, Missouri home economists alternated every other week with Illinois Extension personnel in their television work. So the series was used over a 10-week period instead of the normal five weeks.

A Neilsen survey indicated 37,800 people watched the life insurance program. This compared to an audience of 27,000 for a popular network show on a competitive station.

"I met people in leadership positions I'd never have had reason to contact without a special project like this," said one home economist. "Now, I can call these people on other programs; so time spent on this project will benefit my whole effort as an Extension worker."

During the past two years, Extension workers in four widespread viewing areas have used the insurance series. Workers in four other viewing areas are now in the planning stages. This virtually blankets Missouri.

Several things have been learned from this venture:

1. Television can extend the teaching of the Extension and resident staff.

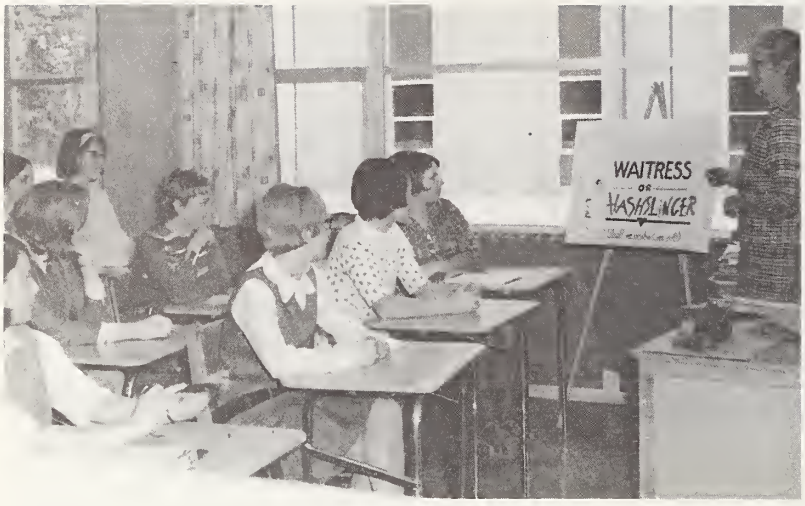
2. Longtime planning is necessary for maximum impact.

3. It takes an ample budget for video tapes, films, and other facilities.

4. Additional staff training is needed in coordinating television and other mass media in yearly program planning.

5. A team approach on a problem basis, rather than isolated subject matter orientation, becomes more and more essential.

Continuing research and local evaluations will help point up strengths and weaknesses of this type of mass media teaching. It could be the forerunner of a whole new field of Extension education. □



Part of the lessons in the waitress training course were presented in the form of lectures by the home economics agents. Here, the girls learn the importance of good grooming.

by
Mrs. Corinne F. Blaisdell
Extension Home Economics Agent
Penobscot County, Maine

To help teens, tourist trade—

Waitress Training Course

Each lesson included some activity. During the class on "The Mechanics of Serving," each girl was given an opportunity to practice taking an order.

An inept waitress can ruin a diner's evening and a restaurant's reputation. A skilled waitress can enhance both—and make more money.

To help meet Maine restaurants' growing need for experienced help, and to assist teenage girls in finding summer jobs, two University of Maine Extension Service agents have developed a Waitress Training Course.

Mrs. Rae Kontio of Kennebec County and Mrs. Corinne Blaisdell, Penobscot County, got the idea for the course while they were discussing the expanding teenage job market in Maine's multi-million dollar tourist industry.

Each summer Maine's restaurateurs have openings for hundreds of waitresses. But they often are frustrated in their search for trained, experienced help. Few of the girls seeking summer jobs have had any formal waitress training.

Following the rule, "The customer is king," participants in the Waitress Training Course practice serving a meal.

It was a problem seeking an answer; the Extension agents felt they could provide it.

They first obtained resource material from various sources involved with the retail selling of food and the tourist industry. The literature was carefully scrutinized and categorized into six subject areas: personal appearance; sanitation and safety; meeting the guest; mechanics of serving; pleasing the customer; and getting the job.

A teaching plan was developed by Mrs. Kontio and Mrs. Blaisdell in which the six subject matter areas were expanded. Each lesson included some activity as well as lectures, discussions, and films. Class members were urged to ask questions and were given opportunities to participate during each session.

Nuns working at a home for unwed mothers, where the course was given, sat in on the lesson and they were loaded with questions on how to order, which utensils to use, and how much to tip.

The teaching plan included use of films and other visual aids and handouts. True-false and multiple choice tests were given each week on the previous lesson.

Girls were encouraged to keep notebooks which would be handed in and graded along with the weekly tests. Participants were required to obtain an average score of 80 for the course in order to receive a certificate.

Recruitment of some 125 girls was done differently in the two counties. In Kennebec County participants came from a nucleus of an organized 4-H Club with friends of the members.

In Penobscot County two classes were set up through the schools in widely separated towns. School personnel were interested and extremely cooperative. They supervised enrollment and made buses available to transport the girls. Home economics and visual aids rooms were made available for activity classes, lectures, and film showings.

The course was set up on a six-week basis with one 1½-hour class each week. Course content and requirements were outlined at the first class.

In addition to preparing for the quiz, each girl was required to participate in one related activity, such as: serving one unusual dish, serving to her family, and eating out once to observe table service and surroundings as a basis for class discussion.

In order to pass the course, a girl could miss only one class. At the final class, students were asked to evaluate the course on forms provided by Extension. Two-thirds successfully completed the course and received certificates. These were presented with the intention of giving the girl something to show a prospective employer, thus increasing her chances of getting a job.

The Waitress Training Course has since been held at a home for unwed mothers in southern Maine and in a rural recreational county. Mrs. Gloria Oliver, Extension agent from Piscataquis County, conducted a similar course, with her office serving as a referral outlet for job openings.

The course is scheduled to be held in Bangor and Augusta early this year to give the girls ample time for job hunting.

Mrs. Kontio and Mrs. Blaisdell organized and taught the first series of lessons in order to learn the effectiveness of the lesson plans and response of the participants. It was noted that for maximum class efficiency not more than 25 girls should be enrolled.

After completion of the first series, the lesson plans were revised and are now in form for use by a non-professional. □

Enumerators ask many farmers about land use and livestock numbers in each field designated by USDA maps and aerial photos.

Crop Reporting—'67

by
Kent Miller
Information Specialist
Office of Management Services
USDA

Four decades of refinement and over a dozen years of intensive preparation have paid off. This summer, scientific crop survey and yield measurement programs are in full operation in the 48 States.

What started as a less than exact field-counting system conducted through the windows of moving trains in South Carolina before World War I had advanced to a stage of Congressionally endorsed research and development by 1952.

The result today is a system that can supply accurate information for forecasts of crop and livestock production by sampling farm activity on only about six-tenths of 1 percent of the Nation's land area.

The system's two primary parts, based on probability sampling techniques, were developed and are conducted by USDA's Statistical Reporting Service. The first part, the enumerative survey, is done twice a year. In late May and early June some 100,000 farmers are asked about planted acreage, other land-use details, livestock, and farm wages and labor. A similar survey, involving fewer farmers and emphasizing livestock, is conducted in December.

The second part of the system is the objective counting and measuring of fruits and plants in certain fields sampled in the June Enumerative Survey. Objective yield measurements, taken monthly through the growing season, help produce estimates of crop yields and production. Currently, the objective yield survey includes corn, cotton, wheat, soybeans, grapes, tobacco, and citrus crops.

Almost since it began, the national crop and livestock estimating service has relied on the efforts of thousands of voluntary farmer-reporters who periodically answer mail questionnaires about their agricultural operations.

Their responses still form the biggest component of the estimating program. However, this type of survey's built-in potential for bias, the specializing and expanding bent of today's agriculture, and the rapid rise of crop yields call for newer and more modern survey methods.

Though the rudiments of the enumerative survey and objective yield systems were laid in the 1920's, experimented with in the 1930's and 1940's, they had not reached a level of useful development until after concentrated research and pilot field projects were done in the 1950's.

These newer survey methods provide unbiased information by employing a cross-section sample of U.S. farms, regardless of size, location, or type. The advantage of the probability sampling technique is computation of a sampling error. This allows a known degree of precision in final estimates. The mail survey, since it may not be representative of all farms, does not provide the same basis for forecasts.

The June Enumerative Survey has a known sampling error averaging about 4 to 8 percent on the State level, about 2 to 3 percent for a region, and only about 1 to 2 percent for national totals.

A sampling error of 1 percent means that chances are about 2 out of 3 that the estimate arising from that sample is within 1 percent of the estimate that would have resulted if the same procedure had been used to survey all farmers rather than a small group of them.

The process begins by dividing the Nation's land into many thousands of segments. Segments average about a square mile in size—with smaller ones mostly in the East, North, and South, and larger ones in the West.

For this year's first fully coast-to-coast survey, a sample of 16,430 segments was drawn at random from the Nation's total. Segments representing all types of agriculture have a chance of being chosen for the sample.

In the Corn Belt, a State averages 350 sample segments. Southern States with their diversified agriculture each require about 425 sample segments, and Texas and California each need about 1,000 segments.

The next step is to make a detailed count of agricultural activities inside the selected segments. Here's how it might work for a typical State.

For simplicity, suppose the segments are of uniform size, are sampled at a uniform rate, and that the acreage of the State's sample segments amounts to one-half of 1 percent of the State's entire land area.

Suppose further that the enumerators' interviews with farmers operating land within the segments show that corn acreage in the segments totals 20,000 acres. This figure is multiplied by 200 (the sampling base of 0.5 percent or 1/200) to arrive at an estimated 4 million acres of corn in the State.

The process would be the same for livestock. If there were 5,000 cattle in the State's sample segments at the time of the survey, the indicated total for the State would be 1 million head.

Survey activity is closely supervised to insure reliability. Statistical theories hold up only when all crops and livestock within the selected segments are accurately counted. In our example, missing a 10-acre corn field would have caused a statewide error of 2,000 acres.

Enumerative survey data, along with details from the mail questionnaires and other sources, are analyzed by the Crop Reporting Board in Washington, D.C., to arrive at crop and livestock estimates for each State and the Nation.

The objective yield survey involves the measurement of crop development in small plots within some of the sample fields earlier chosen for the enumerative survey. Enumerators locate and mark the plots according to specific instructions and measurements.

Each month of the growing season they count, measure, and collect other details about soybean pods, wheat heads, ears of corn, or cotton bolls growing inside the plots.

Research has determined the size of the plots: For wheat, 3 drill rows 24¼ inches long; for soybeans, a 2-row section 3 feet long; for corn, a 2-row section 15 feet long; and for cotton, a double-row section 10 feet long.

Such small plots for measurement each month not only permit close scrutiny of plant development; they also allow a rather large number of samplings for each crop.

Last year, for example, there were sample plots in 1,850 wheat fields in 15 States, 1,200 soybean fields in 11 States, 3,300 corn fields in 29 States, and 2,600 cotton fields in 14 States.

Substantiating the objective yield survey are studies which show that the size or stage of development of fruit for a crop at a particular time of the season affords a good indication of probable yield per acre. And, because selection of all plots and segments is based on probability sampling, it's possible to estimate the crop for the country.

Experimentation for many years with objective measurements, enumerative techniques, and scientific sampling has culminated in use on a national scale this summer.

The newer systems, together with the mail questionnaire surveys, produce data for unbiased estimates needed by today's agricultural producers and buyers. □

Much of the data from crop reporters and enumerative and objective yield surveys, along with other commodity information, is funneled through electronic computers for more rapid farm facts.

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From The Administrator's Desk

Facts—a Challenge to Extension

An effective Cooperative Extension Service in the year 2,000—Yes, there will be one, and it will be more effective, both for economic and non-economic progress in this country and throughout the world, than in any previous era. Many thought Cooperative Extension Service would not work in 1914, but it did. A few skeptics and competitors today say it is not working well, but it is. It's our responsibility to show them it is working.

In concept, Extension is simple. In practice it's precise and specific. In spirit and in intent it believes in people and in service to people. In essence, it is people, helping themselves to help others to help themselves. It is a people-motivating process.

Extension is getting the RIGHT facts to the RIGHT people at the RIGHT time for the RIGHT situation. But that's one side of the coin. On the other side people have to be willing to take the information and use it. And on this side Extension sometimes has to motivate them to seek and use the information—for only when used is information productive.

No information is low productivity, disaster, and death. "A little information is dangerous." Too much information in the minds of too few is inequity and often revolution. An adequate amount of good information, well used, means evolution and progress.

Extension's knowledge base is the best it has ever been and is increasing in geometric proportions.

One of Extension's major products is organized channels to bring facts and knowledge to people who can use them now. It builds a base for more knowledge tomorrow and confidence of people.

Knowledge and facts—like happiness and satisfaction—cannot be bought. Opportunities for getting, evaluating, and using facts and information can be bought and must be provided for all. Extension's concept of "learning-by-doing" has proven to be man's best-known technique for presenting opportunities to learn. Even it is most effective when constantly reinforced by new and modern techniques and equipment.

We learn best when we have to. It would appear that the time has come when we *have* to. For equity, for progress and evolution, rather than revolution, the time is here when Extension principles need even widerspread application. It is time for those who have facts, information, and understanding to insist that Extension reach out—reach out through, with, by, and for those who need help. The philosophy, "Let someone else do it," will never be an effective substitue for "learn-by-doing."

Extension has facts and information that many people need and can use. Extension understands that we must get acceptance of the "learn-by-doing" concept and that people grow through doing. Doers for others become doers themselves.

The Extension concept is simple. The more people there are, the greater the need for Cooperative Extension Service. □ *N. P. Ralston, Deputy Administrator*

EXTENSION SERVICE

REVIEW

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The Extension Service Review is for Extension educators—in County, State, and Federal Extension agencies—who work directly or indirectly to help people learn how to use the newest findings in agriculture and home economics research to bring about a more abundant life for themselves and their communities.

The Review offers the Extension worker, in his role of educational leader, professional guideposts, new routes and tools for speedier, more successful endeavor. Through this exchange of methods, tried and found successful by Extension agents, the Review serves as a source of ideas and useful information on how to reach people and thus help them utilize more fully their own resources, to farm more efficiently, and to make the home and community a better place to live.

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EXTENSION SERVICE
REVIEW

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CONTENTS

The cover: An abundant American harvest pictured in the shadow of Ceres, ancient Roman goddess of agriculture.

Income and Abundance

Achieving abundance is no longer a problem in this country. According to a recent report by the National Advisory Commission on Food and Fiber, "U. S. farmers have the capacity to produce more than their commercial markets will absorb at prevailing prices." This is a result, the commission says, of technology and capital flowing into agriculture faster than the manpower and land they replace have been flowing out.

With abundance at our fingertips, we must turn our attention to planning this abundance to meet our needs. The commission suggests that to accomplish this we must begin a shift from traditional commodity programs to a market-oriented economy. Whether or not this is the answer, changes are sure to come, and change requires education to explain it. This is a job Extension has fulfilled in the past and will find increasingly vital in the future—educating farmers to policy changes, helping marketers improve efficiency, and helping farm people who are displaced from agriculture by technology to find better nonfarm employment. WJW

A kid goat found itself the center of attention when Project Head Start youngsters visited a farm zoo set up by a Tacoma, Washington, 4-H Club.

by
Earl J. Otis
Extension Information Specialist
Washington State University

4-H Farm Zoo

No kid goat ever had more loving attention for two weeks than one belonging to Mrs. Luis Atlee, Tacoma, Washington.

Hand fed with a bottle. Caressed and petted by 900 youngsters.

That's what happened, among other things, when an eager young 4-H Club, along with the help of the Pierce County Extension Service, decided to put together a farm zoo for youngsters.

Project Head Start has twelve centers in the Tacoma area with three classes per center and an average enrollment of from 15 to 17 youngsters per class. They, it was decided, would be the principal target. At the same time, Mrs. Atlee and her charges felt they could accommodate even more little guests so they also looked to regional nursery schools.

Before the two weeks ended, close to 1,000 smiling, laughing youngsters toured the zoo.

The Atlee home is by no stretch of the imagination a farm but they have several acres of ground in the Tacoma suburbs and they've always had more than an average amount of pets around the place. Dogs, of course. But they have also had some roller pigeons, some tame pheasants, the goat, and a horse. In fact, horses were the hub of Mrs. Atlee's 4-H Club, Four Hooves Each.

By checking with other 4-H Clubs in the area, Mrs. Atlee's young people soon expanded their zoo animals to include rabbits, pigs, chickens, and a burro.

A week before the open house started the 4-H'ers gathered for a work day in order to build pens around a fenced portion of the yard.

During the event, members of the Four Hooves Each took turns acting as tour hosts and hostesses. They were granted half-day excused absences from their schools following formal requests made over the cosignatures of their parents and 4-H county agent Frank Stowe. It was noteworthy that all of the requests were quickly approved by the school officials.

The Tacoma News Tribune sent a reporter and photographer shortly after the zoo opened and a day or so later one-third of the paper's entire front page was devoted to pictures and copy about the event. It was one of the biggest commendations for 4-H and the Extension Service the paper had ever run. Local weeklies also gave the event excellent coverage.

But, most of all, nearly a thousand youngsters and one kid goat had themselves a "whee" of a time. □

While the kid goat gave its full attention to a bottle of warm milk, this youngster gave her full attention to the animal. She was one of nearly 1,000 who visited the zoo.

Farmers Want To Know 'Why'

they find out in Idaho Extension's brain-straining night classes

by
James L. Johnson
Agricultural Editor
University of Idaho

The first farmer through the door blinked his eyes in surprise. "This looks like a classroom!" he thought.

And indeed it did. Notebooks and pencils lay on the tables. A lectern sat on a table at the front of the room. A portable blackboard and easel stood nearby.

This was the setting for the first night class for Latah County farmers, held in the basement of the courthouse in Moscow in 1962. The classes were an instant success. And they've increased in popularity ever since.

Nineteen classes on eight different subjects have been presented. These include: livestock production, livestock reproduction, soil and fertilizers, advanced soil and water management, cereal production, scientific weed control, agriculture for bankers, and agricultural business.

One student pointed out, "You get as much out of the classes as you want. We're handed literature to take home for reading, and we're given notebooks and are encouraged to use them for notes."

Another farmer said, "I've seen the effects of fertilizer out in the field, and now I know why they happen."

The success has surprised many people, including the Extension agents. This is because these are no ordinary "hit them once and hope they got it" half-day or full-day workshop sessions.

These are tough brain-straining night classes, held for two hours once each week for six or eight weeks. The students are expected to work in the classes and do homework between classes. Tests are given from time to time. Tuition, ranging from $5 to $15, includes a graduation dinner.

According to Latah County Extension agents, Homer Futter and Leonard Burns, the half-day and full-day workshops weren't too popular ". . . because of paralysis."

The saturation point for learning was reached before the session ended, and the participants mentally tuned out. Or they started thinking about the chores to do at home.

Futter and Burns don't take credit for the night classes.

"The whole thing started with a request from the Latah County livestock advisory committee," they explain. "They wanted a class that would give them information about animal nutrition. The farmers were deluged with literature about this additive and that ration, and they wanted to know some of the basics about animal nutrition so they could be in a better position to interpret this mass of information.

"Furthermore, they expressed the desire to have the sessions at night. After checking with different resource people and finding that we would have

The full gamut of visual aids, such as slide projectors, were used as tools to help gain understanding.

Comradeship developed and learning continued during the refreshment breaks. Here, Leonard Burns, Latah County Extension agent, center, talks with two farmer-students.

plenty of teachers, we proposed the present plan. With some reservations about how it would be accepted, the advisory group finally approved the plan."

The rest is history. However, success wasn't an automatic thing. The Latah County agents faced some tough decisions. The advisory committee had used the term, "basics of animal nutrition."

This raised the question in the agents' minds of how basic is "basic." After considerable thought, they decided the basics must include the physiology of digestion and basic feeds and feeding.

But such deep subjects take time to put across. Could the instructors do this in several two-hour sessions? And would the farmers accept such "heady" material and gain usable knowledge from it?

To make a long story short, the instructors could and the farmers did. In fact, the initial classes were so successful that enrollment has had to be limited in subsequent years.

A bonus value began to emerge shortly after the classes started. Homer Futter explains it this way: "The homogenizing effect is terrific. You start with 25 men who are mostly strangers to each other but each with the same desire to learn. Before too long, they completely identify with the group . . . friendships develop . . . the flow of ideas is free."

During the break and after the formal class period ends, conversation is animated. The instructor and county agent are surrounded and beseiged with questions. Knots of men huddle over mutual problems.

The statistics for these night classes are impressive. Enrollment for the nineteen classes since 1962 totals 480. Many farmers take more than one class each year (two or three subjects are offered each year).

Many repeat the same class a second year. Even then over 200 different farmer-students have enrolled since 1962.

Why is this approach successful?

One student gives this answer: "Latah County is fortunate to have people like Homer Futter and Leonard Burns who will work so hard to make classes such as these a success. I for one appreciate it very much."

Futter credits the farmers' acceptance and enthusiasm as a major reason for the success. As he expresses it: "The farmers are willing to roll up their sleeves and learn something about why and how things happen. They seem to realize they must know more than how to plow and harrow to be successful.

"Certainly these night classes are a different learning experience for the farmers. Interestingly enough, many of the farmer-students took some of the same classes while in college. But this is different. Their attitudes and goals have changed. They work harder, because they have the incentive to do so."

Part of the credit must go to the instructors, whether professors from the University of Idaho, Extension specialists, resource people from the area such as bankers and investment brokers, or the county agents themselves.

They serve without pay, because they have the desire to help the farmers help themselves.

During the past five years, this approach in teaching new skills and knowledge has been well proven. The very fact that farmers have been turned away because enrollments were filled is ample proof in itself.

What about the future? The night classes will be continued and new courses will be offered.

Leonard Burns also reports, "We hope to expand this type of teaching into other areas, too. One strong possibility is in the 4-H leader training program. Another is the area of production testing for beef animals."

These are only two possibilities. And with each new application of this multiple-class approach to teaching, additional information about its usefulness and the modifications needed for a particular application will be gained and will add to the value of the approach. □

Ralph Hay, right, University of Illinois Extension agricultural engineer, helps a contractor with calculations and note keeping after field readings have been taken.

Extension/SCS surveying schools mean

Faster, Better Service to Farmers

by
Delbert Dahl
Communication Specialist
University of Illinois

Extension renders many important services to farmers indirectly by working through other agencies and service organizations.

Such was the case when University of Illinois Extension agricultural engineers Ralph Hay and Carroll Drablos organized two-day surveying schools for land-improvement contractors. The land-improvement contractors build many of the soil conservation structures for which farmers receive ACP payments.

The schools were held in each of the seven Soil Conservation Service areas in Illinois and were open to the 600 contractors throughout the State.

While the ag engineers hoped to limit attendance to 25 or 30, the average attendance was 33, and 50 contractors attended one school.

Of the 229 contractors who attended the seven schools, 77 were Illinois Land Improvement Contractors Association members. The rest were nonmembers who learned about the schools through their county farm advisers or SCS officials.

The schools were planned and scheduled after land improvement contractors in Illinois developed a strong interest in learning the surveying skills they need to do their job well.

In order for farmers to receive ACP payments for construction work, SCS technicians must stake out the work and check the various steps in each job. But as more farmers request payment for conservation projects, the SCS workers have not been able to keep up. So the time required to do the job is prolonged while both the farmer and the contractor wait for approval or payments are forfeited.

The contractors felt that if they could check the simpler jobs and be confident their work would meet specifications, they could save time for themselves and for the farmer.

And the contractors point out that some farmers want conservation work done quickly and they don't always want government assistance. If the contractor can follow the SCS guidelines and do a good job in record

time, the farmer will often hire him.

But as J. W. Dollahan, a land contractor from Lawrenceville, Illinois, puts it, "You can pick up only a few surveying techniques by just being around construction work. You often aren't accurate. The schools help you pull together the things you know and teach you the things you don't know."

The seven schools were a cooperative effort by three groups: the Cooperative Extension Service, The Illinois Land Improvement Contractors Association, and the SCS.

On the basis of a pilot school sponsored by the ILICA in 1966, Extension agricultural engineers set up the content of the schools, prepared the teaching materials, publicized each school, and assumed the major part of the teaching.

Here's a run-down of the program for each two-day school:

—The first day started with an introduction to surveying equipment, its care and handling, and the units of measurement. The engineers then presented the principles of differential leveling and note keeping. These sessions were primarily on a lecture-discussion basis.

—In the afternoon the contractors "took to the field" with surveying equipment to practice differential leveling.

—The second morning the contractors reviewed leveling procedures by solving some field problems.

—The next session included profile leveling and cross section note keeping procedure.

—Back in the field, the contractors made a survey for either a surface drainage ditch or a tile line.

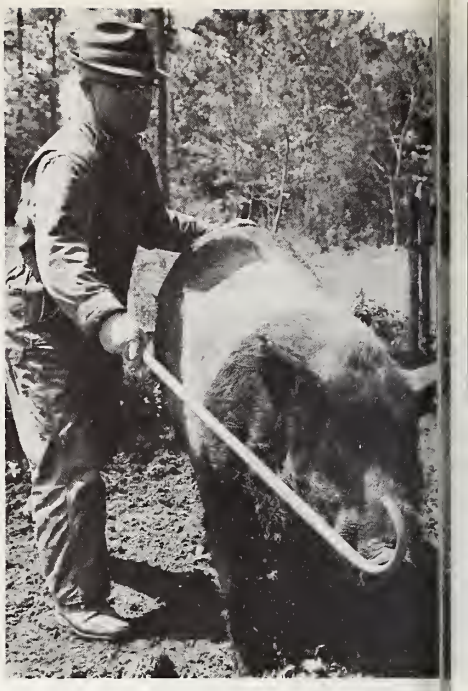
—After lunch they finished their homework with the help of the ag engineers, SCS personnel, and other contractors who had finished the problem.

The ILICA encouraged their 170 members to enroll in the schools. The officers view the schools as another way for ILICA to help members improve the quality of their work and better serve their farmer customers.

The SCS area engineering personnel assisted the University of Illinois instructors at each meeting. And they are planning follow-up with on-the-job visits to help contractors as they use their newly acquired surveying skills.

The benefits of the schools extend beyond the contractors to the farmers for whom they work. The farmer gets done more quickly the work he requests and can be confident that it will be of high quality because the contractor has received special training in the use of surveying equipment. □

One surveying team gets field assistance from University of Illinois Extension agricultural engineer Carroll Drablos, second from left.



4-H—First Step to Farming Career

by
Woody Upchurch
Acting Agricultural
News Editor
North Carolina State University

A 46-year-old North Carolina farmer has built a career on a 4-H pig project that he started 32 years ago.

Oland Peele, of Wayne County, is still building on that project. It has grown into the major enterprise in his 170-acre diversified farming operation and has earned for Peele the reputation as a producer of some of the highest quality Hampshire swine in the Southeast.

"The swine project got me started in the hog business," the energetic Mr. Peele remarks. "A bred Berkshire gilt that I bought from Clemson University in 1934 started the whole thing.

"Another thing 4-H taught me," he says, "was to use the Extension Service and its programs. We lean heavily on Extension in just about everything we do on the farm. We try to follow their recommendations all the way. The reason is simple. We found out long ago that these recommendations can make money for us."

Peele explained to a Wednesday visitor that he had already called the county agent three times that week, "and I'll probably call him again before the week is out."

Although he has changed breeds, championship swine have been traditional with Oland Peele since he was 14 years old. His first litter of pigs, which was his 4-H project, produced two champions at the 1935 North Carolina State Fair. Since then, the collection of ribbons and trophies has mounted until it creates quite a storage problem for Mrs. Peele.

But Peele's involvement in 4-H and the program's impact on his life go deeper than influencing his career selection. 4-H became woven into the fabric of his iife at an early age and continues to be one of the major elements in it.

"In our family," he will tell you, "4-H is a way of life." And if this doesn't give you a quick picture of

At far left, Oland Peele shows a few of his swine trophies, which he displays at his retail sales outlet. The herd boar on the Peele farm, center, was reserve champion at the 1966 State Fair. 4-H champions are traditional in the Peele family—Anthony, at left, displays his swine trophies.

what 4-H has meant to Oland Peele, he adds, "No family has ever benefited more from 4-H than ours has."

These are some of the things he is talking about:

Oland's late brother Aaron was North Carolina's first delegate to 4-H Club camp in Washington. There, Aaron met his wife, a delegate from Louisiana. They had two sons, both of whom were champion 4-H Club members.

Oland likewise attended the national camp in 1938 after he was the State swine judging champ in 1936 and the State pig project winner in 1937. He met his wife through 4-H some years later while they were participating in a 4-H radio program.

They have two sons. Anthony, 16, and Greg, 14, are wrapped up in 4-H work just as their father and uncle were as youths. Greg, at the tender age of 12, set the North Carolina State cotton yield record—for youth and adult—that still stands.

Anthony was State swine winner last year and attended National 4-H Club Congress in Chicago. He also represented his district in the citizenship short course in Washington this June.

In addition, the young Peeles also have the State 4-H cotton demonstration championship in their collection of accomplishments.

A sister of Aaron and Oland, also a club member, has two daughters. You guessed it. They, too, have a string of 4-H achievements to their credit.

"Our parents believed strongly in having the children learn by working," Oland explains. "They encouraged my brother and sister and me to work and learn with 4-H. My wife and I have tried to follow the same pattern with our two boys.

"Anthony and Greg work hard at their 4-H projects. And they do it without being pressured into it. 4-H speaks for itself around our house and my wife and I hold to the idea of letting the boys set their own pace. We don't push them."

Oland believes Anthony and Greg will realize many of the same benefits from 4-H that he has. "One thing I know it will teach them is the value of record keeping. I have swine records that are 30 or more years old. Records are invaluable in managing a farm and swine enterprise," Peele asserts.

"We have been extremely fortunate in Wayne County to have a very competent Extension staff," the farmer added. "Among other things, it has helped us to establish a tradition of outstanding 4-H Club work in our community."

He then proceeded to cite a number of nearby neighbors who have had district, State, and national 4-H winners in their families.

"You have to stay on your toes to keep the 4-H pace around here," he comments. "The competition is terrific."

Oland Peele contributes to local and State 4-H programs through his role as an adult leader, as a former State president of the 4-H adult leaders group, as president of the Wayne County Livestock Development Association since 1948, and as president of the Wayne County Fair since 1949.

He recalls how concerned he was when, as a young man, he was about to be "aged out" of 4-H as an active club member. "But I soon discovered that there are many opportunities for a man to remain active in club work, and I'm thankful for them."

Peele is still looking for new horizons to conquer with that 32-year-old 4-H pig project. Just recently he added a retail pork market to his swine enterprise. He sells sausage and fresh cuts from his purebred Hampshire herd. "The demand is terrific."

This newest project may well be as successful as that first litter of pigs a 14-year-old boy carried to the State Fair in 1935. □

A community coordinator for the medical self-help program receives a graduation certificate. Coordinators recruited and assisted local leaders, organized classes, and handled teaching and student materials.

Medical Self-Help Program Has Double Aim

• Community development
• Emergency preparedness

by
Keith Austin
and
Angel Gomez*

Rural community organization, community leadership development, and increased family emergency preparedness were the objectives of a county-wide Medical Self-Help Program implemented in Taos County, New Mexico.

The agencies cooperating in this county and local community endeavor were the Cooperative Extension Service, Community Action Program, Health Department, Office of Civil Defense, and the VISTA agency.

This was New Mexico's first attempt to combine community development and emergency preparedness by organizing a joint county-wide project.

Sixty-nine volunteer leaders from 17 communities were instructed in medical self-help, leadership development, and program organization. Leaders from eight communities have organized and are conducting the 16-hour medical self-help course on a local level.

Taos County is one of New Mexico's more depressed rural counties, with a population of approximately 18,000 persons. Three cultures exist side by side: Anglo, Indian, and Spanish. Ranching, farming, and mining are the main industries, with recreation and tourism emerging.

A lack of economic and social improvement opportunities has hampered community organization and leadership training for human resource development.

Also, the long distances to medical facilities and the nearness to Los Alamos, a major military area, emphasized the need to develop human skills in emergency preparedness measures for daily as well as disaster use.

Project planning began in April, with plans for medical self-help classes to be conducted in every major community in the county, in both English and Spanish, by local leaders. Implementation of the project started early in September, when Extension community development agent Angel Gomez requested assistance of the county Community Action Program agency and the County Health Department.

As a result, these agencies agreed to co-sponsor the project with Extension, and formed the County Organization Committee. A training session acquainted agency personnel with medical self-help and established project objectives and procedures.

Specific responsibilities were assigned to each agency. The Extension Service was to coordinate program activities, recruit instructors, and provide materials; the CAP agency to take leadership in recruiting com-

**Austin, Extension area supervisor, programs, and former New Mexico Rural Civil Defense leader; Gomez, community development agent, Taos County.*

munity coordinators and promoting the project; the County Health Department to identify communities with special preparedness needs and to assist in leader recruitment.

Plans were made for a county-wide organizational meeting in October. One coordinator and four leaders were needed from each community for conducting the community program.

The CAP agency contacted all communities, explained the program, and obtained commitments from community residents about attending the organizational meeting. The film "If Disaster Strikes" was used extensively in motivating residents to participate in the program. There were 23 showings to 1,112 persons.

Continuous use was made of press, radio, and medical self-help pamphlets. Follow-up was carried out by telephone and personal contact.

The 31 persons attending the organizational meeting represented 15 of the county's 17 major communities. They were briefed about the project objectives, medical self-help, and methods of conducting the program.

Each community appointed a coordinator to be the organization committee's community contact, recruit and assist local leaders, organize the class, and handle the teaching and student materials. The leader instruction was scheduled in three locations —northern, central, and southern.

An eight-hour instructor briefing was conducted in Taos by the Extension Rural Civil Defense leader for those persons assisting with community leader instruction. Ten instructors—five VISTA's, two nurses, a school teacher, an Extension agent, and the CAP director—were instructed in subject matter and teaching methods. These instructors taught leaders at three instruction meetings during November.

Sixty-nine community leaders from 17 communities located throughout the county were instructed in teaching medical self-help. Each leader received instruction in three medical self-help lessons and was responsible for teaching the three subjects.

Following the leader instruction, kits were distributed to the community coordinators for use in the different community classes. Each leader was encouraged to recruit four students for the first class.

Classes started the last week of November. Ten communities held classes and 271 persons completed the 16-hour course. The participants in one community encouraged school teachers to teach medical self-help to their high school students, with the result that the community included medical self-help in its high school curriculum.

The six months of planning and organizing preceding this endeavor illustrate the effectiveness of agencies cooperating to organize communities, train community leaders, and increase emergency preparedness.

Although medical self-help received educational emphasis, leaders were given opportunities for developing leadership and organizational abilities that could be applied to other community projects.

A CAP representative stated: "This project is an example of how planning, organizing, and cooperating can contribute to conducting a successful community project in a remote, depressed, rural community."

Community residents, supported by cooperating agencies, are key factors in implementing programs. It is anticipated that the participation in this project will contribute to the completion of the Medical Self-Help Program by many local citizens, and lead to the launching of other community projects. □

Each of 69 local leaders, such as this one, was responsible for teaching lessons on three medical self-help subjects. Each leader recruited four students for the first class.

North Carolina's mattress-making project has far-reaching effects

'Operation Better Sleep'

by
Janice R. Christensen
Extension Home Economics Editor
North Carolina State University

In North Carolina, you don't say "no" to Genevieve Greenlee. It's impossible.

For the petite Mrs. Greenlee is a woman with a mission—to improve the sleeping conditions of the State's low-income families. With almost zealous appeal, she tells you why an Extension bedding program is needed, indicates her successes and future plans, and gets your commitment to help.

She points out that "despite advances in income, over one-third of North Carolina's families are still deprived."

To determine how she and other Extension specialists and agents could help these families, Mrs. Greenlee reviewed the results of a survey done with low-income homemakers. She discovered these women wanted information on buying bed springs, mattresses, blankets, sheets and pillowcases.

With this in mind, the specialist launched a bedding program designed to: 1) help North Carolina low-income families appreciate the value of making sound decisions to raise their standards of living, 2) improve overcrowded sleeping conditions through the use of clean, comfortable beds, mattresses and other bedding items, and 3) help North Carolina low-income families improve the health and sanitary conditions in the home.

Her motto was "Sleep Clean and Comfortable."

Mrs. Greenlee pinpointed four objectives: 1) to speed up work with low-income families, 2) to interest, motivate and encourage families to sleep clean and comfortable, 3) to teach low-income families the basic principles, skills, and techniques of constructing low-cost quality foam bed mattresses with a professional look, and 4) to encourage homemakers to select household linens that would enable their families to sleep clean and comfortable.

Two years before, a pilot program was launched in a North Carolina county to help low-income families make cotton mattresses. In 1½ years, participants made 58 mattresses for $20 each. Mrs. Greenlee concluded that she must find a material lower in cost and easier to use than cotton.

After many conferences and visits with North Carolina textile manufacturers, she discovered 4- to 6-inch thick slabs of urethane foam could be used successfully for comfortable bed mattresses and could be purchased at a cost within the reach of low-income families.

In 1966 "Operation Better Sleep" began in 25 counties.

Reports show that 1,064 professional and non-professional leaders attended 53 office conferences. These individual conferences, lasting three hours, gave Mrs. Greenlee a chance to familiarize county resource personnel with the mechanics of the bedding program.

She set up a display of sample foam products and ticking, a baby crib mattress, a miniature bed mattress, and the supplies and equipment needed to do the job.

Mrs. Greenlee believes this display did much to help interest county leaders in the program.

She compiled a bedding program kit which included the names and addresses of equipment suppliers and outlined the guidelines needed to plan workshop training meetings for professional and non-professional leaders.

The specialist held 39 two-day leader training workshops to teach the leaders skills and techniques involved in the construction of the foam mattresses.

Mrs. Greenlee indicates that 1,114

Mrs. Genevieve Greenlee, right, shows the techniques used in making a mattress to Mrs. Elizabeth Meldau, standing, Extension home economics agent, Orange County, and two Orange County community leaders.

persons worked cooperatively as teammates to make and complete 245 mattresses in these workshops. An additional 455 interested persons visited the training schools to hear about and to see the mattresses during construction.

To expand the program further, 25 Extension home economics agents and 10 Welfare Department representatives held 10 leader training workshops to teach the skills to 108 welfare homemakers, aides, and recipients.

Also 491 non-professional leaders from 25 counties trained 1,735 additional sub-lay leaders in the skills of mattress making. "These sub-leaders will teach others and the bedding program should expand proportionately," Mrs. Greenlee observes.

Who made mattresses? Mrs. Greenlee states that 814 Extension Homemakers' Club leaders, 1,253 additional Extension Homemakers Club members, 947 non-Extension homemakers, 682 young homemakers, 303 community development club members, 19 4-H'ers and 374 Welfare homemakers, aides, and recipients helped make the 1,509 mattresses made thus far.

Mrs. Greenlee believes the mattress-making project has started a chain reaction. "Once families improved sleeping conditions, they took an interest in the care of bedding, room decoration and accessories, storage, lighting, and improved health and sanitation," she says.

For example, one mattress initiated a year's help program with a welfare recipient. A leader covered a mattress for a young homemaker and delivered it to her house. What she found was "deplorable."

She asked for a conference with the case worker and her Extension agent, and, as a result, the leader was made guardian for this mother and her three children.

Members of the local Extension Homemakers, 4-H, and community development clubs also pitched in to help what seemed to be a hopeless family.

A better house was secured and the surroundings were cleared by community men leaders. Extension Homemakers Club members worked on window treatments, refinished furniture, and taught the young woman to clean house and to plan and prepare nutritious meals.

At the time the leader started working with this family, it had only an old tin heater for heating and cooking purposes, two broken-down beds, and an old trunk. Today the family has convenient and comfortable furnishings donated and renovated by community members.

Not only did the furnishings improve; the family changed, too. The once shy family is now a happy, clean family. The mother talks about education, a clean house, and going to church.

The family has developed teamwork, values, personal hygiene, love, and understanding and is now earning its way, rather than relying on welfare aid alone.

"One $16 mattress brought about a new family and involved a total county in believing that people can and will change if we view what seems to be the problem only as a symptom," Mrs. Greenlee relates.

Thirteen other leaders are aiding similar families as a result of this family's improvement. School and church officials have also been inspired and are offering their help.

Mrs. Greenlee has other success stories to tell. Perhaps they aren't so far-reaching as this one—yet each one is meaningful.

That's why in North Carolina you don't say "no" to Genevieve Greenlee. You pitch in and help. □

by
R. B. Schuster
Extension Resource Development Leader
University of Wisconsin

Resource Development Problems Cross County Lines . . .

so do Extension attempts to solve them in Northwest Wisconsin

Roger Doehr, left, listens to Robert Kinney, Sawyer County resource development agent, and Adrian DeVriend, area forestry utilization agent, as they discuss rough sawed lumber grades and quality at his Hayward lumber company.

Although vacationers are intrigued by the rustic wilderness of Wisconsin's northwest, the residents, plagued by a lagging economy and confronted with great distances from University of Wisconsin campuses, have long been isolated from the mainstream of Wisconsin progress.

University Extension has always recognized that county boundaries do not confine problems. When the area Extension office opened in 1959 at Hayward, the channels were established to bring more highly specialized University knowledge and resources to bear on some of the immediate problems facing the 10-county region.

Sherman Weiss, area resource development agent, became the first area agent in Wisconsin. As his workload increased, a home economics agent and a forestry agent joined the staff.

The three area agents supplement county staff resources, identify problems, and provide leadership. They work with agents in preparing major project plans in recreation, industrial development, forestry and other natural resources, home economics, and community development.

They also provide training for county resource agents, especially in forest utilization and marketing, and economic resource development.

How are these efforts of county and area staff coordinated? How effective is the area approach? The story of Big Bear Lodge at Winter is one illustration.

Big Bear has been a family resort since the Ballaghs bought it in 1946. The family recognized the importance of orderly expansion, but they didn't know how or where to begin.

They spent several years consulting and planning with Extension area and county agents and State specialists in architecture, institution management, and home furnishings.

Sherman Weiss helped the Ballaghs outline a three-year projection of the business which was needed to justify a $50,000 loan. The loan was approved by the Small Business Administration, and remodeling began in 1964.

Mary Lukes, area home economist, called in Mary Mennes, State specialist in institution management. After many hours of analyzing the Ballaghs' needs, they planned an efficient kitchen layout and provided advice on equipment, furnishings, and interiors. The Extension home economists showed the Ballaghs how to prepare food cost projections, establish prices, and plan appealing menus.

Restaurant seating capacity in-

Mary Hoffman, Sawyer County home economics agent, left; Sherman Weiss, area resource development agent, second from left; and Mary Lukes, area home economics agent, second from right, meet with owners of Big Bear Lodge to review the remodeling and expansion plans.

creased from 45 to 150. One of the most popular additions was the dining balcony overlooking the river.

Dollars tell the real success story. The first season after remodeling, business volume almost tripled. The Ballaghs were able to double their $700 monthly payments several times and pay cash for new equipment. According to Josie, "Now in one month we take in what we used to make in a year."

The area Extension staff uses reports from county citizen planning groups to identify problems of general concern. A recent study of area Overall Economic Development Plans revealed that several counties had recommended action to improve sewer and water problems in their communities.

The area staff, in cooperation with county agents, worked with community leaders to help prepare proposals to qualify for Federal funds to initiate these improvements.

Considerable effort of the area agents is directed toward improving the general economy through educational programs and personal consultations.

They helped one county to open a pilot Small Business Development Center for making Economic Opportunity loans. The area staff served as consultants to the Center's committee and helped process the loans.

The area office advises other clients, including development corporations, on the types of loans available from various sources.

Requests for help and educational programs come to the area office from many individuals. For example, the area staff is currently involved in a feasibility study of the manufacture of oval picture frames. An area resident expressed interest in starting this industry which would profitably use local raw materials, talents, and equipment.

A major problem identified by citizen planning groups is the shortage of qualified labor to meet seasonal demands of the recreation industry. To improve this situation, Mrs. Lukes and county home economists developed a series of Extension courses to train local women for these jobs.

Classes in waitress training, hotel-motel service, and schools for cooks are scheduled regularly. During the last two years 136 women and high school girls have completed the 8-session waitress training courses. Ninety percent were hired by area food service establishments.

Mrs. Lukes, aided by county home economists, wrote the course outline for the 22-week cooks' schools offered through the State vocational schools under the Manpower Development and Training Act. The home economists also teach some of the classes.

To develop the course, Mrs. Lukes talked to resort and restaurant owners to find out what is required of cooks. As a part of the training, one class prepared a meal for members of the county resort association and the county board recreation committee.

It was served by the women in the waitress training course. After dinner, guests and students discussed various aspects of employee-employer relationships for improved food handling services.

Small-volume businesses, many operated on a shoestring, comprise most of the recreation-resort industry. Extension-sponsored upholstery workshops during the winter help the operators pare furniture replacement costs.

A major emphasis of Adrian DeVriend, forestry utilization agent, has been to help the area move from a pulpwood-based economy, where most raw materials are exported, to the development of local forest-based industries. This requires comprehensive feasibility and marketing studies.

DeVriend is also investigating the possibility of establishing a marketing cooperative where small producers can pool their product to meet large orders and gain a better bargaining position.

In northern Wisconsin the area Extension office, complementing and assisting with county Extension programs, provides the linkage to University resources.

As a result, community leaders cooperate to solve a common problem, an important loan is successfully negotiated, a new industry starts hiring and producing, a local business streamlines production—all indicators of greater economic and social development in the area. □

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From The Administrator's Desk

Extension's Stake and Responsibilities in Agricultural Statistics

Extension programs will never be any better than the scientific knowledge on which they are based. They will never be any more effective than the confidence that our clientele have in the sources of this knowledge.

Reliable and unbiased agricultural statistics—statistics on agricultural prices, production, and available supplies of agricultural products—have enhanced the quality of Extension programs throughout the existence of Extension. The USDA's Statistical Reporting Service provides most of these statistics.

Recent developments have raised questions among farmers, ranchers, and marketing groups about these statistics. How good are they? What effect do they have on farm prices? Who do published statistics help most?

The relevant facts concerning these questions are:

The historic level of accuracy of SRS national average for all estimates is about 98 percent. Even at this high level of accuracy, it is sometimes claimed that SRS estimates adversely affect the pocketbooks of producers and marketers, and SRS is working to raise the accuracy to an even higher level. Imagine the chaos that would develop in our production and marketing system if estimates at this high level of accuracy were not available. Each producer and each group would have to make decisions on their own individual estimates based on such data as their meager resources would support.

SRS estimates are based on a scientific probability sample. A rudimentary knowledge of statistical probability tells us that in the long run the estimates do not benefit either the seller or the buyer at the expense of the other.

The interpretations of SRS estimates provided by Extension, other agencies, and groups place small farmers, processors, and marketers on a more equal footing in making decisions than is readily apparent. It's true that some individuals and firms are more flexible and can make adjustments to take advantage of estimates quicker than others, but any advantage arising from this is not because of the superior information they possess.

Two alternatives are available for improving the accuracy of SRS estimates. One is to improve the quality of the raw data reported by farmers. The other is to improve the interpretation of data being reported by farmers.

Extension's opportunities and responsibilities center around the first alternative. Our responsibilities include:

1. Making sure reporters understand the value of maintaining accuracy in data reported at the maximum feasible level.

2. Making sure prospective reporters understand that by cooperating they will help attain adequate sample distribution, and that SRS estimates will be improved and be more useful.

3. Making sure prospective reporters understand that data furnished to SRS concerning their farm business are confidential. (The individual reports are *not* made available to any other Federal or State agency, including the Internal Revenue Service.)

4. Making sure farmers understand that SRS estimates do not in the long run benefit one group at the expense of the other.

We have our opportunities here to improve Extension programs by using our motivational skills to get improvement in the knowledge bank that supports Extension programs. We can also add to confidence in Extension programs by adding to the confidence our clientele places in information used by Extension workers. □

N. P. Ralston, Deputy Administrator

EXTENSION SERVICE
REVIEW
U.S. DEPARTMENT OF AGRICULTURE ✳ SEPTEMBER 1967

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The Extension Service Review is for Extension educators—in County, State, and Federal Extension agencies—who work directly or indirectly to help people learn how to use the newest findings in agriculture and home economics research to bring about a more abundant life for themselves and their communities.

The Review offers the Extension worker, in his role of educational leader, professional guideposts, new routes and tools for speedier, more successful endeavor. Through this exchange of methods, tried and found successful by Extension agents, the Review serves as a source of ideas and useful information on how to reach people and thus help them utilize more fully their own resources, to farm more efficiently, and to make the home and community a better place to live.

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EXTENSION SERVICE
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CONTENTS

Dimensions for Living

The cover on this issue depicts faith in the "PROMISE" that Extension 4-H programs bring to the youth of America—the PROMISE that the learning of skills in 4-H brings—the PROMISE that an orderly approach to career selection brings—the PROMISE that discovery of latent ability of one's self to influence thought and incite action in others for the good of mankind brings—the PROMISE that accompanies increased understanding of science and its application to everyday problems of living and making a living—and the PROMISE that a more thorough understanding of our American heritage produces. The large percentage of the 22 million 4-H alumni that have attained positions of great influence and leadership in both the private and public sectors of our society is a living testimonial of that PROMISE.

The major thrust of National 4-H Week observance is the expansion of 4-H. The long-range goal is to double participation with no more than a 20 percent increase in numbers of agents and other resources.

This goal represents a worthy ambition that will call forth the best in each of us. But maybe more important than reaching the goal in 4-H is that principles will be conceived, tried, and proven that may lead the way to expansion in other Extension programs with the same or greater level efficiency of inputs. WJW

Associate County Agent T. J. Butler, left, discusses the quality of fresh cucumbers with grower Ralph Smith, who used local labor and some itinerant help to harvest 100 acres of cucumbers.

Cucumbers on Cotton Acreage

the change pays off in Washington Parish

by
Phil Massey
Assistant Editorial Specialist
Louisiana Extension Service

Extension programs and economic need combined to turn idle cotton acreage into a thriving cucumber industry in a rural Louisiana parish this spring.

Under the guidance of associate county agent T. J. Butler and other members of Washington Parish Cotton and Truck Crop Committee, farmers produced some 830 acres of cucumbers which added $270,000 to the area's economy.

Faced with a reduced cotton allotment again in 1967, the committee, along with cucumber processors, met with farmers throughout the area late last year to map plans for the large-scale vegetable crop venture. Less than 300 acres of cucumbers were grown in the parish last year.

Classes were conducted on planting, fertilization, insect control, and harvesting. The teaching was a cooperative effort of Butler, county agent Victor Murray, an Extension horticulturist, and vocational agriculture teachers. A State Employment Service representative recruited labor for harvesting and operations at the three receiving sheds.

At one shed, fresh market cucumbers were graded, waxed, packed, and shipped, while two other stations handled cucumbers for pickles. The farmers planted 508 acres of the fresh market variety and 326 acres for pickles.

At the height of harvest, more than 3,500 bushels of fresh market cucumbers were sold daily. The farmers were paid each day after their produce was graded by Federal inspectors.

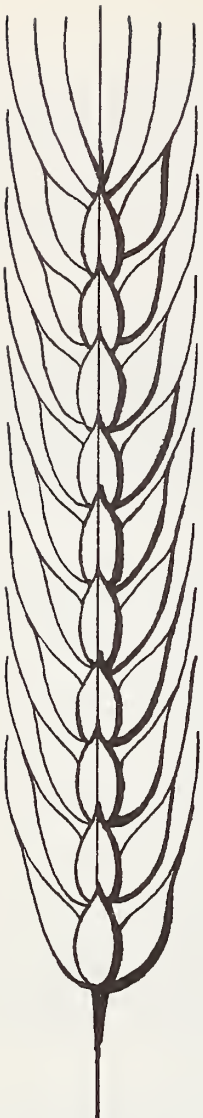
High quality fresh cucumbers were shipped daily by refrigerated trucks to such metropolitan centers as Los Angeles, Chicago, Milwaukee, Detroit, and New York. Over 60 persons were employed at the shed, with a weekly payroll of $3,000.

Over 3,000 bushels of cucumbers were received at the other two sheds each day and were shipped to a plant in Mississippi to be processed into many kinds of pickles and salad dressings.

"Besides netting between $300 and $400 per acre, the short-term crop (50–75 days) enables our farmers to plant soybeans or hay for harvest later this year," Butler says. "If the first crop fails, there's enough warm weather left to try something else," he adds.

Butler and the committee are currently evaluating this year's crop and planning for 1968 and beyond. Already under consideration are changes in planting dates and grading methods.

In addition to increasing cucumber acreage, the committee will review the role other vegetable crops, such as the eggplant, pepper, cantaloupe, and watermelon, will play in parish economic development. □



Nebraska Improves Wheat Quality

by
W. Duane Foote
Agronomy Specialist
Nebraska Extension Service

What can be done to improve wheat quality in Nebraska? That was the question being asked in the State 30 years ago.

Nebraska has not always enjoyed the reputation as the source of top quality wheat that it enjoys today. Thirty years ago Nebraska-grown wheat was commonly discounted at terminal markets because it did not possess the quality needed by the baking industry.

Undesirable wheat varieties, rye mixtures, and smutty grain were among problems commonly associated with grain reaching the market. Many of the State's wheat growers did not know what variety of wheat they were producing and had little conception of wheat quality and the requirements of the milling and baking industry.

Nebraskans who wanted to improve the wheat quality situation knew that the State had productive soil, favorable climate, a capable University of Nebraska staff, and producers who could—with know-how—produce top quality grain.

They decided upon a two-pronged attack: vigorous education and a Farmers' Wheat Sample program.

Results have been:

—Large-scale elimination of objectionable varieties from the standpoint of baking quality.

—Premium prices instead of discounts for Nebraska wheat.

—Millions of dollars in extra income for wheat producers and other businessmen each year.

—Acceptance of strong gluten varieties of "booster" wheats on more than 70 percent of the State's acreage. There is a strong demand for such varieties for blending with more mellow wheats.

—Attraction of industry.

The first step was inauguration of a vigorous educational program designed to acquaint farmers with the needs of the market and to outline the steps necessary for improving wheat quality.

Wheat producers, grain industry representatives, and related firms have joined University of Nebraska Experiment Station researchers and Extension Service personnel in this continuing program.

The Farmers' Wheat Sample program, second prong of the attack, combines education with testing of the farmers' crops. It is a "show me" operation.

Each year since 1938, wheat samples have been collected from farmers in 10–15 counties of the State's wheat growing region. County Extension agents cooperate with NU Extension agronomists in securing 75–100 wheat samples from producers in their counties.

Samples are seeded in a County Wheat Test Plot which, in addition to farmers' samples, contains Experiment Station varieties and fertilizer experiments. A portion of each farm-

er's sample is also planted in a master nursery for observation and evaluation.

Since the beginning of the program, more than 30,000 wheat samples have been evaluated. Each is identified as to variety and is rated on the basis of adaptability, purity, and baking quality.

Extension agents tell growers how their samples were graded. Followup information is designed to make producers more conscious of the need for pure seed of adapted varieties.

Growers having samples of undesirable varieties or samples containing rye or varietal mixture are urged to secure new seed. The use of certified seed is promoted when seed quality is found to be lacking.

Wheat plot meetings are held at the county locations, at which time Extension specialists discuss wheat quality, varieties, production practices, and hazards. Participating growers are given special invitations to attend the meetings to see how their samples compare with their neighbors'.

Growers' acceptance of the program has generally been good. Although somewhat reluctant to make changes in seed during the early years of the program, most growers today are willing to make adjustments in their production if given reason to do so.

Wheat quality has become more meaningful to those who produce the number one cash crop in the State.

A number of things, no doubt, have contributed to this change of attitude over the years. A strong wheat breeding program at the University has contributed much, as have such groups as the Nebraska Crop Improvement Association and the Foundation Seed Division. The Farmers' Sample program has also received credit for having played a significant role.

The Farmers' Sample program was also the basis for the wheat variety estimate in Nebraska before the State-Federal Division of Agricultural Statistics started making annual surveys. Wheat breeders, the grain trade, and growers themselves are interested in variety distribution and the trends from year to year, since variety has a decided effect on wheat quality.

Nebraska has made spectacular shifts in wheat varieties grown since the Farmers' Sample program started. Before 1938, Turkey was the predominant variety of hard winter wheat.

Cheyenne, Nebred, and Pawnee replaced Turkey during the 1935–1945 period. Since 1960, the varieties Warrior, Omaha, and Ottawa have assumed their places in the variety picture.

The most dramatic shift, however, has come since the release of Gage, Scout, and Lancer in 1963. Farmers planted these three varieties on more than 50 percent of the State's wheat acreage this year.

Although there have been a number of reasons for their rapid acceptance by Nebraska wheat producers, Extension education has made a significant contribution.

Nebraska's wheat producers today are much more conscious of wheat variety and have a better understanding of wheat quality.

Much improvement can be noted by comparing the wheat seed being used today with that which was used when the Farmers' Sample program began. Stinking smut or bunt has been generally eliminated with seed treatment. Rye in wheat has been reduced to a field here and there. Most farmers know what variety of wheat they are planting and ask about the possibility of release of new varieties.

As wheat quality has increased with the introduction of new varieties, yield has risen also. Ten-year running averages of statewide yields show a steady increase from about 15 bushels per acre in the period beginning in 1934 to over 25 bushels in the last 10-year period.

The Farmers' Sample program has paid big dividends to Nebraska. A business executive in another State selected Nebraska for a portion of his business operation because he felt the wheat improvement program had produced results. He envisioned further results through the continuing program.

That is just one example indicating that education and "show me" have paid off. □

Farmers' samples are graded on the basis of adaptation, purity, and quality.

'Good eggs'
farm to marketbasket
through Missouri program for

Egg Quality Control

by
Ted Hoffman
Extension Press Editor
University of Missouri

"He's a good egg" is a statement sometimes used to describe well-liked persons.

But that's not what Ted Joule, University of Missouri Extension marketing specialist, and three other persons had in mind when they began talking about "good eggs" in 1964.

They were thinking in terms of the American breakfast mainstay. They were out to put on homemakers' tables eggs that had the same high quality as when they left the modern farm.

"The success of any food product is largely determined at the point of sale," says Joule. So they developed a program aimed at protecting that egg quality right up to the point of sale.

Joule had definite ideas about what is involved in a good, quality egg marketing program. Those ideas were shared by Marvin Estes, co-owner of an egg producing and processing operation; Clarence Wheeler, president of a supermarket chain which owns food stores in Missouri; and Homer Coatney, national representative of an egg marketing firm.

Joule says the fundamentals of the quality egg marketing program they sought were:

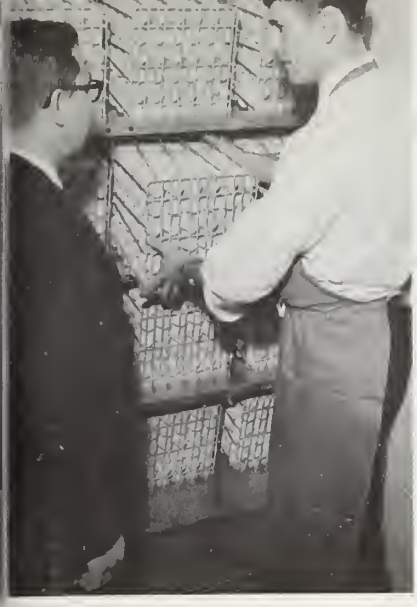
Complete farm-to-customer program—emphasis at retail level, controlled temperatures and humidity, wire baskets for cartoned eggs, USDA grading service, controlled production management for initial quality.

Ideal merchandising—attractive displays, eye appeal, shopping ease, opportunity for increased sales, efficiency in handling, maintenance of the product quality.

Joule explains the program this way:

"Those of us familiar with egg research have been aware of the need to maintain quality from farm to marketbasket. For some time, that quality has been maintained from producer to processor to store. Research shows that eggs keep best when storage temperatures are maintained between 50 and 55 degrees with a relative humidity of 75 percent. But all too often after eggs reached the store, they went into the dairy case or in the same area as vegetables, fruits, meats, or other items where temperature and humidity were not ideal for holding egg quality.

Quality in the marketbasket is the ultimate goal of the Missouri program. At right, the store manager discusses the new marketing method with some satisfied customers.



In the 'eggs only' storage room, the store manager and assistant manager show the ease of restocking eggs through the doors in rear of the egg merchandiser.

"If temperature and humidity were not right—and they usually were not —egg quality went out the door. Also, eggs quickly pick up flavors of other products. That further reduces quality.

"This was poor treatment for one of the basic foods in the store. With our program, egg quality is assured."

Here's how their program developed.

Estes, a second generation egg producer, wanted to remodel his operation to provide a top quality product. To make the extra work and investment pay off, he needed a good, dependable retail outlet.

He contacted Wheeler, who had learned from Joule about the requirements for a farm-to-marketbasket quality egg program.

Joule, Wheeler, and Isaac Hartsell (frozen food, dairy, and produce manager for the supermarket chain) knew what was needed to make the program succeed. But there was one vital piece missing.

The missing piece was an upright, back-fed egg merchandiser, humidity and temperature controlled, to which was attached a storage room—for eggs only—also humidity and temperature controlled. This unit was to be associated with the dairy department.

No equipment manufacturer could provide a storage unit which met specifications. A refrigeration company, however, was producing equipment which, with some adapting, would fill the bill. This, combined with a self-contained refrigerated upright egg merchandiser, made up the unit.

"Assurance of quality at the store level really boils down to just this," Joule says. "First, a temperature and humidity controlled upright merchandiser which permits customers to pick up eggs without stooping. Stooping cuts egg sales.

"Secondly, a temperature and humidity controlled egg storage room used for nothing but eggs. At the market in Springfield, the merchandiser and storage room are tied into a single unit.

"Doors at the rear of the merchandiser permit restocking directly from the storage room. This is the ultimate in efficiency."

The program that provides the quality that egg consumers want has been a happy experience for the participants. Here's the way they tell it.

"A feature of the merchandiser-storage room is the rotation aspect," says Coatney. "Cartons come from the processing plant in wire baskets and remain there. Baskets are stacked in the storage room behind the merchandiser. The stock boy rotates eggs so the supply is always fresh."

Bill Marsh, manager of the store in Springfield where the program is in operation, says, "With the storage immediately behind the display case, it now takes five minutes stocking time; it used to take an hour.

"By handling 15 dozen at a time in wire baskets and by presenting them to customers from the baskets, we've cut breakage from 10 to 15 dozen a week to about a dozen."

According to Wheeler, one of the big advantages of the program is the advertising value. "We're going to advertise the fact that we buy direct from the farm, delivered daily," he says.

He points out that their experience has shown that moving eggs from the floor to an upright case will triple sales.

Estes explains that his part in the program begins with gathering eggs at the farm four times a day. Eggs gathered in wire baskets on plastic flats go into the temperature and humidity-controlled holding cooler on the farm. Correct temperature and humidity are continued in the egg grading plant and holding room.

"We've worked out the basic principles to provide fancy fresh eggs, the highest grade possible," he says. "Under this overall program, we know we can reach the consumer with that top quality."

The arrangement is practical for other retailers if it is included in major remodeling plans or if a new store is being built.

An equipment distributor who cooperated in the program elaborates on this aspect. "With planning, the merchandiser with cooled storage unit immediately behind it will cost little more—if any more—than merchandiser alone.

"The gain to the store owner is that the storage area is practically a bonus from the dollars and cents point of view. Egg quality can be maintained by using a merchandiser apart from the 'eggs only' storage room, but the time and labor saved in stocking would be lost."

"We appreciate the fact that the University of Missouri, especially Ted Joule, made us aware of just how good quality can be maintained," says Hartsell.

This Extension-guided Missouri program is one of the first in the nation to achieve this ultimate in egg quality control. It's not likely to be the last. □

The Community That Came Back

In a two-week clean-up campaign, volunteer citizens, using the truck pictured at right, picked up more than 25 loads of junk from the streets. Above, volunteer workers finish cleaning off a small piece of bottomland for a picnic ground and recreation area.

by
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Resource Development Specialist
Public Information
University of Kentucky

A recent headline over a feature article in a county seat newspaper declared: "Hardburly Community . . . No Longer a Graveyard."

To even the most casual reader, this headline was eye-catching and indicated some sort of profound change. And a profound change it was, for as the article under the headline explained, Hardburly, Kentucky, came back from a ghost town to a bright, thriving little community with great expectations. What is more, its reemergence was largely through its own efforts.

In sum and substance, this is the story:

Twenty years ago, Hardburly, a Perry County mining camp, was a thriving community of around 1,500 people with all wage-earners gainfully employed in mines then operating at full capacity. The mining company provided a commissary, a movie house, and public utilities, and kept the houses rented to the miners neatly painted and in good repair.

Then the community fell into hard times. The mines gradually played out to one very small operation. The population dwindled to one-fourth the original number, the houses fell into a state of disrepair, litter was to be seen everywhere, schisms developed, and a general feeling of hopelessness prevailed.

Into this picture stepped William R. Bridges, Extension Specialist in Community Development from the University of Kentucky's Eastern Kentucky Resource Development Project at Quicksand. Sensing that the community had potential for better things, he set to work to stimulate the people to action.

His method of operation was fairly simple. First, he made up a list of key people or potential leaders in the community. Then he contacted each one individually, outlined a plan for community development, and inquired of each if he would be interested in participating.

These people were interested—interested enough to call a community meeting which attracted 30 citizens. As a result, the Hardburly Improvement Association was organized, elected officers, appointed a board of directors, drew up a list of identified needs, and laid out a complete procedure for the community to follow in attaining these needs one at a time.

And attain these needs, they did. Here is a list of the accomplishments 11 months after Hardburly citizens decided to help themselves.

1. Water project: The community raised $200 to purchase pipe, and 17 volunteers laid the pipe to a new source of water approved by the State Department of Health. A water commission of three was appointed to maintain the line in good condition.

2. Clean-up project: an extensive community clean-up campaign was launched. Homes were repainted and otherwise improved, and a series of community work days were held during which 25 men and boys picked up litter. They hauled it to an acquired dump in a pickup truck loaned by a member of the community.

Thirty-two households purchased new trash cans and 45 households subscribed $1.50 monthly for a weekly trash pickup service. The president of the Improvement Association and several other men volunteered to collect the trash from these cans each week in the loaned truck without charge so that the money subscribed could be saved for needed firefighting equipment. This volunteer garbage service was continued throughout the year.

3. Over $1,000 worth of firefighting equipment was purchased and paid for. In the meantime, 19 residents completed 20 hours of schooling in firefighting and received certificates.

4. Money-raising projects: A box supper in which 40 households participated cleared $143.50. A Labor Day homecoming dinner grossed $446 and expenses were kept to $19. Practically every household contributed some food and most of the women helped serve it. An area coal company was so impressed with the ingenuity and hard work of the community that it matched dollar for dollar the proceeds from the event.

5. Youth development project: From the mining company a small creek bottom was secured for a softball and baseball diamond, recreation area, and picnicking ground for young people and others of the community. The youth participated in planning their own program, including a party with square dancing and folk games, and a Halloween party attended by about 160 people. Money-raising projects such as selling popcorn and soft drinks netted the young people about $50. A Boy Scout troop was organized.

6. Christmas project: To further brighten life in the Hardburly community, citizens initiated a program, "Project Christmas." A turkey shoot in early December netted $80, which proved ample for activities planned.

These activities included decorating a giant Christmas tree in the recreation area and a smaller tree in the community building which once served as a lodge hall. A Christmas party was held with more than 150 children receiving treats, and on Christmas Eve young people of the community caroled to shut-ins.

Today things are different in Hardburly because Hardburly is different. The community looks different and feels different. The accomplishments have been modest, of course, but the rewards, when measured in terms of elevated morale, have been great.

A year ago the people felt that they had been caught in the web of fate, that their condition was hopeless, and that they had no alternative but to dry up on the vine.

But now the hopelessness has changed to hope, and they know by experience and effort that they can further change their community for the better with their own labor and resources. They plan to keep on changing the community to enable it to meet their needs more effectively.

What Hardburly has done, any community can do, and this success story points up the potential of any community when people join forces and go to work with a will and determination to succeed.

This story also illustrates the potential of an Extension agent when he keeps pushing in the strategic spots in a community.

And what was the community development specialist's role in Hardburly's development?

1. He stimulated the initial interest of the people in the community in a program of community development.

2. He explained to them the steps involved in effective community development and advised them accordingly on proper procedure, at all times keeping the ball in their hands. In other words, it has always been the people who identified the needs of their community and developed projects to meet them.

3. When technical problems arose, the specialist tapped the resources of the University and various State and Federal agencies just to be sure that the community acted on the most competent counsel available.

4. Before each community meeting or meeting of the Board of Directors, the specialist went to the community half a day in advance, to check with the chairman about the agenda for the meeting, whether or not the action planned at the previous meeting had been carried through, and participants who showed indications of waning interest in the community program.

5. He saw to it that the program of community development was action oriented rather than meeting oriented.

In carrying out the above responsibilities, the specialist spent only about an afternoon and evening in the community twice a month—a relatively small amount of time in comparison to the results obtained. □

"I wanted to make this lamp," Mrs. Arene Colley tells Mrs. Virginia Gilchrist, county Extension home economist, "because I want my son to have it so he can take care of his eyes."

Blind Homemakers Discover Extension

by
Kenneth Copeland
Extension Magazine Editor
Auburn University

"God sent us Virginia. She has helped us blind people form a new outlook on life."

Speaking is Miss Georgia Singletary of Montgomery, Alabama, president of the Wee Glimpse Homemakers Club.

Mrs. Virginia Gilchrist, Montgomery County associate county Extension chairman, organized "Wee Glimpse"—perhaps the only Extension Homemakers club in the United States solely for the blind.

The club, organized in April 1966, now has 12 members. About half of them are totally blind; most of the others have very limited vision. The group meets monthly in the homes of various members.

Organization of the club was the outgrowth of a radio program.

In February 1966, Mrs. Gilchrist returned to her office after finishing her daily 5-minute program on a Montgomery station. She received a telephone call from Miss Singletary wanting more information on a recipe mentioned on the radio program that day.

There was nothing uncommon about that, but when Miss Singletary called several times in the next two weeks and mentioned that she was blind, Mrs. Gilchrist decided to visit her.

She found that Miss Singletary can see only images at a distance, but can read a little by holding material 2 to 3 inches from her eyes.

"I'll never forget that day," recalls Miss Singletary. "Virginia knocked and then said, 'Miss Singletary?' I couldn't figure out who in the world was visiting me at that time of day. After we got acquainted, she began asking me simple questions. She asked, 'What would you like to have most of all?' I told her a record holder.

"It wasn't many days until she came rolling something into my apartment," continues Miss Singletary. "She had gotten me a record stand and holder as a gift from members of the Stones Homemakers Club."

Miss Singletary orders records from the Alabama Institute for Deaf

and Blind at Taliadega. She keeps records of the Bible. But others, such as stories taken from Reader's Digest, are returned to Talladega within a few days.

As soon as she began listening to Mrs. Gilchrist's radio program, she started calling her blind friends and telling them about it.

"Now we all listen," says Miss Singletary. "When one of us misses it, we can't wait until we can call someone to see what she talked about that day.

"At that particular time of day, I always listened to a gospel music program on another station," recalls Miss Singletary. "But one day I just happened to move my radio dial. I heard Virginia's voice. It seemed like she was talking just to me.

"We especially like the recipes Virginia gives," says Miss Singletary. "She gives them in simple, detailed form. A blind person or a partially blind person needs to know the length of time to cook, how many servings, and what temperature.

"Mrs. Gilchrist has given some very helpful hints, such as cooking rice pudding in a pan of water, and soaking lettuce and turnip greens in water so the dirt falls to the bottom rather than moving them up and down and moving the dirt all around in the water. All of these are helpful to people like us."

Since the members were going to have their Blind Convention in May 1966, Mrs. Gilchrist had the April demonstration on social graces.

Mrs. Virginia Yeager, home teacher for the blind in Montgomery County, assists the blind with individual problems—how to learn new skills, how to use a stove. She gives them individual therapy, and Mrs. Gilchrist helps out on group therapy.

Miss Georgia Singletary, president of the Wee Glimpse Homemakers Club, shows Mrs. Arene Colley, club member, and Mrs. Virginia Gilchrist, county Extension home economist, some of the preserves she has canned.

Miss Singletary is proud of the canning she did last summer. She has a right to be. She canned 229 quarts of fruits and vegetables—pears, apples, peaches, tomatoes, squash, plums, jellies, and mincemeat.

"Mrs. Gilchrist brought me the bulletins on canning," she says. "When I knew I was going to get some vegetables, I would sit down, read the information and memorize it so I wouldn't lose any time when I got the vegetables.

"I spent only $40 for the vegetables, and I figure the canned stuff was worth at least $160," says Miss Singletary.

Members of the club wanted Mrs. Gilchrist to have a special workshop on making reading lamps. Helping were Don Freeman, Extension farm agent; Mrs. R. O. Crosby, a 4-H leader; Miss Susie Smith, home service adviser for Alabama Power Company; and Miss Carolyn Saxon, home agent. Eight lamps were made that day and since then four more have been made. The cost was less than $4 each.

Mrs. Arene Colley says, "I wanted to make a lamp for my 9-year-old son, because I want him to take care of his eyes."

Miss Singletary says that the homemakers club has really meant a lot to Arene. When she first started coming, she was very shy. But now she is talkative and seems to get much out of the meetings. Arene has been completely blind for 20 years.

"This has been some of the most rewarding work that I have ever done," explains Mrs. Gilchrist. "It's amazing to see how well they take their limitations and make the most of them. I've learned much more from them than they have from me.

"I'm proud of this club because they asked for it to be organized and the program of work is geared to their interests and needs. I'm especially proud of Miss Georgia, for she wants people to know what she is capable of doing—even though handicapped." □

Mobile Display Unit Gets Results--

250 New 4-H'ers

by
Louis E. Stephenson
Extension Editor
Colorado State University

The traditional 4-H enrollment drive took a new turn in western Colorado's Tri River Extension Area when a self-contained mobile 4-H display was used to add 250 new 4-H'ers to the program.

The Extension staff of this four-county area—Mesa, Montrose, Delta, and Ouray Counties—realized that the area's 4-H potential was not being tapped.

They set about analyzing their program and checking enrollment to see what could be done. When the last figure was tabulated it was apparent that a different 4-H enrollment approach was needed if new families were to be reached.

About this time William Greer, Colorado State University Extension civil defense specialist, acquired a surplus Army van and a 28-foot trailer.

This equipment was to be used, he said, to help Extension agents and specialists bring the university to the people of Colorado and to promote an awareness of the continuing need for civil defense and emergency preparedness.

The Tri River area agents saw the mobile unit's possibilities for explaining the 4-H program to the people of their area, and decided to try a new approach to the area's 4-H enrollment drive.

The "Tri River Extension Land of 4-H Club Work," as their display was called, was designed to provide an opportunity for visitors to see, firsthand, what 4-H is and how it works. The 640 square feet of display space was used to present project information on each of the 130 project areas offered in Colorado 4-H Club work.

Jack Dallas, CSU radio and TV specialist, worked with John Frezieres and Ted Collins, Tri River area 4-H agents, in preparing a narrated slide series that was used in addition to static displays to present the 4-H story.

The narrated slide series, featuring local 4-H members, dealt with general 4-H information, natural resource projects, projects and activities

Two adult 4-H leaders put the final touches on the clothing section of the mobile display. Models of the garments 4-H'ers make provided visitors with firsthand information about the clothing project.

This surplus army van and trailer provided the mobility for the 4-H enrollment drive in Colorado's Tri River Extension Area. The unit contained a complete display of Colorado 4-H project material.

of interest to older youth, and leadership and citizenship and the part they play in the total 4-H program.

The rolling 4-H display was used not only to promote 4-H among the young people in the four-county area, but also to increase adult awareness of the scope and objectives of 4-H. For two months the mobile unit toured schools and shopping centers in the Tri River area.

Careful groundwork was done for each of the mobile 4-H display's stops. Stops at elementary schools were prepared for by contacting superintendents and principals.

Arrangements were made to use class time to explain 4-H to fourth, fifth, and sixth grade students. Without exception, superintendents and principals of the 32 elementary schools in the four counties were willing to cooperate with the project.

Specific dates and times for the unit to appear at a school were scheduled well in advance. When the unit arrived at a school, each class was scheduled to have approximately 15 minutes to tour the display.

Six to seven minutes was used by the Tri River Extension staff to outline the 4-H program before students were allowed to see the "Tri River Extension Land of 4-H Club Work." After seeing the display, the children were given 4-H reference material plus a card to return to the area 4-H office if they were interested in joining 4-H.

During weekends the mobile unit was parked at urban shopping centers. It was hoped that businessmen would take the opportunity to become better acquainted with the scope of 4-H by visiting the display.

The result was somewhat disappointing. Most of the adult contacts made during stops at shopping centers were with parents whose children had seen the unit at school.

One objective of the rolling display, that of increasing 4-H enrollment, was achieved. Approximately 250 new boys and girls in the Tri River area joined 4-H this year. This 15 percent increase in enrollment came principally from the 11- and 12-year-old age group.

The new 4-H'ers were absorbed into the 90 existing clubs in the four counties. This was possible, Frezieres explained, because clubs in the area are organized on a community basis. Each club has a general leader plus any number of project leaders and resource people who help with the club.

The entire club meets only once a month for business, an educational feature, and recreation. Project work is done throughout the month in separate short project work sessions.

Another objective of the mobile display unit was to spread the 4-H story to urban areas. This objective was also realized. During the two-month tour of the display 7,158 people visited the unit at 43 different locations, and 24,500 pieces of 4-H reference material were distributed. The largest number of contacts were made in the urban areas of Montrose, Delta, and Grand Junction.

Generally, the "new turn" in 4-H enrollment in the Colorado Tri River Extension Area was a resounding success. However, the area staff points out, such an undertaking requires careful planning, a good basic 4-H organization, and considerable time and effort of the Extension staff.

If these prerequisites are met, then the Tri River Extension staff believes this type of approach to a 4-H enrollment drive can create a "new turn" toward success. □

before . . .

after . . .

Interagency cooperation . . .

All in a Day's Work

by
Tom Byrd
Extension Editor
North Carolina State University

The Edward Clayton family, of Hyde County, North Carolina, has found that better farming can be the way to better living.

The Claytons have also found that the way to better farming is to make full use of the agencies which are available to help farm people.

Bringing better living to families through interagency cooperation is all in a day's work for Extension, Soil Conservation Service, and the Farmers Home Administration in Hyde County.

A few years ago, the Claytons and their four children were living in a ramshackled house on a mortgaged farm belonging to Mr. Clayton's father.

Thanks to their own hard work and FHA financing, the Claytons were able to inherit 100 mortgage-free acres.

But they faced a challenge. How does a relatively small farmer survive the price-cost squeeze and meet the rising expectations of a growing family?

Clayton's answer to this challenge was to join in a "complete development program" suggested by the three cooperating agricultural agencies.

First, Clayton worked with Soil Conservationist T. V. Simmons in developing a complete drainage system for his farm.

Second, he worked with FHA in developing a financing and money management plan.

Third, he worked with the Cooperative Extension Service in improving the technical aspects of his farming operation.

Clayton added a 26-sow hog operation and six acres of pickling cucumbers to supplement his income, which had come primarily from corn and soybeans in the past.

"Our goal was to help Mr. Clayton intensify his farming operation," explained Thurman Burnette, county FHA supervisor. "We wanted to show him how he could use his labor and land to increase his income." The first big result was a new, three-bedroom brick house.

Hyde County Extension Chairman George O'Neal says Clayton is rapidly putting his farm in "first class shape."

He has built one of the most modern hog operations in the county. He makes 100 bushels of corn per acre with little difficulty, and is planning to grow most of his feed. He believes that by managing properly he can clear $100 annually per sow, which will enable him to pay for all of his farm improvements.

Clayton has completely ditched his farm, which is a necessity in coastal Hyde County where the water table is only a few inches below the surface.

Other improvements included removing stumps and clearing and liming 12 additional acres. Clayton is also tending 40 acres which belong to his mother and another 100 acres which he rents.

"Complete development" has meant more intensified farming, higher income and better living for the Edward Clayton family. Their future on the farm has become brighter; the appeal of the city has become less alluring. □

Missourian Receives Communication Award

David J. Miller, right, University of Missouri, receives the Agricultural Communication Award from Louis H. Wilson, National Plant Food Institute.

Recipient of the Agricultural Communication Award at the American Association of Agricultural College Editors convention in Lincoln, Nebraska, was David J. Miller, assistant agricultural editor at the University of Missouri.

His award, jointly sponsored by AAACE and National Plant Food Institute, consisted of a scroll and a check for $500.

According to AAACE President Charles A. Bond, Extension editor, Washington State University, Miller won the award in competition with other AAACE members across the U.S. This 13th annual award was presented in recognition of "outstanding growth and achievement in agricultural communications."

Miller has been a University of Missouri staff member since late 1962. Prior to this appointment, he was with the Public Relations Department of the American Angus Association at St. Joseph, Missouri.

A native of Paris, Missouri, Miller holds B.S. and M.A. degrees in journalism from the University and has served in the U. S. Air Force. He holds the reserve rank of captain.

The award winner is a member of Alpha Zeta and Sigma Delta Chi, agriculture and journalism honorary fraternities; AAACE; and is an associate member of the National Association of Farm Broadcasters.

Contest judges included Dr. Lloyd H. Davis, FES Administrator; Bob Nance, President, National Association of Farm Broadcasters, and Farm Director, WMT, Cedar Rapids, Iowa; and Robert Rupp, President, American Agricultural Editors' Association, and Managing Editor, THE FARMER, St. Paul, Minnesota. □

The 'Acting' County Agent

Exchanging hats in the picture below are two county agents—one real and one for fun. The real county agent (left) is Laird Logue of Baltimore County, Maryland. The other is Alvy Moore, better known to television audiences as Hank Kimball of Hooterville, the pseudo county agent on the popular Green Acres show with Eddie Albert and Eva Gabor.

The Green Acres "agent" came to Washington to get acquainted with some of the people he "pans" in his television performances. When he visited the Federal Extension Service, Administrator Lloyd H. Davis introduced him to the Baltimore County agent. Both then tried to enlarge on Hank Kimball's knowledge of county agent work and improve his techniques.

The instruction is not likely to change the Hooterville agent's habits much, though, as the Green Acres program starts a new series of agricultural antics this fall.

Hank Kimball is being exposed to still more county agent atmosphere this month as a guest at the annual meeting of the National Association of County Agricultural Agents in Omaha, Nebr. □

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From The Administrator's Desk

The Genius of Extension!

Extension is a broad program of service to all people. This is what we claim—and, yes, I hope—practice.

That the relatively small Extension staff scattered throughout the States, Puerto Rico, and the Virgin Islands is able to serve all the people is part of the genius that makes Extension what it is. That Extension has devised effective ways of involving people—unpaid volunteer leaders—in planning and carrying out its objectives and providing a vital communications link with the citizenry is another part of the genius. That Federal, State, and county resources are blended together in a way that goals and objectives of people at all levels are served represents still another part of the genius. These three parts making up the "Extension genius" may be lumped together and described as the Extension Program System.

Let's look at each part of this genius separately. We do not serve *all people* directly, nor do we serve all people with the same degree of intensity. We serve all people in the respect that ultimate results of our efforts accrue to the public interest. Just ask yourself, "Who benefits from the tremendous food production machine that has been built with the new and improved knowledge developed by our teaching and research colleagues and brought to the American farmers through the Extension Program System? Who benefits from the nutrition, home management, and child development programs brought to homemakers across the land through Extension programs? Who benefits from the skills, self reliance, and leadership boys and girls learn in 4-H? There are more than 22 million alumni of 4-H, you know. Who benefits from economic development projects because of the knowledge and techniques provided to individuals and groups through the Extension Program System?" The answers to these are obvious.

Too often, I fear, we look upon the blending together of Federal, State, and county resources as just a means of providing the necessary funds to carry out the broad Extension programs. This is important, to be sure, but there's another aspect of this blending that is perhaps equally important. It encourages, yes obligates, our leaders and officials at every level of government to contribute their ideas and thoughts. It enables the Extension Program System to build a program that serves the goals and needs of the local people while serving the broader State and national needs.

The Extension Advisory Committee—involving people—is really fundamental to this notion of the Extension Program System. The advisory committee may take any one of several forms—overall countywide committee, separate committees for different programs and projects, or an overall committee with several subcommittees. The important thing is they help define the needs; define the objectives and goals and relate them to the audience as well as relate the specific objectives and goals to the broader State and national concerns; provide operational assistance; evaluate the results; and plan future direction.

This committee system provides the vital two-way communication link that is essential to Extension success—it carries information and knowledge out to people and provides feedback to the Extension staff. Think of the impact and benefits to Extension that can be made by 3,000 or more county advisory committees plus the regional and State committees who can and will talk about Extension because they are involved and are benefiting. Therefore, I'd suggest that you make your advisory committee more visible through action.

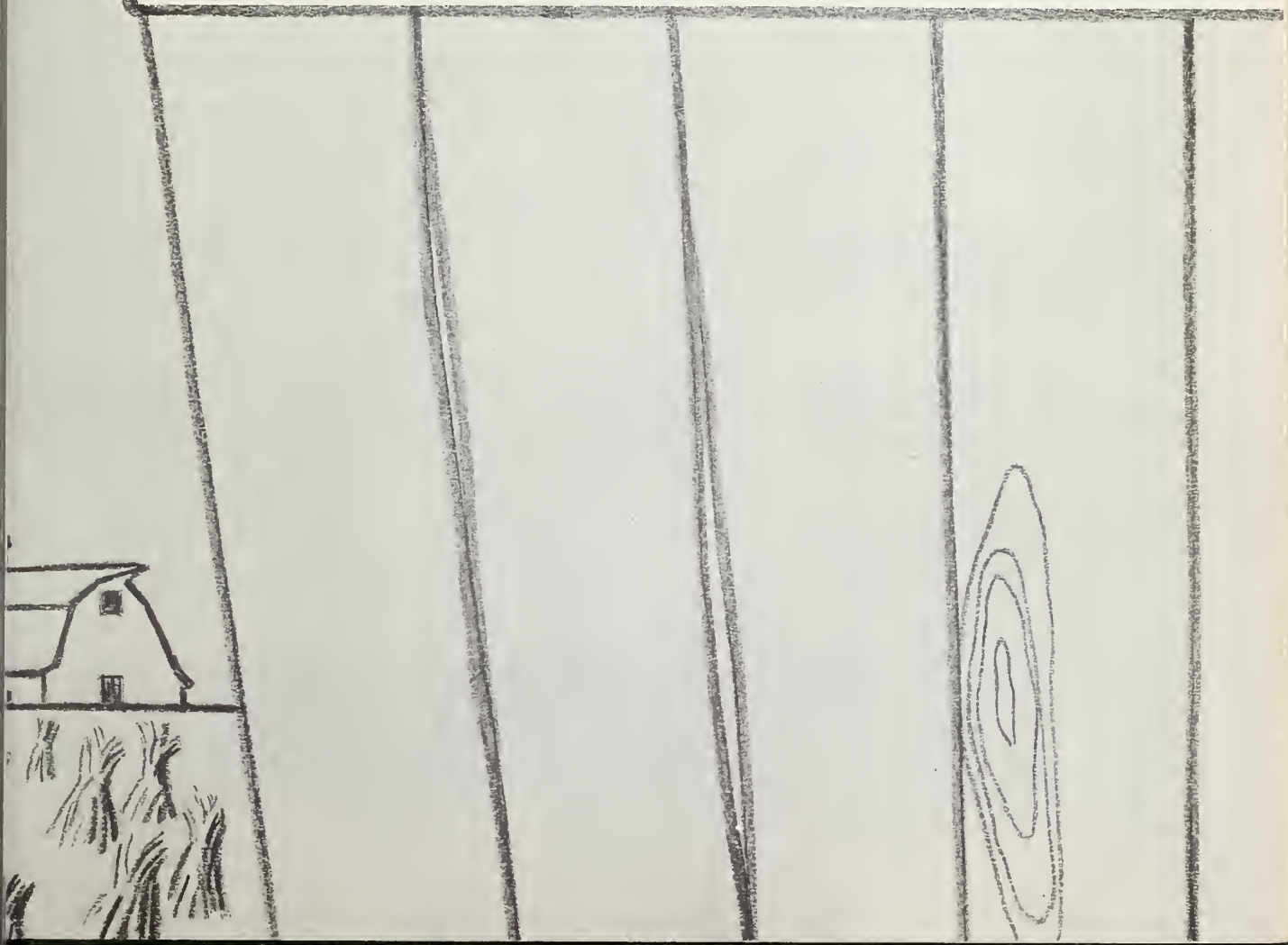
Another important link in the Extension system is the mass media—radio, television, newspapers, and magazines. Adding all these together with the advisory committees, we have a communications network second to none for channeling knowledge and information to people.

This may be an oversimplification of the Extension genius and the way the Extension Program System relates to goals and aspirations of individuals and the organizations we serve. But the effectiveness of this "Extension genius", I'm sure, must have been in the mind of the man who some years ago on viewing Extension said, "By all criteria Extension shouldn't work, but it does." □

N. P. Ralston, Deputy Administrator

EXTENSION SERVICE REVIEW

U.S. DEPARTMENT OF AGRICULTURE ✳ OCTOBER 1967



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The Extension Service Review is for Extension educators—in County, State, and Federal Extension agencies—who work directly or indirectly to help people learn how to use the newest findings in agriculture and home economics research to bring about a more abundant life for themselves and their communities.

The Review offers the Extension worker, in his role of educational leader, professional guideposts, new routes and tools for speedier, more successful endeavor. Through this exchange of methods, tried and found successful by Extension agents, the Review serves as a source of ideas and useful information on how to reach people and thus help them utilize more fully their own resources, to farm more efficiently, and to make the home and community a better place to live.

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EXTENSION SERVICE
REVIEW

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CONTENTS

The Indispensable Extension Tool

We give many reasons to explain the phenomenal successes of Extension in helping people solve their many and varied problems. Those most often used include our access to the knowledge bank created by our research colleagues; the interdisciplinary expertise that Extension can bring to bear; and local identity through the county agent system.

We don't often explain it by pointing to the communication skills of the Extension staff. Yet, any reason given for Extension successes that does not include communications ability doesn't tell the whole story. We are quick to point out that we use newspapers, radio, television, and newsletters to spread the "good word". But these are only the tools of communication for reaching mass audiences. It's the abilities behind the use of these tools that counts—the ability to time the message; the ability to make it understandable; the ability to relate it to the issue, the problem, the need, and the interests.

No matter how much we, as Extension workers, know about animal husbandry, home management, community development, or marketing, we're not likely to gather many bouquets unless we garnish this subject-matter knowledge with communication skills. All successful Extension workers possess these skills, whether learned through formal training or through the hard knocks of experience.

Communications skill is the indispensable tool for effective Extension work. Opportunities to improve these skills—whether through in-service training or reading materials—should be given top priority by all Extension workers. The AAACE Communications Handbook is a good starter in reading materials if you haven't already read it. Your State Extension editor can get one for you.—WJW

Partners in Progress

in Salem County, New Jersey

by
H. Russell Stanton
Associate Director of Communications
Rutgers-The State University
of New Jersey

Alarm clocks all over Salem County, New Jersey, jangle at 6:30 on a crisp October morning. One by one the residents pry open reluctant eyelids to meet another working day.

Meanwhile, over at the Grange Hall, Dixieland jazz rattles the crockery, and there's a tantalizing symphony of fragrances from the kitchen. The 300 people lucky enough to have been invited are cheerfully, noisily awake and eager to take part in another Salem farm-city breakfast.

There were those who said that county agent Bob Gardner had holes in his head to even consider such an event. But let's see what happened.

Gardner set up a farm tour and lunch in 1959 in a determined effort to do something about Farm-City Week. He netted 18 "influential" citizens for what he realistically labels another ho-hum lunch.

The next year he decided to have a breakfast, mainly because of the novelty, and 30 men attended. Since then, the event has grown and grown. But 300 breakfasters is the limit, and if you want to go, you'd better get in line. And a special line at that, because Gardner must limit his guests to representatives of organizations, of which there are many in Salem County.

Here's a sampling of the kinds of people on the invitation list: heads of industries, agricultural organizations, school officials, school guidance directors, presidents of student councils, foreign exchange students, and representatives of unions, the clergy, service clubs, PTA's, and of course, the press.

The program is always slanted toward the non-farmer. Topics have been varied, and keyed to current headlines. One year it was water; in others, farm-city cooperation, taxation, and contributions of businessmen to agriculture.

Bob knows he has to rely on more than strong coffee to keep his audience alert. That's why he has an unrestrained three-piece brass band or a pianist with a heavy touch to bang out noisy tunes.

Last year, though, the clang and clatter were hardly necessary in the face of a Gardner-inspired production that educated while it amused. To drive home the point about the modern housewife's dependence on convenience foods, he had volunteers from the audience prepare a Sunday dinner.

He had one man husking and shelling corn for the corn bread, a girl churning butter, another cutting up a whole chicken. Still others attacked a hard-shelled pumpkin with a knife to make the pie, squeezed tomatoes into a jar to make juice, and peeled potatoes.

This extravaganza served to introduce Miss Jean Judge, Extension food marketing specialist at Rutgers. She made the point that what the housewife saves in time and work she spends for convenience.

Gardner runs the affair on a financial shoestring. Last year, 12 sponsoring organizations each put up $21.66. This set a new high for expense.

On the menu were eggs, sausage, milk, and pancakes, all of which could have come from Salem farms. There were pitchers of milk, farm-style, on the tables.

Each guest took with him a basket of Salem County vegetable products, nursery stock, and flowers, together with a few pieces of informational material.

The Salem County farm-city breakfast is definitely not ho-hum! □

John Roberts began serious development of his purebred Angus herd in 1961, when the Extension farm management program showed him that this would be a good way to expand his business. The herd is under the Extension performance testing program.

Extension's Continuing Responsibility - -

Serving The Commercial Farmer

by
H. H. Carter
County Extension Agent
Poinsett County, Arkansas

The success of Extension's work with one Arkansas farmer has implications for the future responsibilities of Extension to commercial agriculture.

This story of past and present service to a commercial farmer accentuates Extension's need to continue to serve commercial agriculture with the same effort and dedication that has helped "make" both Extension and American agriculture.

John Roberts is one of 1,125 farmers in Poinsett County, Arkansas. This is a county where the struggle to survive in farming, especially since 1950, has been acute and where the burden of adjustment to excess resources in agriculture, to the cost-price squeeze, and to the necessity for applying available technology has been heavy—disastrous for many.

Between 1950 and 1967, farm numbers decreased by 75 percent. During this period of adjustment, farming in Poinsett County has become highly commercialized. Average farm size increased from 86 to 365 acres. The percentage of farmers with gross annual sales of $10,000 or over increased from 8.8 to 74 percent.

Let's take a look at John Roberts' advancement and at Extension's contribution. In his own words, he is a "great fan and supporter" of Extension, and gives Extension major credit for his progress. He has used Extension's resources through the tenure of six county agents.

John started his farming career in 1935 as a $50 a month manager of what was the foundation of his present farm operation. The farm, consisting of 900 acres with about 400 cleared, was owned by his father and two uncles but was mortgaged for more than its market value.

The enterprises included 200 acres of fruit, 40 acres of cotton, a few beef cattle and hogs, and some pasture and feed crops for the livestock and mules.

In 1939 he secured from his father a one-third interest in the heavily mortgaged farm. By "trading" with the other owners, he gained ownership of 600 acres in 1953. Since then John has expanded his ownership to 1,400 acres. About 1,000 acres of the farm is hill land. The other 400 acres is level terrace soil, all in cultivation. Another 300 acres of terrace cropland is rented.

In addition to having practically full equity in his 1,400 acres, John now owns a purebred Angus herd of 210 brood cows and bred heifers which was started with 10 heifers and a bull purchased with borrowed money in 1948. Since then 600 acres of improved pasture has been developed on hill land.

Other present enterprises include a 216-acre base cotton allotment, 275 acres of soybeans, 40 acres of sorghum silage, 20 acres of grain sorghum, and about 300 acres double-cropped with wheat, oats, and rye-grass for cash sales, feed grain, and winter pasture.

Because he had no previous farm experience or training, Roberts says it was natural for him to rely on Extension at first, but that the invaluable service and information he received caused him to continue his close association.

John studied engineering in college, but feels he has gained the equivalent of a degree in agriculture through the Extension Service. His training in engineering has given him an analytical approach to solving problems. As a result he has been eager to demonstrate and apply new recommended practices; he has served as one of Extension's best cooperators and as a valuable example to his neighbors.

John received the most Extension assistance in the late forties following a switch from fruit to cotton because of a declining local market. This involved an increase not only in cotton acreage, but also in mechanization—a change from mules and hoe to tractor power, chemicals, and irrigation. The University of Arkansas soil testing program began about this time, and John has used the program diligently from its beginning.

He was one of the first in the county to start using herbicides for weed control, and has relied heavily upon Extension for information regarding recommended herbicides, methods and timing of application, and selection and calibration of equipment.

In 1956, with the planning assistance of the State Extension engineer, the farm's first irrigation system was installed—a sprinkler system with a capacity of 70 acres, still in use. In 1959, again with the help of Extension. the remainder of the cotton crop was irrigated.

Major Extension assistance has been provided in insect control. John has participated in the University Extension cotton scouting program each summer since its inception in the mid-1950's. In this program, cooperating farmers hire college youth, trained by the University entomology department and supervised by local county agents, to make weekly insect counts in each field.

John has helped himself, other Poinsett County farmers, and the county Extension program through the many result demonstrations conducted on his farm over the years. These have included demonstrations on such things as wheat varieties, cotton fertilizer placement, cotton preemergence herbicide, and effect of minor elements on cotton.

The farm's cotton yields have increased from about 250 pounds to an average of 656 pounds per acre for the 5-year period 1962-66. Average county yields for this period were 458 pounds.

Although the purebred Angus herd was started in 1948, serious development of herd and pastures did not begin until 1961. "This came about as a result of my participation in the Extension farm management program," John said. "Record keeping and analysis of my farm business pointed out my need for a larger volume of business. My large acreage of hill land was a resource that could be tapped."

In 1964, performance testing of the herd was started under the Arkansas Extension program in which weaning-age calves are weighed and graded by county Extension agents. This data is then adjusted and prepared by the State livestock specialists for use in culling less desirable cows from the herd, in selecting replacement heifers, and in helping to prove the herd sires.

John buys and uses herd sires performance-tested by the University. Calves are sold for breeding purposes or are marketed through the White River Feeder Calf Association, an Extension-sponsored organization in an adjoining county.

Discussing his rather heavy reliance upon Extension personnel, John said, "They've been of terrific help through the years. They've been particularly valuable—both local agents and State specialists—in helping me develop a livestock program in an area where there has been little experience. It means much to have competent technical advice just as close as the telephone."

Extension's relationship with John Roberts has not been a one-way street. He serves on the seven-man County Extension Committee, which helps guide Extension policy in the county. He has served on Extension program-planning committees and will soon be an adult leader to a 4-H photography group.

In an ever-changing and increasingly complex agriculture, Extension must continue to effectively serve commercial farmers like John Roberts—in Poinsett County and throughout the United States. □

John Roberts, left, and county Extension agent H. H. Carter check soil moisture prior to irrigating cotton.

Marketing Recreation

a new cash 'crop' for commercial farmers

by
P. Curtis Berryman
W. James Clawson
and
Ralph D. Smith *

San Luis Obispo County rancher Donn Bonnheim, right, shows Farm Advisor Jim Clawson the quail guzzler he built to help spread out his gamebird population. The drum holds a two-month supply of water, and a float valve keeps the water level constant.

Growing urban size and congestion have created a market for a new cash "crop" for San Luis Obispo County (Calif.) farmers.

Commercial farmers in many areas of the country are finding that they have space which can profitably be used for recreation, and are calling on Extension to provide the technical information necessary for making the new enterprise pay.

One of Extension's jobs is to help farmers determine how, and for how much, they can sell hunting and fishing, scenery, clear air, and open space.

Recreation is part of the economic base of San Luis Obispo County. Recreation enterprises exist mainly on average-size ranches—the combination cattle ranches and farms on the brushy, wooded hills of this central California coast area.

Some of the ranches now offer both hunting and fishing. Several have built dams, creating lakes for both irrigation and fishing. Some offer horseback riding; some are attractive to hikers and rock-hounds.

They all have scenery: not formal pine and fir forests but grassy hills and scattered oaks. Especially, for people from California's growing cities, the ranches offer air you can't see.

For the hunter, a 6,000-acre ranch may offer deer, wild pigs, wild turkeys, quail, doves, pigeons, pheasants, chukkers, and even ducks—not to mention their predators, the cougars, bobcats, coyotes, and foxes.

** Berryman, County Director and Clawson, Farm Advisor, San Luis Obispo County; Smith, Communications Specialist, California Extension Service, Berkeley.*

For the fisherman, some all-year streams offer native trout. One rancher has built a 27-acre lake and stocked it with Kamloops trout from British Columbia. Other lakes have bass and bluegill.

Camping, hiking, or just riding with four-wheel-drive vehicles over ranch roads can be ample attraction for other recreation seekers.

What to charge is always a problem, though. What is the privilege of hunting worth?

Ten or fifteen years ago, a number of ranchers in the county charged for pigeon hunting on a day basis at $1 a gun. Last year they charged $3 to $5 and found plenty of takers.

This has started the ranchers thinking seriously. An exploratory meeting brought out 10 ranchers interested in promoting recreation as a source of income.

The Extension wildlife specialist, Dick Teague, was called in, and then Extension forester Jim Gilligan, who is concerned with recreational use of the forests. Each rancher estimated what he had to sell to the recreation consumer. The whole group took a two-day tour of all the ranches involved. Since that start, six or eight more ranch owners have joined the group.

The next need was to bring in a farm management specialist. Extension economist Phil Parsons began looking into the costs of recreation as a ranch enterprise. Teague went into biological problems.

The activities grew. A series of luncheon meetings in Paso Robles brought out 16 or 18 ranchers each time. The wildlife specialist came down from Davis again to talk about private ranch recreation development.

The county planning director talked about zoning and related problems; the county health officer, about aspects of sanitation for camps and dude ranches; insurance people, about risks associated with paid-for recreation; attorneys, about legal responsibilities and contracts. Another Extension economist, Bill Wood, talked about the new State Land Conservation Act.

Recreation is an area where you can't assume you know anything. It isn't like raising wheat or cattle, where the problems of one ranch are just about like those of any other. You can tell a rancher what it costs to grow an acre of wheat—about $30. You can tell him what equipment he will need, what he'll have to do with it, and when.

But every ranch and every recreation activity is different from all the others. To begin, you have to like people and recognize that they have interests different from yours. You have to ask yourself what kind of host you are going to be.

You have to recognize, too, that farm or ranch income from recreation is not all velvet. One of the ranchers, Donn Bonnheim, who has a good private club enterprise going on his place, puts it this way:

"It costs more than it looks. For one thing, there was the cost of putting in culverts, so vehicles can get over the ranch roads. And I didn't want to get into the garbage business. But with campers I had to, and put in a dump. We're putting in a water line. We've planted bass and bluegill, and we're going to try some trout in a stream.

"At first I tried to stay out of the group. But you can't do that. You've got to talk to people and have them talk to you."

Managing game takes some investment. Bonnheim has built quail guzzlers to spread out the birds between natural watering places. He builds a guzzler out of a quarter of an old hot water tank, fed by a 50-gallon drum. This holds water for almost two months.

The guzzler goes in the shade of a live oak, which gives the quail a roost tree. Bonnheim piles some brush nearby so the birds can escape from hawks, and he builds a fence around the area to keep out livestock.

Marketing is probably a rancher's biggest stumbling block. There is a market—the people in Los Angeles, San Francisco, and some interior cities who want to get out in the open, to hunt, to fish, to camp and hike, and just enjoy scenery.

But there is no established method of marketing these recreational values. One rancher may get $1,000 a year from each of a dozen hunters and have a substantial source of income. At day hunting rates another rancher will have to handle a lot more people. And he doesn't know what he should charge.

So, the job is to find out first what the break-even point is. The rancher has a cost of production for recreation just as he has for any other crop he grows and markets. For recreation, he has labor, repair, cleanup, and construction costs. He can attach some of his land costs and taxes to the recreation enterprise.

There may be some excellent opportunities for graduate research in the marketing of recreation privileges. This might take the form of a study of 1,000 families in San Francisco or Los Angeles. How many like to hike and camp? How many are rock hounds? How many would like to spend a vacation on a farm? How many miles will they travel for recreation? And how do they learn about recreation opportunities?

Research could well go into other areas besides marketing. There is a lot to learn about ground covers and brush for browse and plant breeding with feed for wildlife as the objective. Trial plantings of wild rice in some of the man-made reservoirs look good. So does an experimental seeding of duckwheat, another good wildfowl feed imported from the northern Middlewest.

There's a lot to learn about recreation as a farm product. But this is known:

People in urban areas are going to demand recreation space and be willing to pay for it.

It can't all be on public land.

So private land owners should be thinking about developing their land, improving wildlife habitat, and building recreation facilities to meet the demand. Extension, in turn, should be prepared to give them the assistance they need. □

Summer course in farm management sharpens agents' economic tools for...

Cultivating Dollars

by
James E. Williams
Extension Information Specialist
Oregon State University

The 20 or so county agents who descended on the Hershel Pyree farm near Independence, Oregon, this summer weren't there to tell him how to grow sugar beet seed better. They were asking questions about his management program so they could do their own homework better.

It was all part of the Western Regional Farm Management Workshop at Oregon State University where county agents and Extension specialists from the 13 Western States and British Columbia come for six weeks in the summer to help them tool up for the problems brought on by agriculture's cost-price squeeze.

This summer was the third year for the workshop, which is headed by Manning Becker, OSU Extension farm management specialist. The course was planned by a subcommittee of the Western Farm Management Extension Committee and grew out of a report of the Extension Committee on Organization and Policy on "Extension's Responsibility to Commercial Farmers and Ranchers."

The report concluded that the number of farms and ranches will decline and that farms will become larger in size and more highly specialized. "More precise management and technical information will be required from educational and commercial institutions," it stated.

Becker and crew, which includes Fred Smith, OSU Extension farm management specialist, Grant Blanch, professor of agricultural economics, and Philip Parsons, University of California farm management specialist, immediately set out to provide Extension workers with economic backgrounds to cope with farm management.

Becker, who won the OSU School of Agriculture's 1967 outstanding teacher award, has carried the same philosophy into the course that he deals out to his OSU students and the State's farmers—that dollars need to be cultivated just as carefully as the land, and that modern economic tools are just as important as the latest mechanical gadget in a farm operation.

The summer workshops provide an opportunity for agents and specialists to devote six weeks of concentrated effort in the field of farm management. Emphasis is on economic principles, concepts, and procedures basic to management competence and the techniques and skills essential in the practical application of these to the solution of management problems.

Major areas of subject matter include decisionmaking, the tools of management, farm business analysis, organization of farm resources, development of local farm management data, and developing and strengthening county Extension farm management programs.

What all this means is, as one agent put it after completing the course, "You worked us hard, Manning, and made us like it."

The students live together in one of the campus dormitories and as Becker puts it, "live, sleep, eat, and play economics." The group is divided into teams which compete strongly in two categories. Teams make farm tours and, with additional data supplied by Becker, work up a 30-to 40-page report on how their particular farm can improve its management.

The teams are divided again to play a farm management game where computers are used to evaluate information for a simulated farm operation. Teams compete to see who can make the most on an operation over a 10-year period.

"We had some fun with this year's group by awarding the low team with

Looking at a crop of sugar beet seed during one of the farm tours are, left to right, Ray Hunte of Washington; Dez Hazlett of British Columbia; instructor Manning Becker; Ed Parson of Montana; and Ray Cogburn of Colorado.

a 1920 farm account book," quipped Becker. A typical day in the school, according to Becker, includes a 20-minute presentation by one of the students followed by a critique and about a 3-hour lecture-recitation period. Afternoons are devoted to seminars and problem solving.

The real test comes when the agents return home. Most barely have time to clear their desks before growers begin asking for management help. One agent returned to his Northern California county after the first workshop and used his knowledge to show the potential of Grade B dairying to farmers who faced large debts from a devastating flood.

A New Mexico agent began a crop cost study with farm and bank personnel, while a Washington agent assembled input-output information to judge alternatives of feeding cow-calf herds.

Other agents are talking to certified public accountants about the advantages of having some farmers close their accounting period in January or February rather than December 31; developing cost data for deep well irrigation; helping ranchers analyze the economic consideration of purchasing additional property; and putting on their own management schools for farmers.

Becker feels that although computers are making farmers more aware of the need for management, the overall economic situation is responsible for the pressure being put on by farmers for information to better their management.

This in turn puts pressure on agents and specialists. "County agents feel frustrated because they are unable to provide the management help farmers are demanding," says Sam Doran, a Washington State University farm management specialist who took the OSU course as a refresher after completing his advanced degree work in economics.

"Credit people have forced an awareness of management on farmers and they go to Extension for help," he continued. "After taking the farm management course, agents no longer have to feel guilty about avoiding their obligations to the farmers. They see the positive things they can do, and feel more comfortable and capable about doing it."

Doran attributes much of the success of the course to Becker's willingness to teach management any time, any place, to anybody who will listen. "He gives students real tools by showing them how to use basic principles and methodology to solve specific types of problems that he has faced himself at one time or another," Doran added.

After completing the summer course, several students have come back to take advanced degree work in farm management. A good example is John Pancratz of British Columbia, who took the 1966 course.

"I had planned to get more training in economics in four or five years," said Pancratz, who did his undergraduate work in animal husbandry, "but Manning got me so enthusiastic about economics I decided to go right into it."

Three more Canadian agents followed Pancratz to the course this summer after Becker made a talk at a farm management meeting in British Columbia. "District agents have felt they were offering a piecemeal program to farmers for years because there are many other agencies that can give competent information on cultural practices," Pancratz observed "With farm management training, the agent can look at a grower's operation in its totality and offer help that no other agency can." □

Public Relations Bonanza

Short term 4-H project puts Kentucky Extension in the spotlight

by
James T. Veeder
Director of Information
National 4-H Service Committee

A short term project which taught teenagers automotive safety and care has turned into a public relations bonanza for the Kentucky Extension Service.

Duncan Sanford, Lexington area Extension 4-H youth agent, was looking for a program which would involve a high percentage of Fayette County teenagers for about 10 weeks.

He established two criteria—the program had to meet a serious need head-on, and it had to merit the involvement of the community's leadership. The 4-H Automotive program, with a strong emphasis on safety and designed for boys and girls 14-19 years of age, looked promising.

Sanford reviewed 4-H automotive literature, compiled statistics on motor vehicle accidents in the city and county during 1965, and consulted with Fred Brockman of the State 4-H staff, his area director, and his colleagues.

Sanford built his plan on the suggestions given in "Guidelines for Organizing the Kentucky 4-H Automotive Program." Prepared by the 4-H automotive leader in McCracken County and the State 4-H staff, the guidelines included general recommendations, a suggested plan, and a list of key people by title.

The guidelines suggested that the Extension staff contact key people in the community, explain the program, and invite them to a first meeting for further explanation and a final decision by the group.

Sanford personally contacted the presidents of all major civic and service clubs, officials of city and county government, and presidents of insurance associations, safety council, automotive dealers' association, and PTA's.

He called on managers of the radio and television stations, managing editors of the newspapers, and the school superintendents. His personal contacts brought 55 of the community's most active leaders to the information meeting.

Before the meeting, he mailed to each person a copy of the 4-H Automotive Bulletin, a four-page publication highlighting the numerous successful 4-H Automotive programs across the country.

To avoid the possibility of the meeting of community leaders becoming stalemated in the selection of a workable steering committee, Sanford invited several of the most logical choices to a breakfast meeting.

Several of these individuals agreed to accept committee chairmanships for leader recruitment, member enrollment, and leader training, as well as the chairmanship of the steering committee.

The meeting of 55 community leaders provided opportunities for additional good public relations for 4-H, Extension, and the University of Kentucky. Following the presentation by Extension personnel, the community leaders were invited to express their personal evaluations of the suggested program. They immediately endorsed the plan and promised their support.

They elected a chairman and co-chairman of the steering committee, who in turn selected additional committee chairmen and asked them to serve on the steering committee.

At this point, the 4-H Automotive Safety program became a community action program. To provide greater acceptance, an honorary Advisory Committee of 36 of Lexington's leading citizens was formed with the general manager of the newspaper company as chairman.

Sanford and the steering committee moved the program into high gear in an effort to recruit 350 leaders to handle clubs or groups of up to 25 teenagers. Speakers were dispatched to

radio-TV programs and to meetings of civic clubs, PTA's, and professional groups.

The 4-H office followed through with bulletins to presidents of these organizations giving qualifications needed by leaders and the amount of time such leadership would involve.

A barrage of publicity hit the radio and television stations and the newspapers. They responded with front page stories and prime time broadcasts, editorials, and a full-page cooperative newspaper ad.

Television stations aired the 4-H automotive film, "The Paducah Story." During this period of more than three weeks, as well as throughout the run of the short term project, 4-H enjoyed a high visible exposure through news media.

By the first orientation meeting in early January, some 275 leaders had been recruited. Members of the women's organizations of Lexington, in a "Dial for Safety Campaign," called each one to remind him of the meeting. The State commissioner of public safety, in his keynote speech, endorsed the program and challenged the volunteer leaders to work for automotive safety.

Kentucky Governor Breathitt praised the program and persons connected with it at a huge banquet on the eve of enrollment. News coverage of each event was extensive.

January 24 was proclaimed "E" Day (enrollment day) by the county judge and mayor. Fifteen enrollment teams moved into school assemblies to explain the program, encourage participation, and sign up enrollees. This was the real test—would the teenagers respond?

By noon on "E" Day about 5,600 of an estimated 6,000 eligible 14-19 year-olds had enrolled. City firemen and members of the placement committee assigned leaders and participants to specific groups. In early February, the 10 weeks of instruction began in each of 125 groups.

Throughout the course of the instruction the 4-H office, with the help of firemen and other interested persons, mailed information bulletins to leaders. The steering committee continued to function, and news of the progress of the program continued to appear in newspapers and on the air.

Automotive program participants learned the fundamentals of car operation as well as safety. For nearly all leaders and participants, the program was their first involvement in 4-H, and they enjoyed it.

About 3,000 teens were active participants. The program was climaxed by a recognition event at the University of Kentucky's Agricultural Science Center Auditorium, attended by a capacity audience. The following day the local Sports Car Club sponsored a roundup event testing automotive safety knowledge and skills of the 4-H participants.

Evaluation showed that nearly all leaders expressed a desire to see the program continued another year. Most of the leaders also enjoyed working with the young people, and the teens themselves felt they gained much from their first involvement as participants in a 4-H program.

In Lexington and Fayette Counties, the Extension Service and its professional staff have gained stature in the community. Their public relations and the image of 4-H have never been better.

Extension again has proved that 4-H programs are timely, tuned to the needs of modern youth, and are quickly and readily implemented by community leadership.

Word of this successful 4-H Automotive Safety program has spread to other counties within and beyond the borders of Kentucky. It has prompted added interest in the program nationwide.

With the Lexington 4-H Automotive Safety program success as a guide, the educational and public relations potentials of the program for Extension are limitless. □

by
Dorothy A. Wenck
Home Advisor
Orange County, California

The need for most ironing can be prevented by wise buying and careful laundering. At right, homemakers examine children's clothing which was worn and washed for a year without being ironed. Above, homemakers explore laborsaving methods to simplify necessary ironing.

Work Smarter—Not Harder

Today's homemakers, in spite of all their laborsaving devices, easy care clothing, and convenience foods, find lack of time or poor time management to be their most difficult homemaking problem.

This was the finding of a questionnaire survey of 445 Orange County, California, homemakers—all recipients of the Extension home economics newsletter.

"Not enough hours in the day" . . . "Lack of time to spend with children and husband" . . ."Extreme anxiety that I will never get the whole house clean ever!" were typical answers to the question, "What is your most difficult homemaking problem?"

Nearly two-thirds of the women indicated that they lacked time for special projects; over half said they had difficulty finding free time for relaxation and personal development; almost half said they were dissatisfied with "fitting essential cleaning tasks into time available," "organizing work so there are few peak loads," "having unhurried time alone with each child," or "finding timesaving methods."

The purpose of the survey was to find out if employed homemakers had special homemaking problems which an Extension program might help solve. But the results of the mailed questionnaire, answered by 183 employed and 262 nonemployed homemakers, showed that their problems were the same. The differences were merely a matter of degree.

On the basis of these results, Extension developed a three-meeting short course, "Work Smarter—Not Harder," to help both employed and nonemployed homemakers—especially young mothers of preschool children —find ways to save time and energy.

Since saving time was such an obvious need, a great deal of information was condensed into the three 2-hour meetings.

The first meeting, "The Household Executive," dealt with the principles of good management, particularly the importance of establishing goals based on the individual family's values; the reasons time is wasted and how it might be saved; ways to combat physical and psychological fatigue; and basic work simplification principles.

Ways to simplify house care were discussed at the second meeting, "Down With Dirt," which emphasized preventive housekeeping (ways to avoid cleaning) and encouraged homemakers to consider their own housecleaning personality when buying home and furnishings.

"Meals in Minutes" was the topic of the third meeting, in which time and energy saving methods for the kitchen were discussed. Again, good management principles, particularly planning ahead, were emphasized. The agent demonstrated many inexpensive ways to improve kitchen storage and discussed ideas for creative use of convenience foods. Selection, use, and care of kitchen equipment was touched on briefly with emphasis on safety.

An overhead transparency served to

illustrate a quick time and motion study of a "before and after" method for making sandwiches. The "before" method was exaggeratedly inefficient, but one homemaker confessed that was exactly the way she made sandwiches and that this one change saved her "several miles" a week.

At each meeting the agent encouraged homemakers to develop a questioning attitude towards the what, why, who, where, when, and how of every job and to realize that being "lazy" by using timesaving methods is intelligent. "True laziness is the conservation of energy by means of intelligence. Laziness at its best results in the conservation of physical effort when brought about by planning and the use of relevant knowledge." ("On the Merits of Being Lazy," John Mulholland and George N. Gordon, Los Angeles Times, March 19, 1967.)

The need for constant evaluation in terms of the family needs and the individual homemaker's goals was stressed. Ways to involve other family members, particularly children, in home management were also suggested at each meeting.

Visual aids played an important part in each meeting. Overhead transparencies illustrated and emphasized the points discussed. A cartoon series of transparencies used at each meeting illustrated the work simplification principles—omit steps, combine tasks, easy reach, good posture, etc.

Examples of products and equipment for laundering, ironing, house care, food preparation, and kitchen storage were displayed and discussed. Special emphasis was given to money-saving materials.

Because of the confusing array of commercial products on the market, the homemakers had many questions to ask. University of California Extension pamphlets on simplifying housework, house care, kitchen storage, and equipment were available to the audience for supplementary reading.

A fourth meeting, "It's Your Turn to Talk," was sometimes scheduled if time was available. At this informal meeting, homemakers shared their ideas for short cuts, discussed products and equipment they used, and asked many additional questions.

To reach as many employed homemakers and mothers of preschool children as possible, the series was scheduled in the evening as well as during the day. The course was first presented three times at the Extension office.

Subsequent courses were at county branch libraries, churches, and YWCA's under the sponsorship of various organizations who publicized the program and usually also provided daytime child care facilities.

Extension publicized the meetings by means of newspaper releases and an attractive flyer which was mailed to homemakers on the home economics mailing list as well as to the members of the sponsoring organizations.

The turnout of Orange County homemakers for this course did indeed indicate that time management was an area where they needed help. The course was repeated 10 times between October 1966 and May 1967 with as as many as 200 women attending some of the meetings. Total attendance was over 3,700.

Audience response to the course was highly enthusiastic. Written evaluations of how the course helped them included statements such as:

"Helped me think through my goals as a homemaker and tailor them to my family" . . . "It's given me more confidence" . . . "Stimulated me to try again to get cooperation from the children in lending a helping hand."

Response to Orange County short courses which were not based on an interest survey has been good, but not nearly as extensive as the response to "Work Smarter—Not Harder."

Organizations in other areas of the county are still asking to sponsor the short course, and plans are now underway to present the course in other California counties.

Here's another proof of the validity of the Extension policy of programs geared to the needs of the people. □

'Listenability' Test

Can your oral presentations pass it?

by
J. Cordell Hatch
Extension Radio-Television Editor
The Pennsylvania State University

An article in the *Journal of Broadcasting*, 1966-67 winter issue, reports a breakthrough that, at the least, provides an embryo of a system to help Extension workers, and all others, measure the effectiveness of oral communications.

The breakthrough is called the "Easy Listening Formula" (ELF) and was described by Irving E. Fang. It is designed to do the same thing for oral communications that readability formulas have done to simplify written communications.

Extension workers at all levels are spending an increasing amount of time on the telephone, speaking before groups, and appearing on radio and television. Yet, they have had no way of estimating in advance just how effective their message would be.

Coneern with simple, easy-to-read writing has long been emphasized in Extension in-service training. Concern with simple, easy-to-understand oral communications has developed more recently for the reasons stated above.

Irving says the ELF is less complicated than readability formulas, but it does not have the benefit of extensive research to support it. Yet, its correlation with Flesch's Reading Ease formula is +.96, almost perfect. ELF is not claimed to meet all listenability criteria. It has not yet been related to listener comprehension, retention, and interest.

Nevertheless, it can serve as an easily remembered and easily applied guide to writing materials for the "ear". Moreover, it can be applied before the message is ever spoken.

ELF works this way: *In each sentence of the speech, script, or story to be checked for listenability, count only those syllables above one per word. The average per sentence should be less than 12.*

For example, the first sentence (italicized) above has an ELF score of 11: "sentence," "story," "only," and "above" score one each; "syllable," two; and "listenability," five. The second sentence has an ELF score of three. Only "average" and "sentence" have more than one syllable per word. Thus, the average for the two sentences is seven.

This formula may sound rigidly prescriptive. In operation, it needn't be. The writer is free to graduate his own scale of listenability based on the above guide.

However, he should do so with the knowledge that the most highly rated network television news writers use a style that averages less than 12. ELF average scores for Huntley-Brinkley scripts range from 9.9 to 12.0; Walter Cronkite, 9.6 to 11.9; and Peter Jennings, 8.7 to 10.7—none above 12.

This does not mean that all sentences should have no more than 12 syllables above one per word. A sentence with 20 or more may be perfectly clear. It depends on the structure of the statement and the nature of the concepts expressed.

In this regard Fang says: "The Easy Listening Formula does not discourage the long sentence, provided the sentence contains short words, which usually means simple words. Nor does it discourage the use of long and complex words, provided the thought in which a complex word is nested (i.e., sentence) is short.

"What ELF does discourage is precisely what confuses a listener, who lacks the . . . reader's opportunity to review, digest, and mull over a sentence. It discourages the rush of long words. It discourages the long sentence containing several concepts, possibly using subordinate clauses and several prepositional phrases."

In fact, the syllables above one per word in each sentence can be counted at the same time the material is being checked for spelling and punctuation. If the average per sentence is much above 12, this can be a cue that some sections or sentences may need to be rewritten.

Since results from this method of calculating style difficulty are highly correlated to readability measures, it seems that writers for the print media might also find ELF a useful tool.

Several factors emphasize the need for and value of "listenability" formulas as a companion to readability formulas for written messages. Although they have had the benefit of more research and testing, readability formulas are not conducive to easy recall and occasional use.

Second, for the writer of speeches or of radio, television, or film scripts, the "readability" formulas make no claims of "listenability." Most writers know that copy for the eye is not necessarily suitable copy for the ear, and vice versa.

The two senses have their own peculiar differences. When it comes to how they decode messages, each makes its own unique demands. The channels which carry "eye" and "ear" verbal messages also are vastly different. The environment in which written and spoken messages are received is still another point of dissimilarity.

Three problems face the writer of "audio messages" in regard to readability formulas: 1. Are they acceptable measures of listenability? 2. Are they unnecessarily complicated? 3. Can new formulas be developed which apply more specifically and appropriately to spoken messages?

In regard to the relationship of readability scores to listenability criteria, research findings are inconsistent. In some of the few studies conducted the relationship is positive; in as many others it is negative.

It is generally agreed, however, that easy material is somewhat easier and hard material somewhat harder when heard than when read. This "exaggeration effect" makes style difficulty of extreme importance in material written for speech, radio, television, or film.

The ELF should be a welcome addition to each Extension worker's "kit of communication tricks." All effective Extension workers—no matter what other expertise they may claim—possess one common skill. They all have the ability to communicate—that is, to relate their subject-matter information bank to their audience in an understandable fashion through either the written or oral word. □

Extension Winter School

The Seventh Western Regional Extension Winter School will take place January 29 to February 16 at the University of Arizona.

Courses will include Agricultural Policy; Program Planning and Evaluation; Farm and Ranch Management; Agricultural Communications; 4-H Leadership Development; Modern Concepts of Farm Machinery Management; and Cultural Implications of Technological Change.

Total fees will be $62.50 for two courses. Two courses comprising a total of three semester credits is the maximum load.

Ford Foundation Scholarships of $100 are available to those enrolling in Agricultural Policy. Applications should be submitted through State Extension Directors.

For the Winter School Brochure giving more detailed information, write to: Kenneth S. Olson, Director, Western Regional Extension Winter School, Room 303-H Agriculture Building, University of Arizona, Tucson, Arizona 85721. □

National Science Foundation Graduate Fellowships

The National Science Foundation Act of 1950 authorizes graduate fellowships for study or work leading to master's or doctoral degrees in the physical, social, agricultural, biological, engineering, mathematical and other sciences.

The following fields are included in agriculture: general agriculture, agronomy, animal husbandry, forestry, horticulture, soil science and others. Economics, sociology, political science and psychology are among the other fields of specialization that qualify for fellowships.

Fellowships will be awarded only to U. S. citizens who have demonstrated ability and aptitude for advanced training and have been admitted to graduate status or will have been admitted prior to beginning their fellowship tenures.

Awards will be made at three levels: (1) first-year level, (2) intermediate level, and (3) terminal level. The basic annual stipend will be $2,400 for the first-year level, $2,600 for intermediate level, and $2,800 for terminal level graduate students. In addition, each fellow on a 12-month tenure will be provided a $500 allowance for a dependent spouse and each dependent child.

Application materials may be obtained from the Fellowship Office, National Research Council, 2101 Constitution Avenue, N.W., Washington, D.C. 20418. Applications must be received not later than December 8, 1967.

Kenneth F. Warner Grant For Extension Secretaries

Mu Chapter of Epsilon Sigma Phi is again offering one or more awards, not to exceed $70 each, for professional improvement of Cooperative Extension Service secretaries.

The secretary must submit, with her application for the Warner award, a copy of the notification from the Institute for Certifying Secretaries that she is qualified to take the Certified Professional Secretary examination.

This means that prior to December 1, 1967 the secretary must (1) obtain CPS examination application forms from the Institute for Certifying Secretaries, 1103 Grand Avenue, Kansas City, Missouri 65106; and (2) complete and return those forms to the Institute.

Applications for the Warner grant may be obtained from the Staff Development Office, FES, and must be submitted no later than February 1, 1968.

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From The Administrator's Desk . . . . by Lloyd H. Davis

On the Use of Volunteers

We pride ourselves in the way we involve volunteers in our programs.

4-H Club work is almost completely dependent on volunteers who give most generously of their time, talents, facilities, and money. They are farmers, homemakers, businessmen, young people only recently 4-H members—busy people in many walks of life. They lead and teach clubs, conduct and supervise 4-H events, provide facilities, equipment, supplies, recognition, and awards.

Similarly in the adult home economics Extension work the program depends on volunteers—volunteers who take special training to pass the knowledge on to their neighbors —volunteers who help less well off families improve their home life—volunteers who work together to improve their communications.

In our agricultural program farmers volunteer their land, labor, and equipment to test and demonstrate new ideas for the benefit of their neighbors. They voluntarily provide information about their farming operations. They volunteer in many ways to contribute their time and talents to the success of Extension programs.

In our community resource development work, all with whom we work are contributing their minds and energies to the common cause of a better community.

Volunteers contribute generously in helping plan Extension programs.

Some observers have said Extension makes greater use of more volunteers than any other organization or program.

But are we really using volunteers?

A part of our conventional philosophy is that we "help people help themselves." This indeed we do. And in the process of solving his own problems and developing his own opportunities a person develops his abilities to help others with similar problems and opportunities. As we encourage and help people serve as volunteers in Extension programs, we are really "helping people to help others"—and reap for themselves the great satisfactions this brings.

Helping our less fortunate neighbor to become a success in his struggles to make his own progress is basic to our American tradition—to our traditional social and economic structure—to the religious beliefs on which our society is based—to the great international role our Nation has assumed.

No! We do not "use" volunteers. We help people exercise their desire and responsibility to help others—and thus contribute to the continuation and growth of an essential feature of our great society. □

EXTENSION SERVICE

REVIEW

U.S. DEPARTMENT OF AGRICULTURE ✳ NOVEMBER 1967

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The Extension Service Review is for Extension educators—in County, State, and Federal Extension agencies—who work directly or indirectly to help people learn how to use the newest findings in agriculture and home economics research to bring about a more abundant life for themselves and their communities.

The Review offers the Extension worker, in his role of educational leader, professional guideposts, new routes and tools for speedier, more successful endeavor. Through this exchange of methods, tried and found successful by Extension agents, the Review serves as a source of ideas and useful information on how to reach people and thus help them utilize more fully their own resources, to farm more efficiently, and to make the home and community a better place to live.

ORVILLE L. FREEMAN
Secretary of Agriculture

LLOYD H. DAVIS, *Administrator*
Federal Extension Service

Prepared in
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EXTENSION SERVICE
REVIEW

Official monthly publication of Cooperative Extension Service; U. S. Department of Agriculture and State Land-Grant Colleges and Universities cooperating.

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The cover: Extension educational programs make the results of agricultural research readily available to the farmer.

Keep 'em Coming!

We appreciate the many fine letters you send us regarding your magazine—the Extension Service Review. Your comments, suggestions, and story tips all assist in planning the content of the various issues.

One comment that is received regularly, however not too frequently, is, "Why does the Extension Service Review promote the production of specific crops or commodities?" This comment is always made in reference to a story built around a specific crop or commodity. We feel this deserves a public answer.

Let me cite excerpts from the legend in the upper left corner of this page which states the purpose of the Review: "The Review offers . . . professional guide-posts, new routes and tools . . . serves as a source of ideas and useful information on how to reach people . . ."

We seek to fulfill these purposes by showing the application and effectiveness of specific educational techniques in a real-life experience and when possible told by the Extension workers directly involved. The fact that a story shows educational techniques applied to the growing of flax, mint, eggs, or pigeons is irrelevant. We do try to select stories containing educational techniques that have relevancy to a broad range of Extension programs. We do attempt through overall magazine content, in a general way, to reflect major emphases and concerns of Extension.

So keep the suggestions and comments coming. It's your magazine and the more comment we get—the better we are attuned to your needs and desires.—WJW

by
Edward Gregory
County Extension Director
Oklahoma County, Oklahoma

Just as families in Oklahoma County, Oklahoma, dial for the correct time or the day's weather, they can now dial for latest tips on horticulture. To get current tips on gardening or caring for home grounds, they pick up the telephone and dial 946–7771.

The information is available any hour, seven days a week. This is possible because Hugh Hedger, horticulturist at the OSU Extension Center, is putting timely tips on telephone tapes as a new service for residents of the Oklahoma City metropolitan area.

Persons dialing hear 60- to 90-second spots giving such hints as, "last call for planting cool season grasses," "make your plans now for planting spring blooming bulbs," and "repot house plants that have been out all summer."

Also included are dates for flower shows, reminders of the monthly horticulture lectures, and other information of horticultural interest.

The first message, for example, explained types of grass to plant in shady areas and ways to get home grounds ready for winter. Hedger also announced a State Rose Show that was going on that Sunday. Another spot concerned the problem of diseases of oak trees.

Oklahoma County folks like their new service. As a result of 35 newspaper announcements describing the Dial-A-Tip service, the Oklahoma City office has averaged more than eight calls per hour on a 24-hour basis. On an 8-hour count, calls have not dropped below 15 per hour since the service began more than a month ago.

"This is the finest thing that has happened for Oklahoma City for the home owner," reported one garden club member. "I have not missed a day in dialing."

The idea for the Dial-A-Tip service originated when Hedger heard about the use of a similar service by an agent in Worchester, Massachusetts. Oklahoma County Extension staff members wrote for more information and consulted the county Extension director on the idea, but the budget would not cover the expense.

Inquiry revealed, however, that several businesses and the Oklahoma City Garden Clubs were willing to sponsor the project. The garden clubs were chosen as the sponsors because they are a non-profit organization. They are financing the service on a 12-month contract.

If calls continue at the present rate, the telephone company will install the number of machines necessary to take care of calls and cut down the number of busy signals.

Hugh Hedger and Oklahoma County Extension Director Edward Gregory believe there is no better way than this to put horticultural information at the fingertips of Oklahoma County's 500,000 residents. Gregory says, "This is just one of a whole series of pioneering efforts to reach our urban population effectively with relevant information." □

Higher Yields, Better Conservation

through Illinois Extension minimum tillage program

by
Robert D. Walker
Soil Conservation Specialist
Illinois Extension Service
and
Wendell Bowers
Agricultural Engineer
Oklahoma Extension Service

Using a chisel plow instead of moldboard plow leaves a substantial portion of the crop residuals on the surface to reduce wind and water erosion.

Prior to 1950, it was not unusual for Illinois corn growers to make 10 to 12 trips over a field before completing their tillage operations. The trend toward increased tillage was brought about by the development of larger and faster equipment. Farmers used the time saved to make more trips, believing that more tillage insured a better seed bed.

In the early fifties two things happened almost simultaneously that triggered most of the research work that was done on minimum tillage: 1) farmers started raising questions about such things as soil erosion, wind erosion, and compaction; and 2) the cost-price squeeze meant that each tillage trip could be challenged from the standpoint of cost.

A research project to help determine the minimum amount of tillage needed for growing corn was started by H. P. Bateman on the Agricultural Engineering Research Farm at Urbana in 1952.

He compared four basic minimum tillage treatments with conventional planting: plow and plant as one operation with a planter mounted on the plow; plow, then plant with no intermediate tillage; plow, then plant in press-wheel or tractor wheel tracks; plow and pull a light tillage tool such as a clodbuster, harrow, or rotary hoe section, then plant.

Eight plow plant comparisons were set up on farmers' fields in 1956 with the cooperation of county agricultural agents. Results indicated that tillage yields could be expected to equal conventional tillage yields on most Illinois soils.

While work to this point had been

Soil movement by wind has occurred more often in recent years on Illinois' level prairie lands because of the removal of hedge fence rows, more fall plowing, and larger fields.

primarily research, the field trials had also served as a demonstration program for minimum tillage. On the basis of the field work, Extension developed a 16mm sound movie, "Minimum Tillage," which was used for many types of meetings.

With the development of a slide set and circular in 1961, responsibility for conducting the minimum tillage program shifted from the State Extension staff to county agricultural agents and vocational agriculture teachers. More than 300 copies of the slide set were distributed.

The Extension educational program did not promote the extreme forms of minimum tillage used in research work, but encouraged farmers to reduce tillage to the lowest practical number of trips across the field on their particular farms. The objective in each case was to achieve quick germination or high percent of germination, and maximum yields. Thus, minimum tillage, rather than being one particular method, was a principle which could be applied in many different ways.

Working with county agents and machinery company representatives, Wendell Bowers, Extension agricultural engineer, organized State minimum tillage field days in 1964 and 1965. County Extension agents arranged for a farm on which machinery companies could demonstrate their minimum tillage equipment. The Illinois Extension editorial office publicized the event statewide through news releases, radio programs, and posters.

Weather conditions prevented actual equipment operation both years, but approximately 1,000 farmers attended each year to look over available equipment and talk to machinery company representatives.

Extension workers in Illinois estimate that 90 percent of the State's farmers have adopted and are using minimum tillage in varying degrees. Adoption of the practice in extreme forms, however, is still quite limited.

One of the measures of the rate of adoption is the increased sales of chisel plows. In very recent years, annual sales of chisel plows have increased several hundred percent. The chisel plow is used extensively in minimum tillage operations.

Since farmers in counties with average land slopes of less than 3 percent had been slow in adopting other conservation practices, the State conservation people began to look to minimum tillage as a valuable erosion control practice.

Illinois conservationists have been looking for wind and water erosion control practices that farmers will use with their modern farming methods. Certain forms of minimum tillage have been recognized as good erosion control practices for some time.

Research has shown that soil erosion losses from water may be reduced 40 percent with plow plant or wheel track plant systems. Mulch tillage systems are also effective in controlling both wind and water erosion.

In 1967, the Illinois ASCS office received Washington approval for an ACP "conservation tillage" practice (those forms of minimum tillage that are effective in controlling water and wind erosion). Ten counties, representing all sections of the State, were selected to try the "conservation tillage" practice on a limited basis.

Two training meetings were held for leaders in the pilot counties including county Extension agents, Soil Conservation Service work unit conservationists, the Soil Conservation District boards, county ASCS office managers, and county ASC committees.

Each county selected about 12 farmers who use a variety of conservation tillage practices, including plow plant, wheel track plant, mulch tillage, or no tillage (chemically killed soil).

Payment rates are $3.50 per acre without contouring and $5 per acre with contouring, not to exceed $500 total conservation tillage payment per farmer. Contour farming or farming parallel with terraces is required on land with more than 2 percent slope.

Tours with good attendance were held last summer by all 10 counties to show the results with tillage systems used. More than 60 Illinois counties have been approved for "conservation tillage" practice in 1968. Each county will again be limited to approximately 12 cooperators. □

Among those who cooperated to make the Clinton County "open farm" a success were, left to right, A. W. Poffenberger, Clinton banker; Paul Hofer, owner of the exhibition farm; and Norman J. Goodwin, Clinton County Extension Director.

Iowa's 'Open Farm'

tells agriculture's story to widespread urban audience

by
John L. Sears
and
Norman J. Goodwin*

Something new in rural-urban understanding took place in Clinton County, Iowa, when 1,200 people attended an "open farm" sponsored by the County Agricultural Extension Council.

Visitors were registered from 91 towns in 26 States and from Germany and Costa Rica. Sixty-six different occupations were listed by those who attended.

The phrase "open farm" was derived from the traditional "open house"—but in this case an entire farming operation was open to the public for inspection.

**Sears, public information chairman, National Association of County Agricultural Agents; Goodwin, county Extension director, Clinton County, Iowa.*

The first of its kind in eastern Iowa, the event gave townspeople an idea of what farm life is all about and better informed suburbanites of the overall role agriculture plays in their daily lives.

The farm on exhibition was located five miles east of DeWitt, Iowa, on U.S. Route 30, a major East-West highway. The farm owner, Paul Hofer, is a member of the Mississippi Valley Farm Business Association who keeps accurate records of his farm operation. He is an excellent hog farmer and beef feeder, and has outstanding corn yields. The Hofer farm is a good example of Clinton County farming, since beef, hogs, and corn are the most important agricultural enterprises in the county.

Hofer owns 160 of the farm's 280 acres and rents the rest. The 180 acres of land which is planted in corn each year averages about 125 bushels per acre. He has 25 acres of oats and 20 acres of soybeans. The rest of the land is in hay, pasture, farmstead, and roads.

Hofer raised 90 litters of pigs last year, averaging 8.9 pigs per litter—one of the reasons he was selected an Iowa Master Swine Producer. About 93 percent of his hogs graded No. 1.

Hofer's total capital managed in the operation last year was $210,000. Land improvement inventory was $124,000, livestock and feed inventory was $63,000, and machinery and equipment inventory was $23,000.

The Hofer family is typical of Clinton County farm families. Paul and Elaine have three children at home and two older children who are married. The family participates in many agricultural and community affairs.

Paul is vice president of the Clinton County Pork Producers Association, past president of the Clinton-Jackson 100-Bushel Corn Club, a member of the Mississippi Valley Farm Business Administration, the county Farm Bureau, the county Beef Producers Association, and the 4-H Club show committee.

The "open farm" idea originated with the Community and Public Affairs Committee. They presented the suggestion to the Extension Council, who in turn asked Extension to include it in their 1967 program.

With Hofer's cooperation, Extension made plans for visitors to tour the various farm operations. Visitors saw beef cattle nearly ready for market, feeder cattle which had recently been started on feed, and the automatic beef cattle feeding setup.

Also on display was a complete hog operation from baby pigs to hogs ready for market, including farrowing stalls, growing section, and finishing pens. They also saw the actual combining of the oats crop and noted the progress of the corn crop.

The Hofer boys were on hand to demonstrate how they care for, fit, and groom their 4-H swine and beef projects.

The associate county Extension agent discussed the beef program at the feed lot; Hofer's feed dealer, who is also an excellent cooperator in the Extension program, discussed the hog operation.

Extension arranged for wagon trains to take visitors to the cornfield, where the fertilizer dealer discussed the crops program, fertilizers, and insecticides. The local farm implement dealer, with whom Hofer works closely, discussed the various machines that were on display in the yard.

The information presented during the open farm was not highly technical, but dealt mainly with basic information for an urban audience unfamiliar with farming. However, the discussion did include some technical aspects concerning cross-fertilization of corn; use of fertilizer, insecticides, and herbicides; and details of the feeding program and costs of the various operations.

The Clinton County Beef Committee served barbecued beef samples, and the Pork Committee barbecued one of Hofer's prize hogs on a spit in the farm yard. Coffee and milk were served by the Clinton Chamber of Commerce, with whom Extension has a close working relationship. The county Extension home economist helped organize the serving of refreshments.

The county agent presided at the loudspeaker to see that everything kept moving on time and to call attention to the various features of the farm. Prior to the event, he prepared a brochure describing the Hofer family and their farm operation.

It explained some of the costs involved and how they relate to the final market price, described Clinton County agriculture, and outlined the contributions that agriculture makes to the economy. Extension office assistants distributed the brochures to visitors at the open farm.

The agent also prepared two news releases during the two weeks preceding the event, which went to all the mass media in the State. Several newspapers carried articles, and radio and television stations also gave excellent coverage.

Other advance publicity included a large sign placed at the entrance of the farm about three weeks before the event, and a letter which the agent wrote to the members of the Pork Association and Beef Producer's Association encouraging them to bring a town couple.

Business cooperation was obtained through personal contact with the various businesses in the county, and also with service clubs. In addition to the personal contacts, Extension sent a letter of invitation to the bankers, feed dealers, fertilizer dealers, machinery and implement dealers, Labor Congress, service clubs, Chamber of Commerce, Junior Chamber of Commerce, and other county organizations.

The Clinton County open farm was a big step toward better understanding between farm and city—an illustration of what can result from an Extension program which originates with citizen planning, has the cooperation of local businesses and organizations, and is given the benefit of the right amount of well-timed publicity. □

Alton Bailey, left, Alabama's farmer-of-the-year, and Charles Burns, county agricultural agent, inspect the swine facilities on Bailey's farm.

Rapid Adjustment Yields Rewards

Alabama's top farmer follows Extension's recommendations to streamline production

by
Kenneth Copeland
Extension Magazine Editor
Auburn University
Auburn, Alabama

Alton Bailey, of Lauderdale County, Alabama, will tell you that Rapid Adjustment farming pays off—in higher production, more profits, and personal satisfaction.

His adherance to a Rapid Adjustment Farming Program has helped him increase his farm's net yearly profit five times in the past 6 years. It has also won him recognition as one of the State's top farmers.

The Rapid Adjustment Farm Program is conducted jointly in the Tennessee Valley States by land-grant universities and the Tennessee Valley Authority.

With the help of county Extension agents and State Extension specialists, farmers put the latest recommended production and management practices to work on their farms as soon as they are available. The farms move from their present condition to the point of maximum net income in as short a time as possible.

Alton Bailey is not a "big farmer" —as big farmers go these days. He owns and farms 194 acres, which he devotes to hogs, corn, and cotton. Before 1961, when Extension farm management specialist Charles Maddox entered the picture, his operation consisted of 145 acres on which he produced wheat, corn, alfalfa, milk, and cotton.

Maddox introduced Bailey to linear programming—the use of a computer to determine what enterprise or combination of enterprises can give the optimum results. They submitted the farm resources—land, labor (Bailey and his wife manage the farm alone), and capital—to computer analysis. Bailey has followed to the letter the plan outlined for him.

On the basis of the computer analysis, Extension suggested that the Baileys go into volume production of either laying hens or hogs. They chose hogs, although the layers promised a bigger profit margin. Then followed a period of going deeper in debt. Bailey invested $1,755 in a deep well; $1,926 in a hog parlor; $711 to convert a calf house into a farrowing house; $506 for hog feeders; $834 for 20 gilts and one boar; $525 for lagoons and fencing; and $120 for electrical

installations. In addition, he later bought equipment to do the work in the fields.

By following Extension's Rapid Adjustment recommendations with the help of county agent Charles Burns and county Extension chairman L. T. Wagnon, Bailey has transformed his farm into a completely modern operation which is producing at peak efficiency.

His hogs are kept on concrete in a 60 x 30 foot feeding parlor from the time they are 5 weeks old until market day. One of the most practical, economical farrowing houses and finishing parlors in the country, the facility turns out up to 100 top slaughter hogs at a time. The parlor is divided into four sections, with feeders and waterers in each pen.

Pigs are farrowed in a separate farrowing house converted from a calf house. It accommodates 10 sows and has outside exercise pens and farrowing jackets. Pigs go into the feeding parlor at weaning time, and the sows go on pasture until farrowing time again.

Bailey's crib is equipped with conveyor belts which carry corn to the grinder mixer where he prepares an Extension-recommended ration. From the mixer, feed is mechanically conveyed into self-feeders. He grinds feed once a week.

The Baileys do everything themselves—from vaccinating their own pigs to washing sows before they are allowed in the farrowing areas. Mrs. Bailey drives one of their two tractors to speed up field work during rush seasons.

As a demonstration farm, Bailey's operation has become a model for others to follow in adjusting to the new livestock-crop type of combination farming in Alabama.

His farm has been visited by hundreds of farmers in this country and by agricultural leaders of the United States and several foreign countries.

Alton Bailey is a community leader, is ASCS community chairman, vice president of the county Hog Growers Association and a Deacon in the local Baptist Church.

County agent Charles Burns assists the Baileys with their farm recordkeeping.

Bailey's participation in the Rapid Adjustment Program has won him personal satisfaction as well as financial awards. He was recently selected as the 1967 "Alabama Farmer," an award presented annually to an outstanding farmer in the State by the Alabama Farmer magazine.

The award which he received read: ". . . for outstanding achievement in agricultural production and for exemplifying to the highest degree the new era of the Alabama farm industry through the application of modern techniques in land use, management and production efficiency." □

County agricultural agent Charles Burns explains Bailey's farm records to a group of foreign visitors.

"Educational and organizational leadership" is a popular phrase regarding rural areas development and resource development. Secretary Freeman has designated this as Extension's role in the rural areas development movement.

Extension performance of these roles has been subjected to criticism, however, perhaps because neither Extension nor her sister agencies has fully understood how these relate to citizen planning for resource development with high involvement of other agency personnel and other professional assistance.

Planning for total resource development is more far-reaching than the traditional planning of Extension programs. It requires a coordinated approach by local citizens, agencies, organizations, and institutions to blueprint community change and social and economic progress.

It is founded on the concept that local citizens, given adequate facts and an understanding of them can make intelligent decisions toward directing community change. From citizen committees that pinpoint problem situations come specific recommendations for action and initiation of that action.

Well done, such recommendations encourage local organizations, institutions, agencies, and government units to develop programs that will assist in carrying out recommended action. The process goes far in insuring that the jigsaw pieces of progress are unified into an orderly pattern for community development.

Almost invariably the phrase "educational and organizational leadership" is presented as one term. Consequently, many Extension and other agency staffs consider it as a single idea. However, there are two basic ideas involved, and although they are inter-related, it is easy for the Extension staff to assume that they are executing both responsibilities by stressing only one.

Organizational leadership must involve education; nevertheless, the focus of such education is on establishing and maintaining an effective ongoing organization. Education directed to this function may be quite different from the educational leadership in carrying out resource development.

What's the difference?

Education/Organization

by
Gale VandeBerg
Dean, Economic and Environmental Development
and
R. B. Schuster
Extension Resource Development Leader
University of Wisconsin

There is a distinction between *planning for* resource development and developing resources; and between organizational leadership and educational leadership.

Organizational Leadership Role

Inept or inadequate citizen committee planning activity is generally due to failure in the performance of the organizational role. This is not willful neglect on the part of the professional staff, but more likely a lack of understanding of the role. Without understanding and commitment, the role cannot be well performed, and should not even be attempted.

The objective is to establish and maintain an organizational structure that will provide for sound, systematic planning by local citizens which will have continuous influence on the action programs of the various agencies, organizations, institutions, and government units as well as firms, farms, and individuals.

Such an undertaking requires thorough agreement and commitment among all levels of an Extension organization and an allocation of time for mastery of the necessary concepts. USDA has clearly given Extension the responsibility for the success or failure of such citizen planning organizations.

Some essentials of the organizational leadership role as performed by the Wisconsin Extension staff are:

1. Support from the county governing board of Extension agent time spent in this activity.

2. Commitment to and understanding of the specific organizational leadership responsibilities on the part of the county Extension staff.

3. Commitment and understanding from the members of the county Technical Action Panel as to the total process, Extension's organizational leadership role, roles of other agency personnel and professional staff from other sources.

4. Understanding among professional planning agencies, personnel on local planning boards, and top leadership among other agencies and institutions in the county.

5. A complete written design for the organizational structure and the detailed procedures for establishing and maintaining it.

6. Chairmen and secretaries trained in the roles they are to play for com-

The Walworth County Extension staff receive training on their educational-organizational responsibility in total resource development from Extension Resource Development Leader, R. B. Schuster.

mittees and subcommittees or study groups.

7. Adequate facts in a usable form provided to study group or subcommittee chairmen.

8. Professional or technical consultants available to each study group or subcommittee. All such consultants must be trained in their relationship to the study group and the total planning process.

9. A clear procedure for channeling information to the central group responsible for communications from the citizen committee as a whole.

10. Clear procedures for relating recommendations to action agencies or groups.

11. Regularly established review, evaluation, and up-dating procedures.

12. Adequate publicity and recognition.

Extension must be responsible for a great deal of education if all these conditions are to be realized. To repeat, however, the focus of all such education is on the development and operation of an effective citizen organization. In this context, then, one could use the phrase "educational and organizational leadership" as one.

Educational Leadership Role

Extension is responsible for another educational leadership role, however. Extension has vast technical resources that can be applied to the recommendations of the organization it has fostered. Many of the educational projects that the agents develop should be based on the total resource development plan. Extension must see that a thorough and accurate analysis of the problems and needs is available.

There has been relatively little criticism of Extension's educational leadership role. It is a role that most Extension staffs are familiar with, are well prepared for, and have been performing well. Any censure of this role has generally been that Extension's educational programs have not related to the recommendations of the citizen committees.

To the degree that this is true, one must assume either that the resource development planning committees did not do an adequate job of analysis or that Extension did not seriously consider their recommendations. If the former is the case, one must review the quality of organizational leadership that was provided for the citizen planning organization.

Planning for total resource development involves the organization of local citizens from throughout a county or area into groups which will do a sound and thorough job of:

1. surveying and studying all resources of the area—human, natural, and man-made;

2. providing sound recommendations for improving or developing these resources;

3. seeking or initiating action to carry out recommendations.

Extension's organizational leadership in this field must be strengthened. Such leadership is one of the most challenging asssignments for Extension educators. It can also be one of the most rewarding experiences, if they master the concepts involved and accept wholehearted responsibility. Extension's effectiveness may be measured by the evidence of change and progress in the community, on the farms, in the homes, in the institutions, in the business firms, and among individuals.

People make the right decisions about policy and about change when they have the full facts about a situation and understand the implications. There is an opportunity, especially through this organizational leadership role, for Extension to provide the leadership the land-grant universities are capable of. This whole process is one of setting the pattern for the future. That is surely the challenge for Extension leadership in the coming decade. □

City Youth Visit the Farm

for unique experience in human relations

by
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Assistant Extension Editor
and
William Milbrath
Associate State Leader
4-H and Youth Development
University of Minnesota

"Hey, I got to ride a horse and chase the cows home!"

"We had the most fun of all—we held the baby pigs!"

"Boy, I didn't like the smells of that farm at first!"

These were some of the excited bits of conversation as inner-city youth from disadvantaged families in the Twin Cities found their seats on the buses taking them home after a 2-day visit on southern Minnesota farms.

August 1967 marked the third year of the city-to-farm people-to-people program sponsored by the Minnesota Extension Service in cooperation with Pillsbury Citizens' Service of Minneapolis.

Participating in the program each year have been 25 to 30 teenagers and several adults from the neighborhood served by the Pillsbury Settlement House. The farm phase has involved 4-H members and their families in a rural Minnesota community.

It was a quiet, almost apprehensive group of 25 Minneapolis teenagers who boarded the bus for Faribault County for a visit to strange farms, with people they had never seen.

The first stop was Blue Earth, where 4-H members and their families took their city guests to a corn-on-the-cob feed. Before long, the city teenagers were right at home, laughing and talking with their rural friends, trying to outdo each other in eating the steaming, buttery corn.

Next came a tour of a canning company, an ice cream plant, and a number of farms. One was a honey farm where the city youngsters saw hives of bees, found out how honey is processed, and were treated to crackers and honey.

Some misgivings returned as the city boys and girls were assigned to their host families for the evening meal and the overnight stay. But the warmth and friendliness of the rural hosts made such feelings vanish quickly.

The biggest thrill of all was in store—the opportunity to watch the varied farm activities and to help with farm chores, whether it was to feed the chickens or a newborn calf or simply to look in wonderment at the mysteries of a milking machine.

While the teenagers from Minneapolis were having the time of their lives on Faribault County farms, a similar group from St. Paul was enjoying the hospitality of farm families in Winona County. This program was conducted for the first time in cooperation with the North Central Voters' League of St. Paul.

The city-to-farm program began in 1965 when a group of disadvantaged youngsters from Minneapolis visited farms in Lyon County. The following year Otter Tail County asked to continue the project.

County Extension agents help plan and conduct the activities for the visit. A staff member fom Pillsbury House and North Central Voters' League makes arrangements for the city phase of the program. The liaison for the two groups is a member of the State 4-H staff.

Many civic groups and industries have been involved in the program. The Minneapolis Lions Club, for example, financed the bus transportation for the Minneapolis teenagers; in St. Paul, the Retail Store Employees Union, Local 789, furnished the transportation.

Although the project has been limited to two days, it has helped develop a deeper understanding of race relations in both city and farm youth through living, working, and playing together. The program also gives young people from the city a better understanding of farm life and how the food they eat is produced.

Equally important are the lasting friendships that spring up. Many of the young people have exchanged letters since the event. Whole families became involved when some of the rural family hosts arranged to meet the families of their city guests during the Minnesota State Fair.

The warm hospitality and friendliness of the rural families particularly impressed the city teenagers. "To be totally accepted by strangers was a unique experience for our youngsters," one of the city adult advisers remarked. "This is one facet of rural life not found in a big city."

This is the format of the Minnesota plan:

—The young people from the city and their adult advisers travel by bus to and from their destination.

—The 4-H members, their families, and representatives of other groups in the program meet the group from the city at a central location, get a run-down on activities planned, and begin to get acquainted with each other.

—Everyone then goes on a tour of several farms to learn about farming methods, equipment, animals, and 4-H projects. They also visit food processing plants and other local industries.

—A picnic lunch provides a break in the middle of the tour.

—In mid-afternoon the guests from the city go home with their host families for the evening meal and help with the farm chores. Later in the evening, the guests attend a 4-H meeting with their host families.

—In the morning the guests are included in the farm chores before a mid-morning departure.

Participants in the city-to-farm people-to-people program feel that its success the last three years warrants its continuation. Being considered, however, are some adaptations: extending the stay in the rural community to a 3- or 4-day visit; making the program a 2-day exchange with a group of 4-H members as guests of city families and agencies; and involving inner-city churches, boys' clubs, and public housing projects, as well as settlement houses.

Comments of the young people involved no doubt that the city-to-farm program has extended their horizons.

Many of the children saw—and held—baby pigs for the first time in their lives. "I'll never eat bacon again," one of the boys declared.

"I had never seen a pig before," commented one inner-city youth.

"Only a few of our group had ever been on a farm before, and none of them had taken part in farm activities," said one adult adviser. "The group was most impressed by the fact that farming is actually a very modern way of life."

Most amazing to adults observing the workings of the program was, as one expressed it, "In putting these two groups of young people together, no one seemed to notice difference in skin color, ethnic background, or religion. They seemed only interested in each other as individuals. The total program provided an excellent lesson in human relations for young people and probably more so for the adults participating and those observing from the sidelines." □

Getting a chance to help with the milking was the reward this city boy received for getting up early.

Homemaking Unlimited

by
Mrs. Janet Huss
Information Specialist
and
Agnes L. Arthaud
Assistant Director
Home Economics
Nebraska Extension Service

Two county Extension home economists arrive at the "classroom on wheels" for the one-week training program which preceded the unit's statewide tour.

It's the "first of a kind" in the Nation. A new self-contained mobile trailer bearing the insignia, "Homemaking Unlimited," is touring Nebraska as a display and demonstration aid to help the approximately 53,000 physically limited homemakers in the State more easily perform their homemaking tasks.

"Homemaking Unlimited" will have visited 15 high population counties in Nebraska during 1967. Programmed through the Extension Service, the unit is expected to visit all areas of the State at a later time.

The program was initiated as the result of the enthusiastic planning and "salesmanship" of Dr. Virginia Trotter, Associate Dean of the College of Agriculture and Home Economics at the University of Nebraska.

Dean Trotter says, "Many men and women are released from a hospital where they have had a successful rehabilitation experience only to find that they have trouble adapting it to their own home and family."

A grant from the Nebraska Heart Association to the School of Home Economics Department of Family Economics and Management was used to purchase and equip the mobile unit.

The unit provides opportunities for persons to try out specially constructed, energy-saving kitchen work centers, learn to operate food preparation tools using only one hand, and work with a cleaning closet featuring easy-to-see, easy-to-grasp cleaning equipment.

A display of clothing shows ways of adjusting to crutches, easy-to-maneuver closures, and other helpful ideas. Slides are used to show mothers with physical limitations easier and more workable ways of caring for children. All of the ideas can be simply adapted in the individual's home.

This "teaching laboratory on wheels" travels directly to people with cardiac disabilities, arthritic limitations, visual impairments, wheel chair restrictions, and other physcial handicaps. Miss Alice Burton, consultant in homemaker rehabilitation in the School of Home Economics, works as an effective technician, teacher, and capable driver.

Agnes Arthaud, Assistant Director, Nebraska Agricultural Extension Service, is in charge of field programing, while the county home economics Extension agent serves as coordinator during the two weeks the unit is in her county.

The initial planning conference in each county is held six weeks to two months prior to the date the unit is scheduled for programing in that county. The technician, an Extension supervisor, and a representative of the Department of Family Economics and Management attend this session to help the home agent develop plans and explain the project to an Advisory Committee.

The composition of this Advisory Committee is important to the success of the programs. The home agent contacts representatives of the medical profession, health-related agencies, and community groups including county Home Extension Council and clubs. This committee accepts the responsibility for assisting with arrangements for public showing and contacting physically limited homemakers.

Before the initiation of the "Homemaking Unlimited" program, 17 home agents from the most populous areas and counties in Nebraska were selected to attend a 3-day training conference in July 1966. This session was designed to prepare the agents for programing, and to acquaint them with the nature and extent of the problems physically handicapped persons meet in carrying out their homemaking responsibilities.

Representatives of health-related agencies, medical and nursing professions, volunteer health-related groups, Extension specialists, as well as representatives of the resident and research staffs in the School of Home Economics participated in the workshop and assisted with the training.

Staff for the conference included Mrs. Julia Judson, registered physical therapist and home economist at the University of Vermont, medical doctors, a social case worker, the Director of the Division of Rehabilitation, an occupational therapist, and research staff from the departments of Food and Nutrition and Family Economics and Management.

Homemaker consultations—individual planning conferences by the technician and home agent with handicapped homemakers—are an integral part of the operation of the "Homemaking Unlimited" program. Homemaker referrals are made by county leaders. Home Extension club members, too, have been particularly active in contacting physically limited homemakers and families.

The enthusiasm of Home Extension Club members was demonstrated in the case of Mrs. Arvon Jensen, a polio victim from Hall County. Mrs. Jensen said, "Without the encouragement of my Extension club I would never have visited the unit."

Since the Jensens were building a new home at the time, Mrs. Jensen explained, "I had the contractor exchange the stove we were planning for one with a lower top, and the grab bars and shower head displayed in the unit were real additions to our bathroom arrangement."

Other Nebraska homemakers have been enthusiastic about the program, and many physically limited women across the State have made adaptations in their own homes.

Followup visitations and consultations are handled by the county home agent, Family Economics and Management staff, Extension specialists, and local therapists and professionals in the community.

Group programs as well as individual consultations are included in the county program. These group programs have been held in every county to acquaint the general public with the extent of problems of the physically limited and the nature of assistance available to the handicapped and their families in improving homemaking skills and facilities.

More than 6,000 persons in eight counties have attended 117 group meetings. In most counties these meetings include a program and tour for Home Extension clubs and councils, civic groups, high school home economics classes, nurses, hospital staff, builders and the general public.

These groups see a film made with handicapped Nebraska homemakers, hear a discussion by the trained technician, and visit the unit.

The unit has also reached 200,000 other persons through such events as the Nebraska State Fair, the Lincoln Health Fair, State Tractor Safety Day, State Home Extension Council Meeting, State Conference of Welfare Workers, Rehabilitation Association, and National Grasslands Conference.

Agnes Arthaud, Assistant Director of Nebraska Agricultural Extension Service, summarized the results she has seen to date from the Homemaking Unlimited program:

"In addition to its vital assistance to the physically limited, the program has opened channels of communication and understanding between Extension home economists and professionals in health-realted organizations and agencies, as well as with civic groups."

Miss Arthaud feels this program, designed to aid the physically limited homemaker, may lead to other cooperative programs in the future. □

Among those who pooled their resources for the mobile demonstration unit are, left to right, the NU School of Home Economics Consultant in Homemaker Rehabilitation, the Grand Island Occupational Therapist, and the Hall County Extension Home Economist.

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From The Administrator's Desk . . . . by Lloyd H. Davis

What Is Your Job?

At the recent convention of the National Association of County Agricultural Agents, Arden Burbidge, manager of Burbidge Farms, Park River, North Dakota, presented a talk with food for thought for all Extension workers. I recommend it for your reading.

Taking some liberty with interpretation, it seems to me his message to the county agents was something like this: You can be a switchboard operator, through which people are connected with sources of pieces of information they seek—or an appointment secretary—or a booking agent for the specialist. Or you can strive to be a walking encyclopedia and have on the tip of your tongue answers to all the specific technical questions you might be asked. In either case you will be busy, useful, and appreciated.

Or you can serve in the role of helping people answer questions of principle—and frequently people asking for pieces of information really want the principle. You can deal with principles in the technical and management phases of farming, in agricultural policy, in marketing, in other interests of the farmer. In this case you will be greatly challenged, will have the satisfaction of assisting the leaders in agriculture and will be respected as a man of great insight and good judgment.

Or you can go another step and deal with the big issues that are critical to America's "great agriculture," making a contribution to future greatness of our agriculture. Here my interpretation of his words ends.

Of course, most agricultural agents cannot serve exclusively in the latter roles. These are not exclusive alternatives. Agents must be able to answer and get answers to specific questions. But I share the view that they should help people learn principles and apply them—improving their abilities to make decisions—also that they should focus attention on the big issues and opportunities.

How about the rest of us—those with other program assignments within Extension's total responsibility? Does Mr. Burbidge's message apply to us?

Should all of us be devoting an important part of our talents to helping people with the larger, more significant questions of principle, of policy, of goals, of direction—while we also help them with the essential details of the problems and questions with an immediacy today?

Should the agent specializing in 4-H-youth work be concerned with developing great opportunities for youth and helping each develop his own greatness?

Should the home economist be helping families with the questions of principle, by working to develop the greatness of the American family institution and helping the families with which she works achieve their greatness—while helping with the details of better living now?

Should those working on community resource development—while helping people answer specific questions as they work to improve their communities—press for understanding of the principles, seek out and help people answer the large issues of policy and direction, work toward their vision of a great community?

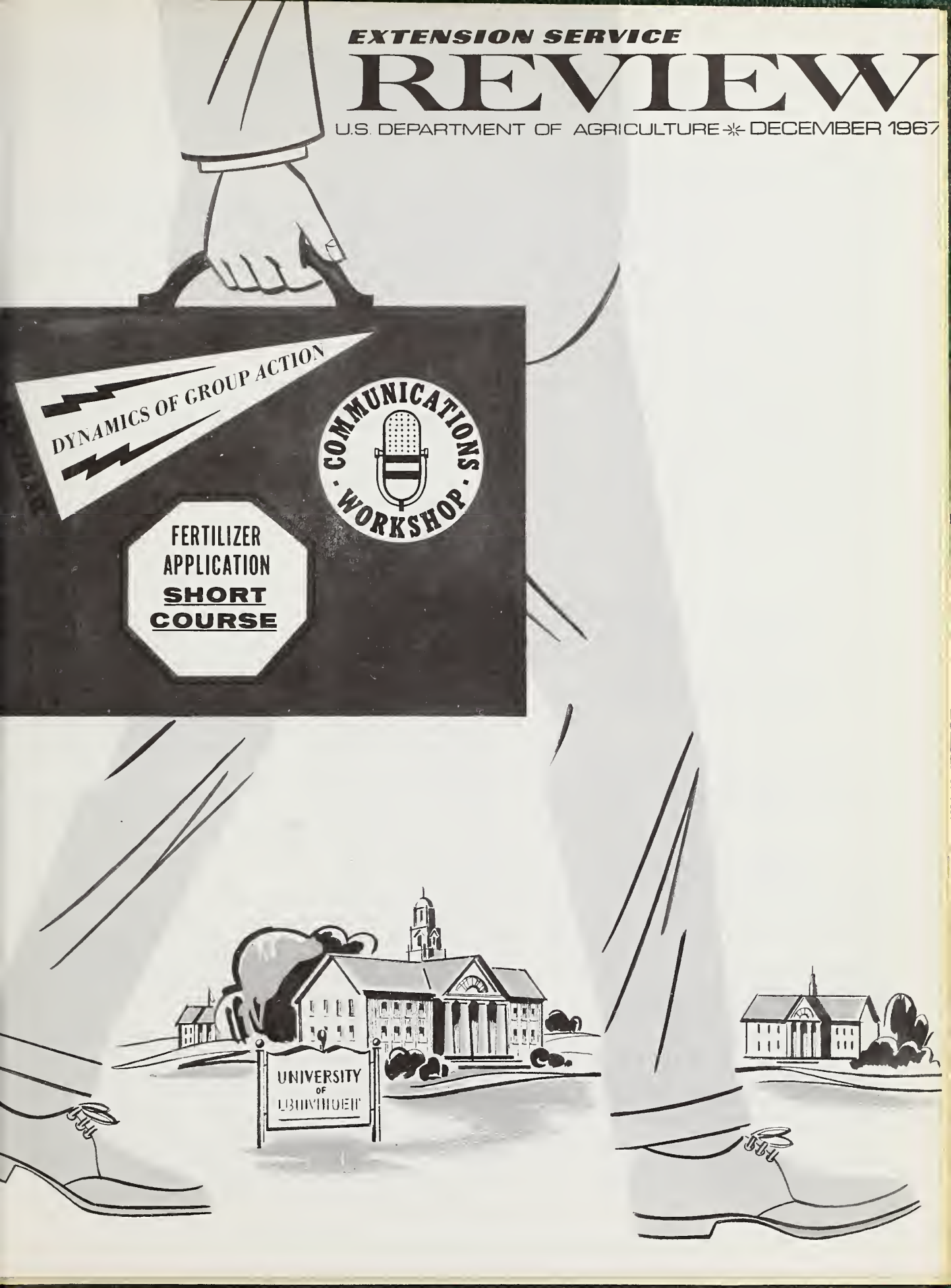
In the field of interest of each specialist in agriculture and home economics, is there a group of important questions of principle, direction, policy of vital importance to their clientele in achieving greatness and to which these specialists should devote important attention?

If so and as we are doing these things, we are seeking to help people achieve greatness in major components of a great society. □

EXTENSION SERVICE

REVIEW

U.S. DEPARTMENT OF AGRICULTURE ✳ DECEMBER 1967



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The Extension Service Review is for Extension educators—in County, State, and Federal Extension agencies—who work directly or indirectly to help people learn how to use the newest findings in agriculture and home economics research to bring about a more abundant life for themselves and their communities.

The Review offers the Extension worker, in his role of educational leader, professional guideposts, new routes and tools for speedier, more successful endeavor. Through this exchange of methods, tried and found successful by Extension agents, the Review serves as a source of ideas and useful information on how to reach people and thus help them utilize more fully their own resources, to farm more efficiently, and to make the home and community a better place to live.

ORVILLE L. FREEMAN
Secretary of Agriculture

LLOYD H. DAVIS, *Administrator*
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EXTENSION SERVICE
REVIEW

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CONTENTS

The Need For Maintaining Professional Competence

A prominent authority recently stated that the knowledge base of the scientific community will double in the next 6 years. Other figures being cast about indicate that skilled and semi-skilled workers will need to be retrained three or four times during their working years to effectively compete with their fellowmen.

There's no question that such statements lack absolute preciseness. But two factors regarding Extension work make it imperative that we not overlook the implications of such statements.

One—Extension work is rooted in the biological, sociological, and psychological sciences.

Two—Extension is being called on with increasing frequency to serve new audiences that require new and innovative programs.

These two factors require that at one and the same time Extension workers individually strive to keep abreast of new developments that will aid them in serving ongoing Extension programs and acquire the knowledge and skills needed to meet new responsibilities that come Extension's way.

This issue of the Extension Service Review is devoted to opportunities for updating our own knowledge base and opportunities for obtaining financial aid in doing so. How much we are able to contribute to Extension programs and how well we are going to be able to serve those whom we have chosen to serve will probably depend as much on how well we keep tuned to scientific and technological advances as on the kind of college training we received originally. There are opportunities galore for professional improvement—but you have to supply the will.—WJW

Our common goal . . .

DOING A BETTER EDUCATIONAL JOB

by
Harry C. Whelden
Extension Poultry Specialist
University of Maine

All Extension specialists are in the Extension educational profession. Within this profession we specialize in our particular subject matter fields.

Our common goal is education, or changes in attitudes and actions through education. Although the vocabulary differs, there are many similarities between Extension poultry specialists, Extension dairy specialists, Extension clothing specialists, and county Extension agents. The similarity lies in their methods, techniques, and goals, and in the fact that all Extension workers must be people-oriented.

As members of this common profession, then, how do we determine and apply professional improvement within our own area of specialization?

Let us use the Extension poultry specialist as an example. Professional improvement for the poultry specialist, as for any individual, should be based on his position objectives and related to his needs for reaching these objectives.

Position objectives in your State may differ from those in Maine, but the fundamentals of professional improvement for the individual are common.

Maine has had a geographic area Extension organization since 1963, including area specialists in poultry, dairy, and potatoes. Each of the four area poultry specialists conducts the same program, although the emphasis may differ.

All Extension specialists concerned with poultry or allied subject matter are involved in program planning and have specific commitments to the poultry Extension program. Extension and University resources are available to area poultry specialists for counsel, meetings, and other program assistance.

The area poultry specialist's job description objectives include: 1) to expedite the poultry industry's identification of major opportunities, problems, and needs, 2) to communicate information which will aid in the solution to poultry industry opportunities, problems, and needs, and 3) to motivate the adoption of solutions to poultry industry opportunities, problems, and needs.

Determining professional improvement in this situation was related to these position objectives and based on the needs of the area poultry specialist in reaching these objectives. You will note that in summary the area poultry specialist's position objectives are: to expedite, to communicate, to motivate.

First, to expedite the identification of industry opportunities, problems, and needs, a poultry specialist must have a broad knowledge of the industry, plus imagination. Second, it is obvious that unless he can communicate what is identified, all is lost. Third, unless he can motivate people toward solutions, his educational objectives will fall flat.

What have been some of the specifics in our professional program?

Many of the specialists' needs are met by sharing ideas and experiences. We meet at least once a month as a group. Sometimes a specific subject matter training session is planned with a university or Extension nutritionist, agricultural engineer, or economist, or with broiler processors or a representative from an equipment company.

More often, however, each specialist discusses his program accomplishments and problems. The information helps to expedite the identification of problems and provide information on communication and modern techniques that worked.

In addition to the sharing of experiences and ideas in group meetings, the poultry specialist travels with the area specialist about one day a month. Area specialists are also encouraged to travel with each other on occasion. This provides an opportunity to share ideas and discuss situations on the spot.

The second general area of professional improvement is that of short courses or subject matter training. Basically, the intent of such training is in relation to plan-of-work objectives.

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Invest Yourself in Growth

by
Arthur E. Durfee
Associate Director
New York Extension Service

Two phrases have joined our vocabulary in the last few years. One is "growth industry," and the other is "half life." Both can be applied in a meaningful way to the professional improvement situation confronting today's Cooperative Extension worker.

Everyone with a few dollars to invest is looking for a "growth industry" with the hope that he will be getting in on the early stages of a high-profit corporation. He not only wants his dollars to grow in pace with inflation, but he also hopes that they will be put to such good use that they will return expanded benefits for many years to come.

In some ways, the "half life"' expression connotes almost an opposite meaning. The "half life" of a radioactive element is the time required for half of the atoms present to become disintegrated. It is, in fact, a way of expressing deterioration, and thus is the antithesis of the "growth industry" concept.

The "half life" of a college education is fairly short—probably just a matter of a few years, although this measurement is not subject to the same degree of accuracy as that applied to measuring the half life of radioactive elements.

Furthermore, while the half life of a radioactive element is forever constant, there is every indication that the half life of the college education is becoming shorter. New technology is coming at an increasing rate and eroding the usefulness of the knowledge acquired in college.

Let's take a look at how these concepts apply to the Cooperative Extension Service. In terms of growth, it can be pointed out that the Cooperative Extension staff increased 65 percent nationwide in the last 25 years. There has been an accompanying growth in the opportunities for advancement in the organization, for specialization, for opportunities to try new kinds of work, and for change and innovation.

It is not many years since the county agricultural agent was expected to be a Jack-of-all-trades and there were relatively few agents with specialized positions. Today's Cooperative Extension agent in agriculture may be specializing in dairy production, dairy farm management, muck crops, field crops, agricultural engineering, horticultural crops, home grounds improvement, turf production, community and resource development, poultry production, or any one of several other specialties.

The audience has changed and broadened to the extent that today's agent finds himself working not only with farmers but also with fellow graduates of the College of Agriculture who are now employed by agri-business firms supplying production input, or marketing firms, food processors and handlers at either end of the production cycle. Many of the farmers he serves may be fellow graduates also.

Somewhat similar changes have been taking place in the various Extension subject matter departments in the land-grant universities. The generalized Extension specialist of a few decades ago no longer exists. Extension professors who could go out and speak on any subject in their departments have been replaced by a corps of specialized individuals.

These people, too, have found a changing audience over the past years as they have abandoned the role of itinerant public speakers and have become leaders in educational programs involving Extension field staff, representatives of agri-business, and colleagues in trade associations and other phases of the economy.

Working at the cutting edge of agricultural development, Extension professors have the exciting responsibility of serving as interpreters between the research scientist and the well-trained Extension agent, or other professional educators, salesmen, consultants, and farmer-innovators.

The youth phase of the Extension program also has been modified over the past few decades to offer new opportunities for specialization. More importantly, however, the role of the youth worker has been reshaped by many articulate and able Extension workers who have found in it an opportunity to enlist the assistance and support of public-minded farmers, homemakers, businessmen, and other

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Schools, Organizations, Industry Offer

Scholarships and Fellowships

National Defense Graduate Fellowships

The National Defense Education Act of 1958 authorizes fellowships for study in approved graduate programs leading to the doctorate.

Institutions submit applications to the U. S. Commissioner of Education for allotment of fellowships. Candidates apply directly to the graduate institutions, which nominate candidates to the Commissioner for the awards. Fellowships are tenable only in approved programs at the institutions to which they have been awarded.

A fellowship is normally a 3-year award providing a stipend of $2,000 for the first academic year of study, $2,200 for the second, and $2,400 for the third, together with an allowance of $400 a year for each dependent. An additional stipend of $400, plus $100 for each dependent, is available for summer study.

The announcement of approved programs is made by the Commissioner each year in November. Applicants are advised to make inquiry at individual institutions concerning deadlines for receipt of fellowship applications.

An applicant must be a citizen or a national of the U. S. He must intend to enroll in a course of study leading to the doctorate, and must be interested in an academic career of teaching in an institution of higher education.

For further information, applicants should write directly to university officials concerned with graduate school programs. □

National Science Foundation Graduate Fellowships

The National Science Foundation Act of 1950 authorizes graduate fellowships for study or work leading to master's or doctoral degrees in the physical, social, agricultural, biological, engineering, mathematical, and other sciences.

The following fields are included in agriculture: general agriculture, agronomy, animal husbandry, forestry, horticulture, soil science, and others. Economics, sociology, political science, and psychology are among the other fields of specialization that qualify for fellowships.

Fellowships will be awarded only to U. S. citizens who have demonstrated ability and aptitude for advanced training and have been admitted to graduate status or will have been admitted prior to beginning their fellowship tenures.

Awards will be made at three levels: (1) first-year level, (2) intermediate level, and (3) terminal level. The basic annual stipend will be $2,400 for the first-year level, $2,600 for intermediate level, and $2,800 for terminal level graduate students. In addition, each fellow on a 12-month tenure will be provided a $500 allowance for a dependent spouse and each dependent child.

Application materials may be obtained from the Fellowship Office, National Research Council, 2101 Constitution Avenue, N.W., Washington, D. C. 20418. □

Prospective Teacher Fellowship Program

Fellowships for strengthening the preparation and improving the qualifications of college graduates committed to careers in elementary or secondary education were authorized by Title V (C) of the Higher Education Act of 1965.

Under this authority the Prospective Teacher Fellowship Program provides support for graduate study to persons who intend to teach but are not now so engaged. Graduate institutions submit applications for allotments of fellowships to the U. S. Commissioner of Education.

The intent of the program is to provide fellowship support to graduate students working for an advanced degree other than the doctorate. Fellowships may be awarded by institutions for a period of 24 months.

The award provides for a stipend of $2,000 for the first academic year and $2,200 for the second. An allowance of $600 is available for each of the summers following the two academic years.

In February, the U. S. Office of Education publishes a list of institutions with approved programs. Fellowship candidates make application directly to the individual graduate school. The institution screens and selects the recipients of the fellowships.

Persons interested in the Prospective Teacher Fellowship Program should contact university officials responsible for administering the program. □

National Science Foundation Graduate Traineeship Program

Institutions in the United States conferring a Ph.D.-level degree in at least one of the sciences may apply for traineeship grants. The selection of individuals to hold traineeships is the sole responsibility of the grantee institutions.

The names of these institutions will be announced by the National Science Foundation in January 1968. All inquiries about traineeships should be directed to the institutions. □

Postdoctoral Fellowships for Behavioral Scientists

The center for Advanced Study in the Behavioral Sciences provides scholars free time (at their normal university salary) to devote to their own study and to associate with colleagues in the same or related disciplines. The Center requests nominations from certain departments and centers. Fields: the behavioral sciences.

Write to Director, Center for Advanced Study in the Behavioral Sciences, 202 Junipero Serra Boulevard, Stanford University, Palo Alto, California 94305. □

Study Fellowships for International Development

Fields: agriculture, business administration, community development, economics, engineering, public administration-political science, public health, the teaching of English as a foreign language, and others.

Applicants must have career ambitions to serve in technical assistance capacities in the developing countries. Applications are accepted from individuals under age 35 who have served in a volunteer capacity for more than a year in a developing nation.

Fellowships are tenable at the following universities: University of California at Los Angeles; University of Chicago; Columbia University; Cornell University; Harvard University; the University of North Carolina; the University of Oregon; The Pennsylvania State University; Stanford University; and the University of Wisconsin.

Write to Study Fellowships for International Development, 115 Sackett Building, The Pennsylvania State University, University Park, Pennsylvania 16802. □

Opportunities for Extension Home Economists

NAEHE Fellowship

One fellowship of $2,000 has been established by the National Association of Extension Home Economists for a member of that organization. This fellowship is for the purpose of professional improvement through advanced study.

Each State may nominate one candidate. Nominations are made by the State scholarship committee and must be received by the National Association scholarship committee by May 1. Final selection will be made by this national committee.

Forms may be secured from the Professional Improvement Chairman of the State Extension Home Economists Association or from the national chairman, Miss Elizabeth Jensen, Agriculture Building, Everett, Washington 98201. □

Tyson Memorial Fellowships

The Woman's National Farm and Garden Association offers two $500 Sarah Bradley Tyson Memorial Fellowships for women who wish to do advanced study in agriculture, horticulture, and "related professions," including home economics.

Applications should be made by April 15, 1968, to Miss Violet Higbee, Kingston, Rhode Island, 02881. □

J. C. Penney

An annual fellowship of $2,000 has been established by the J. C. Penney Co. to provide an opportunity for Extension home economists who have shown competence and achievement in home economics Extension programs to receive additional professional improvement through graduate study at the master's or doctoral level.

Each State may nominate one candidate. Nominations are due May 1. Final selection is made by the national scholarship committee.

Forms may be secured from the Professional Improvement Chairman of the State Extension Home Economists Association or from the national chairman, Miss Elizabeth Jensen, Agriculture Building, Everett, Washington, 98201. □

Grace Frysinger Fellowships

Two Grace Frysinger fellowships have been established by the National Association of Extension Home Economists to give Extension home economists an opportunity to study and observe Extension work in other States.

The $500 fellowships cover expenses of one month's study. Each State may nominate one candidate. Nominations are due May 1 and selections will be made by the National Association scholarship committee. Applications are handled by the State Association Professional Improvement and Fellowship Chairman in cooperation with State home economics leaders.

Forms may be secured from the Professional Improvement Chairman of the State Extension Home Economists Association or from the national chairman, Miss Elizabeth Jensen, Agriculture Building, Everett, Washington, 98201. □

Scholarships, Fellowships for Workers With 4-H and Youth

National 4-H Fellowships

Six National 4-H Fellowships of $3,000 each are available to young Extension workers who are interested in 4-H youth work as a career. These are for 12 months of study in the USDA under the guidance of FES.

Two of these fellowships are provided by the National 4-H Service Committee, and four by Massey-Ferguson Inc.

The program is in two parts: informal study of the Federal government, and study at a Washington, D. C. area university. The government study is programed by the Staff Development Office, Division of Extension Research and Education. Formal study at any one of the seven institutions in the area (including USDA Graduate School) may lead to the master's or doctoral degree, or be an enriching program of study of the recipient's own choosing.

Fellowships are awarded to young men and women selected from nominations made by State Extension Directors or State 4-H Club leaders to the Division of Extension Research and Education, FES, USDA, Washington, D. C. 20250. Applications may be obtained from the Extension Director.

The applicant shall not have passed his 35th birthday on June 1, 1968. Deadline for applications is March 1, 1968. □

Washington State University

The Edward E. Graff educational grant of $900 is for study in 4-H Club work in the State of Washington. Applications are due April 1. Contact Lester N. Liebel, State Leader, Extension Research and Training, 5 Wilson Hall, Washington State University, Pullman, Washington 99163. □

Rockford Map Publishers

Extension youth agents working in Minnesota, Wisconsin, Michigan, Illinois, and Pennsylvania are eligible for the $100 graduate scholarship offered by the Rockford Map Publishers Company. It is for summer or winter Extension schools, travel study, or other graduate study.

For further information and application forms contact John L. Loyd, National Association of Extension 4-H Agents, Professional Improvement Committee Chairman, County Annex Building, Philippi, West Virginia 26416. □

National Association of 4-H Extension Agents

The National Association of 4-H Extension Agents offers $500 in scholarships to Extension youth agents from any State. The scholarships are for summer or winter Extension schools, travel study, or other graduate study.

For further information and application forms, contact John L. Loyd, National Association of Extension 4-H Agents, Professional Improvement Committee Chairman, County Annex Building, Philippi, West Virginia 26416. □

County Agent Study Tours

The Agricultural Chemicals Division of the Dow Chemical Company, Midland, Michigan, is offering 25 Study Tour Scholarships to county agricultural agents. Recipients will be selected from the Northeast and North Central Regions of National Association of County Agricultural Agents membership.

Scholarships consist of $300 to each agent, to help cover expenses of a 3-week travel tour. Separate tours are planned in June for agents in each Extension region.

This program is a unique professional training opportunity especially designed to help county agents keep abreast of changes in our dynamic agriculture and find new ideas for use in their own county program. Recipients will take part in a group tour of marketing enterprises, farm operations, agri-business, successful Extension Service programs, and rural development and research projects.

This is an activity of the Professional Training Committee of the NACAA. Applications should be made through the State member of the NACAA Professional Training Committee by March 1. Richard Marek, POB 100, Carlsbad, New Mexico 88220, is national chairman. □

Farm Foundation Scholarships in Public Agricultural Policy

The Farm Foundation is offering 100 scholarships of $100 each (25 to each Extension Region) for county agricultural and home agents attending the 1968 Regional Extension Summer School courses in public agricultural policy. Fifty-five scholarships of $100 each are available for the 1968 Regional Extension Winter School course in public agricultural policy.

Applications should be made by January 1 for winter school and by March 1 for summer school. They should be sent through the State Director of Extension to Dr. Joseph Ackerman, Managing Director, Farm Foundation, 600 South Michigan Avenue, Chicago, Illinois 60605. □

Fellowships, Scholarships In Extension Education, Related Fields

Cornell University

The Department of Rural Sociology provides extension, research, and teaching assistantships paying $2,884 and up annually plus full waiver of the $400 tuition. These grants are available only to graduate students majoring in rural sociology who are full candidates for a degree.

For further information contact Dr. Harold R. Capener, Head, Department of Rural Sociology, New York State College of Agriculture, Cornell University, Ithaca, New York 14850. □

Kenneth F. Warner Grant for Extension Secretaries

Mu Chapter of Epsilon Sigma Phi is again offering one or more awards, not to exceed $70 each, for professional improvement of Cooperative Extension Service secretaries.

The secretary must submit, with her application for the Warner award, a copy of the notification from the Institute for Certifying Secretaries that she is qualified to take the Certified Professional Secretary examination.

This means that prior to December 1, 1967, the secretary must (1) obtain CPS examination application forms from the Institute for Certifying Secretaries, 1103 Grand Avenue, Kansas City, Missouri 64106; and (2) complete and return those forms to the Institute.

Applications for the Warner grant may be obtained from the Staff Development Office, FES, and must be submitted no later than February 1, 1968. □

Kenneth F. Warner Scholarship

Mu Chapter of Epsilon Sigma Phi will award one scholarship of $100 to a county Extension agent enrolled in a 3-week Extension teaching methods course.

Application should be made on the prescribed form available from the Staff Development Office, Federal Extension Service, and returned by March 1 preceding the course. □

North Carolina State

The Departments of Economics, Sociology, and Psychology of North Carolina State University will award approximately 15 special Kellogg Fellowships to qualified employees of public agencies for graduate study in the social sciences during the academic year 1968-69.

Fellowships will be awarded mainly to people working in Southern States but one or two may be granted to others.

Study may be applied toward an advanced degree. Maximum stipend will be $4,500. The curriculum will include an interdisciplinary seminar for professional workers who are concerned with aiding poverty-stricken rural families.

Candidates are to be nominated by their chief administrative officers. Deadline date for receipt of nominations is March 15, 1968. Send nominations or requests for further information to the Department of Economics, North Carolina State University, P. O. Box 5368, Raleigh, North Carolina 27607. Official application forms will be sent directly to nominees, after nomination by their chief adminstrative officer. □

University of Maryland

Two graduate assistantships in the Department of Agricultural and Extension Education are available to Extension workers interested in pursuing the master of science degree in Extension education.

Additional assistantships may become available. Assistantships are for 12 months and pay $270 per month or $3,240 for the 12-month period, plus remission of fees which amount to approximately $780. Application deadline is April 1.

Contact Dr. V. R. Cardozier, Head, Department of Agricultural and Extension Education, University of Maryland, College Park, Maryland 20740. □

Florida State University

National Defense Education Act fellowships: First year $2,000, second year $2,200, third year, $2,400, plus $400 per year for each dependent.

Departmental assistantships: For master's degree students—$1,800 for 10 months; for doctoral students—$2,000 for 10 months.

University Fellowships: For master's degree students—$2,400 for 12 months; for doctoral students—$3,000 for 12 months.

Internships in various phases of adult education: Annual stipends ranging from $2,000 to $6,000.

For further information contact Dr. George Aker, Head, Department of Adult and Continuing Education, School of Education, Florida State University, Tallahassee, Florida 32306. □

Michigan State University

The Department of Resource Development, Michigan State University, offers five assistantships to students working on graduate degrees. Three research assistantships and two teaching assistantships with stipends of $2,300 for master's degree candidates and $2,500 for doctoral candidates are available.

Students devote half their time to departmental research or teaching for 9 months. A maximum of 16 credits (research) or 12 credits (teaching) may be taken each term.

Applications should be submitted before March 1 to the Department of Resource Development, Room 323 Natural Resources Building, Michigan State University, East Lansing, Michigan 48823. □

The University of Chicago

Extension staff members seeking to earn the M. A. or Ph. D. degrees in adult education are encouraged to write to William S. Griffith, Chairman, Adult Education Committee, The University of Chicago, 5835 South Kimbark Avenue, Chicago, Illinois 60637, setting forth their academic background, their experience, and their career aspirations. From this information a determination will be made of the most appropriate avenue of financial assistance.

A number of $6,000 fellowships supported by the Carnegie Corporation may be awarded to individuals who seek to follow a career in the administration of university adult education.

Special funds have been earmarked for the support of an outstanding applicant from the field of home economics.

A number of staff associateships, research assistantships, and tuition scholarships are also available.

Farm Foundation Fellowships

This foundation offers fellowships to agricultural Extension workers, giving priority to administrators, including directors, assistant directors, and supervisors. County agents, home demonstration agents, 4-H Club workers, and specialists will also be considered. Staff members of the State Extension Services and USDA are eligible.

Courses of study may be 1 quarter, 1 semester, or 9 months. The amount of the grant will be determined individually on the basis of period of study and need for financial assistance. Maximum grant will be $4,000 for 9 months' training.

It is suggested that study center on the social sciences and in courses dealing with educational administration and methodology. Emphasis should be on agricultural economics, rural sociology, psychology, political science, and agricultural geography.

The fellowships apply in the following universities and colleges: California, Chicago, Cornell, Harvard, Illinois, Iowa State, Michigan State, Minnesota, North Carolina State, Purdue, and Wisconsin.

Applications are made through State Directors of Extension to Dr. Joseph Ackerman, Managing Director, Farm Foundation, 600 South Michigan Avenue, Chicago, Illinois 60605.

Get forms from State Extension Directors. Applications must reach the Farm Foundation by March 1. □

University of Wisconsin

The University of Wisconsin offers a limited number of assistantships in the Division of Staff Development consisting of $262 per month for 12 months plus a waiver of out-of-State tuition. Contact Patrick G. Boyle, Director, Division of Staff Development, 432 North Lake Street, Madison, Wisconsin 53706. □

The closing date for the acceptance of applications for the 1968-69 awards is February 1. Detailed information regarding the M.A. and the Ph. D. programs is available on request. □

Ohio State University

The Ohio State University offers one research assistantship of $3,600, and a number of university fellowships on a competitive basis—about $2,400 each. All assistantships and fellowships include waiver of fees.

Application deadline is February 1. Contact Dr. C. J. Cunningham, Ohio Extension Service, 2120 Fyffe Road, The Ohio State University, Columbus, Ohio 43210. □

Scholarships for Study Of Extension Supervision

The Farm Foundation will offer 10 scholarships of $200 each to Extension supervisors enrolling in the 1968 summer supervisory course at Colorado State University. Scholarships will be awarded to no more than one supervisor per State.

Applications should be made by March 1 through the State Director of Extension to Dr. Denzil O. Clegg, Education and Training Officer, Extension Service, Colorado State University, Fort Collins, Colorado 80521. □

University of Kentucky Graduate Assistantships

The Center for Developmental Change will award assistantships to outstanding M. A. and Ph. D. candidates desiring to concentrate on the developmental change aspects of their selected disciplines.

The Center for Developmental Change correlates certain domestic and international research, action, and training programs. Domestic projects are focused on Kentucky and Appalachia, with regional studies of urban and rural problems. The international projects include technical assistance and educational support programs.

To qualify, applicants must meet the standards of the Graduate School and their department as well as of the Center. Selected candidates will work under Center supervision on research projects or action programs in which the Center has a special interest; supervision of a student's academic program remains in the department in which the student seeks a degree.

Assistantships are for a period of 10 months and include an out-of-State tuition waiver. $2,400 is awarded students working for the Master's degree; $3,000 for students with a Master's working on a Doctorate, and $3,600 for students who have successfully completed pre-thesis examinations for the Ph. D.

For information write Walter A. Graham, Administrative Officer, Center for Developmental Change, University of Kentucky, Lexington, Kentucky 40506. □

National Extension Summer School

Courses to be offered at the National Extension Summer School which will take place June 17-July 5, 1968, at Colorado State University, Fort Collins, Colorado, are as follows:

Socioeconomic Factors in Resource Development

Low Socioeconomic Groups

Changing Role of Extension Specialists

Independent Study

Supervision of Extension Programs

Principles in the Development of Youth Programs

Urban Extension Seminar

Public Relations in Extension Education

Human Behavior in Extension Work

Principles in the Development of Agricultural Policy

Extension Communication

The following course offerings are designed especially for international students or students going into foreign work:

Organization and Development of Extension Programs Abroad

Principles and Techniques in Extension Education

For further information write Dr. Denzil O. Clegg, Director, National Extension Summer School, Colorado State University, Fort Collins, Colorado 80521. □

Western Regional Extension Winter School

Courses which will be offered at the Western Regional Extension Winter School, January 29-February 16 at the University of Arizona, Tucson, are as follows:

Agricultural Policy (Dr. Wallace Barr, Ohio State University)

Program Planning and Evaluation (Dr. Marden Broadbent, Utah State University)

Farm and Ranch Management (Dr. Ramon Sammons, University of Arizona)

4-H Leadership Development (Mr. Mylo S. Downey, formerly Federal Extension Service)

Agricultural Communications (Mr. Joe McClelland, University of Arizona)

Modern Concepts of Farm Machinery Management (Mr. Wendell Bowers, Oklahoma State University)

Cultural Implications of Technological Change (Dr. Nadine Rund, University of Arizona)

For further information write Dr. Kenneth S. Olson, Director, Western Regional Extension Winter School, Room 303-H, Agriculture Building, University of Arizona, Tucson, Arizona 85721. □

Invest Yourself

Continued from page 4

leading citizens. As a result, today's Extension 4-H agent is more a teacher and leader of adults than he is a participant in direct teaching of youngsters aged 9 to 19.

Changes have taken place also in the management echelon of Cooperative Extension. The supervisor who was concerned with everything from recruitment of new staff to counseling on retirement no longer exists.

One person concentrates on recruitment and staff development. Others concentrate on program supervision as they work with the field staff. Others specialize in administration and are concerned with budgets, personnel action, organization, and legal arrange-

ments. Still another group in Extension administration specialize in program development and coordination.

Extension, then, is a "growth industry." Its employees must make a continuing personal and professional commitment to the task of updating the subject matter knowledge and the understanding, skills, and attitudes they possessed at the time of graduation, or they will be in the unfortunate situation of investing a deteriorating resource.

Professional improvement is a necessity for insuring one's ability to adjust to the many new kinds of positions in Cooperative Extension. While they may not exist under new and different titles, these positions are distinctly new in their responsibilities and in the opportunities they offer.

Remarkable progress has been made in Cooperative Extension regarding the "half life" concept as it relates to one's college education. The Cooperative Extension agent is given every encouragement and assistance to develop further his professional knowledge, skills, understanding, and attitudes.

Almost from the first day on the job until retirement each individual is encouraged to participate in a continuing in-service education program that has become more formalized, more intensive, and of higher caliber year by year.

In some States, Cooperative Extension agents who undertake formal study while on the job are reimbursed for the cost of tuition for night classes or other part-time study. Formal study at various Extension summer or winter schools is encouraged, and leave and financial assistance for this purpose is usually available.

Many States grant longer leaves, also on salary, to those wishing to study for a master's degree. After several years of service an agent may be able to take a sabbatic leave or other study leave to undertake a period of full-time graduate study.

This attack on the "half life" problem has become increasingly important as Extension workers have recognized the fleeting nature of many facts and principles acquired during their undergraduate study.

The excitement of continuous learning is one of the hallmarks of our society. Continuing education—or adult education, as it is sometimes called—is one of the new growth industries in this country. It is an area in which Cooperative Extension pioneered and is still a leader.

With continuing professional improvement, the Extension worker can be assured of having a valuable resource to invest in this growth industry—for his own benefit and for the benefit of the clientele served by Cooperative Extension. □

Better Job

Continued from page 3

We do not expect area specialists to be specialists in all phases of poultry science. We do expect them to be specialists in regard to the program objectives.

The method of professional improvement which has been of as much or more benefit than any other is study trips outside the State to observe the industry in other areas. Seldom do we see ideas and practices which are directly applicable at home; however, with imagination, a study trip can be a big help in expediting the identification of our own opportunities, problems, and needs.

Area specialists in Maine take at least one such trip together each year. On occasion, one area specialist is selected to make a study trip for some particular information. Whether a trip is taken as a group or individually, we all receive professional improvement benefits.

Another method of professional improvement in Maine is attending the meetings of scientific organizations related to our field, both within and outside the State.

The final area of professional improvement is conducting the field trials and surveys—the old Extension demonstration with a little sophistication.

We don't consider ourselves researchers, and these demonstrations are less sophisticated than some of the field research done by Extension workers in connection with advanced degree work.

These field studies demonstrate a part of our program, or confirm or disprove recommendations. Again, as with the other areas of professional improvement, the objective of the demonstrations is to aid the poultry specialist in reaching his position objectives—they are not just a means of advancing his special interests.

This, in general, is what we think of as professional improvement. Master's and Ph. D. degrees are desirable, but study for them is not emphasized. We feel that these other areas of professional improvement will help the individual reach his position and program objectives to a greater extent—especially since university resources are available in many areas.

Following through, or applying this professional improvement, is not difficult. It is easy to put the information to use in day-to-day programing.

In summary, we believe that any Extension specialist is in the Extension education profession—specializing in his particular field. His position objective is education. He is an educator first and a specialist second, and his most useful professional improvement experiences are those which help him better fulfill the educational responsibilities of his position.□

Comprehensive Planning . . .

new concept for Kansas' rural areas

by
Donald B. Erickson
Extension Resource Development Leader
Kansas State University

Comprehensive planning has traditionally been associated with metropolitan areas. Little thought has been given to planning the rural areas except in specific cases such as watershed districts and rural water districts.

Interest in planning has been growing in many of the less densely populated counties in Kansas during recent years. This interest often results when leaders discover that a comprehensive plan can contribute to the success of a program in which they wish to participate.

Unplanned land use in rural areas surrounding larger cities often creates undesirable situations which leaders wish to avoid. For example, a junkyard may locate along a major highway leading to the city.

Realization that a comprehensive plan could have guided this type of development has resulted in educational programs on comprehensive planning outside the traditional limit of 3 miles beyond the city.

This is where Kansas State University Extension Resource Development fits into the picture. The Kansas Department of Economic Development and the Farmers Home Administration, two agencies which financially assist counties and cities in comprehensive planning, requested that the Extension Service conduct the educational phase of the program.

With its staff of well-qualified agricultural economists, Extension resource development seemed tailor-made for this assignment.

To be successful, comprehensive planning must involve the people. Extension resource development specialists kick off their educational program with a series of three meetings designed to acquaint citizens with the resources in their community.

Topics covered include education, agriculture, and industry or agribusiness. A second series of meetings deal more specifically with comprehensive planning and with the formation of a joint city-county planning agency.

The Extension specialists follow up these meetings by assisting communities in organizing city, county, or joint city-county planning commissions.

Kansas legislation enables each county and town to form a planning commission. City and county commissioners may form a joint city-county planning agency. The law also allows for the formation of a multi-county planning agency. This will pave the way to future planning on a multi-county basis.

To prevent misunderstanding regarding the legality of programs or expenditures, Extension resource development specialists stress following the legal procedure outlined by the "Kansas Planning Laws" for forming a planning commission.

The procedure for organizing a comprehensive plan is outlined in a publication prepared by the Kansas League of Municipalities and distributed on a limited basis. Extension, in cooperation with the League, printed additional copies of this publication for distribution in those counties where planning was being considered.

Many persons living in rural areas confuse planning and zoning. They may oppose zoning because they feel it will place another restriction on them. Educational efforts by resource development specialists have demonstrated that zoning is a tool that can be used to protect rural landowners, rather than restrict them.

Funding for comprehensive planning is available through the Kansas Department of Economic Development. Before the Kansas Extension Service became involved in comprehensive planning, requests for assistance were so few that planning funds were left over each year. Since then, however, requests have exceeded the amount of money available for planning grants, and counties are now funded on a priority basis.

Seventeen counties are presently organizing comprehensive planning programs. Planning commissions have been formed in eight other counties which requested assistance in organizing rural water districts.

County planning commissions have been formed in two larger cities which have had planning commissions for a

Junkyards along major highways can be prevented by comprehensive planning. Donald Erickson and Leslie Frazier, Kansas Extension area development specialists, study a map showing location of junkyards in Riley County.

number of years. Commissioners in these counties are coordinating their planning activities with the city planning commission.

City-county comprehensive plans have been completed in three counties and are nearly completed in two others. Citizens in yet other counties are considering adopting comprehensive planning. The Cooperative Extension Service has provided educational assistance in a total of 47 counties.

Community planning concepts and methods for implementation are new to most of the members of newly formed planning commissions. They have found it necessary to hire professional planners to gather and interpret data and prepare a long-term program for the community.

Extension resource development specialists have assisted commissioners in collecting data for a comprehensive plan in two counties which were unable to receive immediate financial aid from the Kansas Department of Economic Development. This data will be submitted to a professional planning consultant for interpretation. The consultant and planning commission will then present specific recommendations for community improvement to the city and county commissioners.

Involving the commission in the initial phases of planning should result in a greater understanding of the process on their part. This will lead to greater utilization of the plan as the county accomplishes its development goals.

To date, little attention has been given to agriculture in comprehensive planning. Yet agriculture is one of the major industries in most rural counties in Kansas. Detailed information on agricultural production is a necessary part of the economic base and land use in an agriculturally-oriented community. The changing pattern of agricultural production often reflects the development of a community.

It is against this background that Extension resource development specialists have emphasized the importance of including information on agriculture in the comprehensive plan. They have prepared a detailed format for the agricultural section of county-city planning.

Included is such information as number of farmers and farm workers in the county, number of irrigated and non-irrigated acres in agricultural production, projections for future irrigation, and production of livestock and livestock products.

A good source of this information is the local Technical Action Panel, consisting of representatives of the Soil Conservation Service, Agricultural Stabilization and Conservation Service, County Extension Service, and the Farmers Home Administration. Resources available through the TAP program can also assist in implementing the plan once it has been completed.

Extension's educational effort in comprehensive planning is not limited to communities which are in the process of organizing a plan. The seven-man resource development staff conducted a series of Community Development Workshops for county Extension personnel last spring. Part of the program was devoted to comprehensive planning and the county agricultural agent's role in the planning process.

Extension resource development personnel also participated in a course on land use planning near metropolitan and rural areas. This course, offered by the Department of Economics last summer, was attended by 15 Soil Conservation Service personnel.

To date, the Extension resource development educational effort has involved assisting communities in organizing comprehensive plans. As more communities complete their plans, this effort will also emphasize the proper utilization of the plans to make Kansas communities better places in which to live, work and play. □

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From The Administrator's Desk . . . . by Lloyd H. Davis

Taking Stock of Our Situation

It is traditional that, as a new year begins, we take stock of where we are. Then some of us adopt New Year's resolutions. Such "stock taking" in our work is a good idea too, and is a part of our annual planning.

It occurred to me as I "took stock" that it might be useful to pass on to you some elements in the national situation as seen from here that seem to be of high level significance to our programs nationally and that Extension workers would want to be aware of as they carry out programs serving national purposes and local needs. Here are some that I see:

1. Severe budgetary problems of Federal, State, and local government placing high premium on programs serving high priority needs through effective and efficient use of public funds.

2. A continued excess productive capacity in American agriculture.

3. A high rate of development of new scientific and technological developments in agriculture.

4. A cost-price squeeze in agriculture with attendant dissatisfaction among farmers over net incomes and the apparent necessity to run on a treadmill of size of business expansion to maintain net income.

5. A growing interest among farmers in finding ways to achieve greater influence in the markets where they sell.

6. Growing problems in our cities on one side of the coin, and on the other, a need of people outside the big cities for more opportunity there.

7. A need for improved services and facilities in many rural areas to improve opportunities for people and as a basis for developing business and job opportunities.

8. The necessity for local people to take initiative in developing their communities and a growing importance of planning for development on a community, county, and economic area basis.

9. Growing population pressure on natural resources with a growing need for the conservation, development, and wise use of these resources.

10. A growing dissatisfaction among the less-well-off among us and a growing concern among all Americans for helping them achieve a status of greater productivity, welfare, and dignity.

11. Large numbers of families in rural and urban areas with very inadequate nutrition, housing, clothing, family relationships, and ability to manage very limited resources.

12. Large numbers of youth in need of opportunities to develop skills and motivation for added education and training.

13. The need for individuals and groups to be informed, to be able to take positive action, and to make use of assistance available to them. □