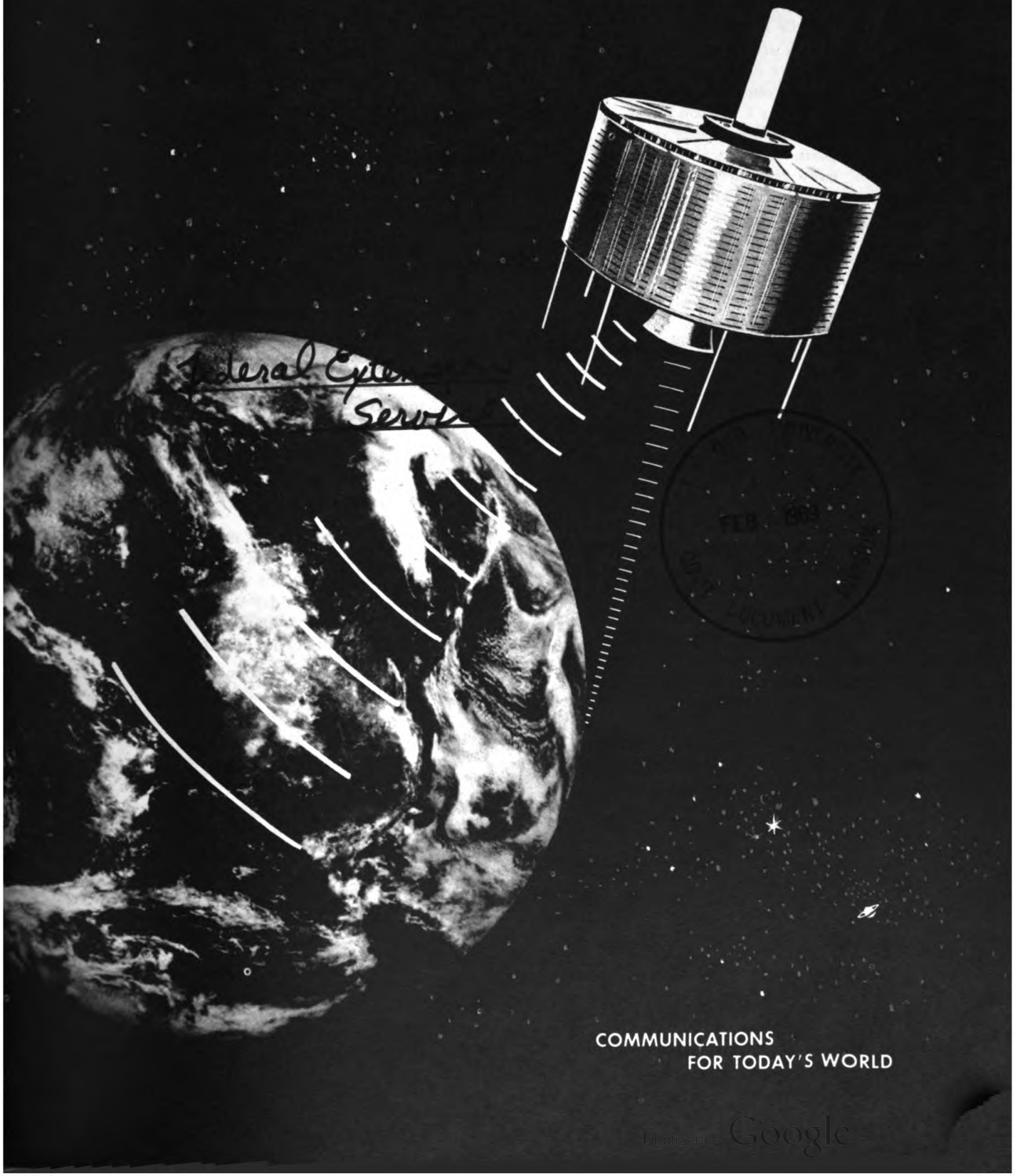
EXTENSION SERVICE

REVIEW

U.S. DEPARTMENT OF AGRICULTURE ✲ JANUARY 1969



COMMUNICATIONS
FOR TODAY'S WORLD

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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

Official monthly publication of Cooperative Extension Service; U. S. Department of Agriculture and State Land-Grant Colleges and Universities cooperating.

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Ring In the New

The new year is somewhat like a mystery package—a present whose contents are unknown. But unlike a mystery gift, the year ahead contains to some extent whatever one wants it to contain. Extension workers, through day-to-day program decisions, will exercise considerable control over the directions Extension will take in these last 12 months of an exciting decade.

These directions will not all be new—much that is old is well worth continuing. But where methods of communicating with the public are concerned, we cannot be content with yesterday's methods. In this age of burgeoning technology, complacency could cause us to be left behind in the wake of someone else's message carried by a more attractive medium.

Extension communicators and administrators are meeting this month in Houston to explore new developments in communication techniques. In the coming years, every Extension worker is sure to feel the effects of the things they will be considering—individualized instruction by television, packaged communications programs, sophisticated telephone systems, structured teaching by radio, computer-based educational systems. The list is long, and it will ultimately include concepts of which we have not yet dreamed.

This new year will have many innovations to offer Extension for better ways to reach the public. It is still largely up to us what will be done with these new concepts.—MAW

TELEVISION GOES TOURING

by
John D. Hunt, *Coordinator*
and
Lawrence E. Royer
Assistant Coordinator - Tourism and Outdoor Recreation Development
Utah Cooperative Extension Service

Can instructional programs be carried to 56 communities throughout a State within 6 weeks? Is it possible to conduct 1½-hour clinics with 12 groups in a day? Can sessions be automated so that two people can handle a total educational package? Can this training package be presented in daylight situations?

These were some of the problems confronting the Utah Extension Service during the development of a training program for tourist service industry employees. A mobile closed-circuit television unit proved to be a more than adequate solution.

In late 1967, the Utah State University received funds through Title I of the Higher Education Act of 1965 to develop a tourism training program for service station attendants, motel clerks and maids, and waitresses. Because these groups have direct contact with tourists, they occupy a strategic position within Utah's second largest industry. So that the travel industry could provide an even greater contribution to Utah's economy, these tourist service employees needed to be well informed of the many tourist attractions in the State and to be able to offer courteous, quality service.

Under the original plan, a traveling team of two Extension tourism specialists, assisted by three experts in the chosen vocational areas, were selected to conduct the training sessions. The program schedule required at least two clinics in each of 56 Utah communities. Clinics were to be conducted in two communities each day, and all were to be completed during the weeks immediately prior to the summer tourist season. This schedule, however, was decided to be too costly and much too demanding of the five instructors.

The use of three vocational training films was also rejected. Clinics were to be held during daylight hours in many small rural Utah communities where facilities possessing three darkened rooms could not be assured.

Closed-circuit television via a mobile unit proved the ideal vehicle for presentation. A half-hour color slide presentation programed to a message repeater explained Utah tourist attractions and tourist characteristics. The participants were then divided into the three vocational groups. Each group was supplied with a television on which a 50-minute video tape explained basic vocational skills with a strong tourism orientation. This format enabled two instructors to present a 3-hour package in 80 minutes.

The video tape units were trouble-free, although they required cleaning after each playback to insure video clarity. Because operation was automatic, ample time was available to complete registration forms and training certificates.

The television medium proved to be provocative and appealing to the audiences. Video tapes were produced in the University television studio. The Utah State University Institute for the Study of Outdoor Recreation and Tourism and various trade organizations provided source material. Experts from the industry served as consultants and appeared in the television productions.

The training program will be revised and expanded—but the basic ingredients of television and a van-type vehicle will remain the same.

Mobile closed-circuit television is indeed an effective way of bringing a sophisticated story into almost any community. □

Three training program participants watch as project coordinator John Hunt, left, and assistant coordinator Lawrence Royer, right, examine the television monitor.

'Prescription' for Washington's Apple Industry

by
Richard D. Bartram
Area Extension Agent
Wenatchee, Washington

Apples are reputed to have a talent for keeping the doctor away—but when the apple industry in a three-county area of Washington State needed a "doctor," the Cooperative Extension Service rose to the occasion.

The symptoms were increasing production complicated by short shelf life; the diagnosis was that unless changes were made, prices were sure to drop. The prescription? Improve fruit quality and storage facilities, and extend the 6-month market period.

Washington State produces one-fifth of the Nation's apple supply. This Extension program was centered in the three counties from which 50-60 percent of these apples come.

About 80 percent of the apples must leave the State to find a market, necessitating freight costs to distant urban centers. Only through delivery of a quality product, low cost of production, and efficient packing, storage, and sales planning can the State compete against other areas.

Washington's apple production of 23 million bushels per year in the late 1950's was projected to reach 32 million bushels annually by 1966 and 37 million by 1970. The price was expected to fall 10-13 cents per box for every million bushel increase in production.

Although most of the apples were of good quality at the shipping point, many did not have sufficient shelf life to weather transportation and survive the market period. At least 50 percent were reaching consumers in below optimum condition.

Planning the program for analysis of data on apple storage marketing factors are, left to right, Dick Bartram, area Extension agent; Dr. Tom Russell, WSU statistician; and Dr. Ken Olson, Agriculture Marketing Service, ARS.

Some research had been done by Washington State University and the USDA on individual quality problems, such as storage scald, water core, and internal breakdown and decay—but little was known about the relationships of these factors to each other or to extended storage life.

The Chelan - Douglas - Okanogan County area includes 2,400 commercial apple producers; managers and submanagement personnel of 121 warehouse storage units; 40 horticultural fieldmen representing warehouses, financial institutions, and supply organizations; several special interest groups; 30 sales offices with about 70 salesmen; and Federal and State inspection personnel.

The management and submanagement of the warehouse cold-storage units were selected as the primary audience for this program. Forty-three of these units handled about 80 percent of the apples in the area and had capacities ranging from 100,000 bushels to 750,000 bushels.

Extension's objective was to encourage the warehouse personnel and the producers to cooperate in marketing higher quality apples over a 9-10 month market period.

The first step was to review the existing research on the problem. Extension then initiated a cooperative research program to test the inter-

relationship of the major quality factors of Red Delicious apples and the potential for increasing length of storage. This cooperative project involved Agricultural Research Service personnel in Washington State, and three county Extension agents.

For 4 years, they examined fruit picked at specified intervals from 10 trees in each of three orchards at different elevations. At harvest time and in January, March, and May, the apples were graded for color, tested for fruit firmness and rate of loss of firmness, soluble solids, acidity, water core, storage scald development, and internal breakdown. A taste panel judged the flavor. Extra fruit samples were stored for 8 months.

At the end of this period, warehouse managers and their employees were invited to a demonstration to observe the results of the harvesting dates and effect on fruit conditions.

In 1961, a series of 12 demonstrations in commercial cold storage plants was initiated. The Extension agents worked with warehouse management and fieldmen to supervise the harvest of certain crops of Red Delicious apples and to measure condition at harvest time, storage temperatures, and quality of apples during the late storage period.

Fruit harvested in a selective manner was placed in both regular storage with improved temperature and humidity control and in modified atmosphere refrigerated storage.

Results of the research testing and commercial demonstrations were found to be highly comparable. The information was summarized and placed on charts and colored slides. Information on controlling harvest, storage, and market management was presented to 21 grower-membership meetings of individual warehouses, four packing plant manager workshops, and six horticultural fieldmen meetings.

Publications and mass media helped tell the story. A booklet containing the research results went to each warehouse unit, as did a special publication on control of storage scald. Feature articles on harvesting techniques and storage handling techniques for improved apple quality and market extension were used in industry magazines, industry bulletins, and daily newspapers.

A field examination of 12 randomly selected cold storage units in north-central Washington indicated that only three had excellent cold storage conditions throughout the system to maintain the fruit in good condition. Capacity was not adequate to accommodate the anticipated increase in production.

As a result, Extension conducted three intensive shortcourses for operating engineers. One 30-hour course, given in cooperation with Wenatchee Valley College, was taught by a local refrigeration repairman with the assistance of the Extension agent and a representative of ARS.

An Extension publication on "Instruments for Measuring Cold Storage Temperature and Humidity" was prepared in cooperation with the WSU Extension Agricultural Engineer. As a result of one of the short courses, a group of references were assembled for use by refrigeration storage operators.

During the period of this project—1959-67—apple production increased from an average of 23 million bushels per year to an average of 29 million bushels.

Before 1960, less than 5 percent of the Red Delicious apples, the predominant variety, had been marketed after March. In 1964-67, 26 percent of the crop was marketed from April through July.

This ability to extend the market while continuing to provide a higher quality product indicates increased ability to harvest fruit at proper maturity, segregate fruit in the orchard, and operate storage facilities in the most efficient manner.

Refrigerated storage capacity increased by 10 million bushels between 1961 and 1966. Facilities have been adequate for the crops produced in the past 4 years.

Taking the effects of inflation into account, the average price per box of fresh apples has increased by about 50 cents since the late 1950's. Since a decrease in price of 50 cents per box had been expected, this has meant an economic gain of $14 million.

The ailments of the north-central Washington apple industry have been temporarily "doctored"—but the job is not finished. Apples are now marketed year round, and production continues to increase. The necessity of marketing larger volumes of fruit during the same time period presents a tremendous challenge to the apple industry—and to the Washington Cooperative Extension Service. □

A few years ago, high quality apples such as these would not have been available after March. Thanks to Extension-industry cooperation, they are now marketed year-round.

Regional schools respond to need for more training in . . .

Pesticide Safety

by
Dr. L. C. Gibbs
Coordinator
Agricultural Chemicals Program
Federal Extension Service

Commercial chemical pesticide applicators throughout a major portion of the country are giving additional emphasis to safety in their operations. The additional precautions relate to the application, handling, and storage of pesticides; personnel; and nontarget plants, animals, wildlife, streams, etc.

The operators attribute this new interest in safety to increased cognizance of the hazards associated with the use of the many chemical pesticides, and to an increased appreciation of the unique as well as mutual problems of the various interests concerned with the use and safety of chemical pesticides.

This increased cognizance is a result in great part of the regional pesticide-chemical applicator schools conducted by Extension. About 5,000 persons have attended the 18 schools that have been held in the past 2 years in the Northeastern, Southern, and Western regions of the country.

Registration data indicate that the audiences for the schools have been consistent. They were made up largely of aerial and ground applicators, pest control operators, representatives of chemical companies, associations, State and Federal government agencies, and university research and Extension workers.

Chemical pesticide program leaders recognized as early as 1964 the need for in-depth schools for pesticide chemical applicators. There was general agreement on the objectives of such schools—to provide users a better understanding of the safety aspects of chemical pesticide application; application equipment and materials as they relate to method of application, crops, target areas, nearness to population centers, wildlife habitats, and other considerations which influence decisions relative to the application techniques and chemicals to be applied. Also, operators needed a forum to exchange ideas and experiences related to their businesses.

This brings us to the first critical factor in the success of the schools—comprehensive planning.

The schools were discussed by State pesticide safety coordinators in 1965. Target audiences in each State were surveyed about their interests and needs. The State survey results were compiled on a regional basis. They showed that the target audiences felt a definite need for the kind of training the schools could provide. Needs and interests expressed by the target audiences indicated that the schools could be set up and conducted on a regional basis.

With this information the Northeast, Southern, and Western regions developed proposals for the schools. The proposals were contingent on the availability of funds. Locations of the schools within the regions were determined on basis of need, geography, and interests revealed by the surveys.

A second feature making regional schools more desirable than schools based on a lesser area was the availability of resource people. Many outstanding authorities served on the staffs who would not have been avail-

The operations of commercial pesticide applicators, such as those pictured above and at left, are safer as a result of the Extension-sponsored regional pesticide schools. The applicators, along with other audience groups, helped plan the schools.

able to individual States or to districts within a State.

Initial plans called for 8 to 10 schools in each region over a period of 3 to 4 years. The plans were approved and funds were allocated to the State or States who agreed to provide the leader for the project in their region. State Extension chemical pesticide coordinators in the States where the schools were held served as general program chairmen.

A second critical factor enhancing the success of the schools was the involvement of the broad segments of the audiences in planning the individual schools.

Each school was the result of the thinking of two committees. One group outlined the tentative curricula, location, and time. The second developed the detailed program to meet the needs of the audiences in the region and objectives of the school. Both committees contained representatives of all groups concerned, including the target audiences.

The California schools provide a good example of the extent of participation in the planning. The planning committee included representatives of the State Departments of Agriculture, Health, and Fish and Game; the Bureau of Vector Control; the California Mosquito Control Association; the University of California research and Extension staffs; and representatives of an Agricultural Aviation Academy, Agricultural Aircraft Association, the chemical industry and association, and the State Extension chemical program coordinators.

Admittedly, the committee could have been smaller. But we in Extension learned long ago that involvement breeds success. Attendance at these regional schools has once again proved the importance of involving people.

The third and final critical factor in the success of the schools was the evaluation and followup.

Those attending were asked to complete an evaluation form at the conclusion of the school. The evaluation covered course content, speaker presentations, time devoted to the various subject matter areas, housing, food, use of visuals, etc.

In addition to comments in the formal evaluations, several pest control operators, applicators, and chemical company representatives have indicated that they felt the schools were extremely valuable. The sincerity of these comments has been borne out by the fact that several drew on the information presented in schools to provide training for their own employees who did not attend.

More than 4,000 of those attending formally registered and paid a nominal registration fee. This registration was essential in the followup planned for the schools. The fee covered the cost of providing each registrant with a copy of the proceedings of the school he attended plus appropriate information from other schools.

The fee and registration also made it possible to provide a considerable amount of information which has gone well beyond the scope of the subjects and information covered in the individual 2-day schools.

In summary, the outstanding success of the schools can be attributed to the three critical factors—comprehensive planning on a regional basis; broad involvement of the target audiences in planning the individual schools; and the evaluation and followup.

Four similar schools have already been scheduled for 1969. Two will be in the Southern Region and two will be in the Western Region. Your State chemical pesticide coordinator can provide you with details concerning them and others that are still on the drawing board. □

Education For Dieters

Missouri Extension reaches important audience with nutrition information

by
Mrs. Kitty Dickerson
Extension Home Economist
St. Louis County, Missouri
and
Mrs. Helen Davies
Extension Home Economist
City of St. Louis

Many distinguished authorities consider overweight the major nutritional problem of our country today. Many individuals and clubs have contacted the Missouri Extension Centers for information and programs on weight control, low-calorie meals, and related topics. Public health agencies and other educational organizations, too, receive far more requests for informational programs than they can fulfill.

As one means of meeting this demand, the Extension home economists in St. Louis County and the city of St. Louis initiated an educational program on weight control.

The St. Louis County Extension home economist contacted the TOPS (Take Off Pounds Sensibly) supervisor for eastern Missouri to discuss needs and potentials for such a program. The TOPS leader explained that there are over 100 chapters of their organization in the St. Loius area, representing over 2,500 members.

Each local chapter is responsible for the programing for its meetings. With this number of groups in one area, she explained, it is extremely difficult for the individual chapters to get qualified speakers for their programs.

She felt that there was a definite need for educational programs which would benefit all the groups. She was enthusiastic about the University of Missouri Extension Centers' interest and program possibilities.

The TOPS supervisor, along with the nutrition supervisor from the county health department, a nutrition-

Planning the seminar session, "Calories DO Count," are Mrs. Helen Davies, St. Louis Extension home economist, left, and Mrs. Mildred Bradsher, University of Missouri foods and nutrition specialist.

John O'Brien, president of the St. Louis Better Business Bureau, discusses with conference participants some of the pills, gadgets, and machines being sold to today's weight-conscious public.

ist from a nutrition education agency, and Mrs. Mildred Bradsher, Extension food and nutrition specialist, served on a planning committee with the St. Louis Extension home economists to develop the program.

Council and district presidents of women's club groups such as Home Economics Extension Clubs and Federated Women's Clubs were also a vital part of the planning group, as this was a program to be directed to a lay audience.

The committee first planned a 1-day conference to provide up-to-date and reliable information on weight control. The keynote speaker, a representative from the American Medical Association, discussed the importance of the problem of overweight in our country today.

The president of the American Society for Clinical Nutrition, who is head of preventive medicine at Washington University Medical School, presented new findings on the medical aspects of weight control. A psychiatrist from Washington University Medical School covered the psychological aspects of being overweight and controlling weight gain.

Response to the 1-day conference was exceptionally good. The meeting, which was held at the St. Louis Medical Society's facility, drew more than 360 persons. Most were representatives of various club groups. However, more than 30 professional persons from various areas of public health work, nursing, home economics, and other related fields attended—they were invited but were told in advance that the meeting would be directed to a lay audience.

Representatives at the conference came from as far away as New Orleans, many areas of Illinois, Kansas City, and several distant points in Missouri.

Realizing that a 1-day conference could cover only a limited amount of subject matter, the planning committee developed a followup seminar series on several areas related to weight control. This series began 2 weeks after the 1-day conference.

Topics included in the weekly seminars were: "Are Your Habits Showing?" "Foods on the Market To Control Weight—Pros and Cons," "Pills, Gadgets, Machines, and Other Weight Control Devices," "Calories DO Count," "Low Calorie Meals," "Fashion Schemes for the Full Figure," and "Success Stories—and Problems Encountered in Weight Control."

University of Missouri Extension Division staff members presented instruction for most of these sessions. Representatives from various St. Louis agencies covered information relating to their fields of specialization.

More than 50 persons attended the seminar series. Most were representatives from TOPS groups who were, in turn, presenting the information to their local chapters.

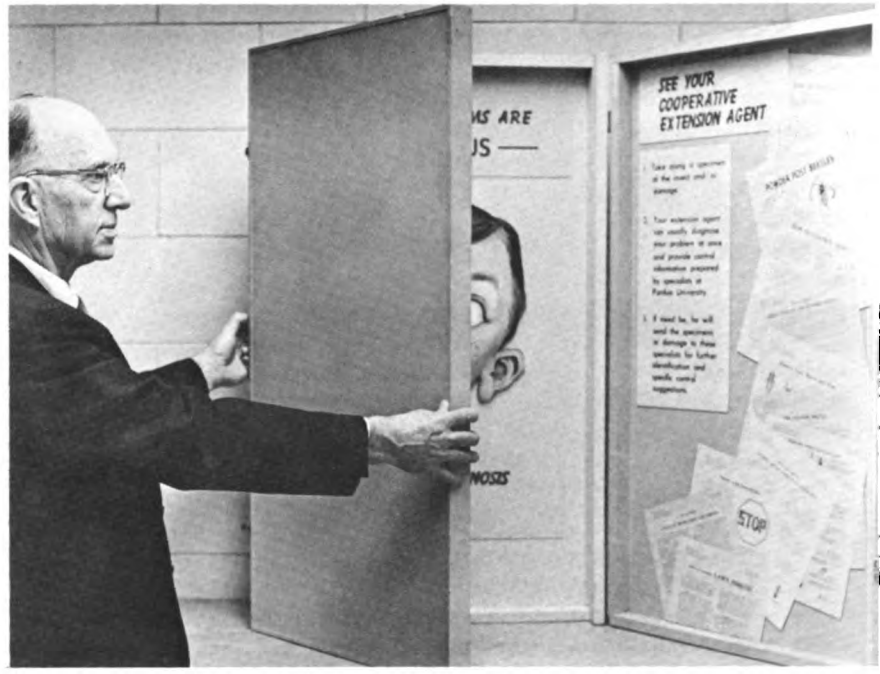
The Extension Centers have received many favorable comments on the two weight control programs. The TOPS area supervisor said, "Everyone thoroughly enjoyed the programs and felt they were something that had been needed for a long time."

Plans are underway for a second weight control conference. Because of the many requests for more information on the psychological aspects of weight control, this will receive major emphasis. Some of the topics to be covered include: the role of depression in weight control, motivation, dependence upon drugs, learning theory (replacing unfavorable habits with positive ones), and energy expenditure in relation to weight control.

The St. Louis program shows that Extension can make a valuable contribution to public health by coordinating educational programs on weight control, which will reach hundreds of persons with important nutrition information. □

Portable Exhibits—

easy-to-use aids to understanding



by
Prof. Forest E. VanPelt
Visual Aids Specialist
Purdue University

Regardless of the media in which we specialize—television, printed news release, radio, bulletin or mimeo, documentary movie, lecture, or exhibit—we are faced with the problems raised by the laws of learning.

First, we must obtain attention. No teacher has ever been successful with an inattentive group.

If we have carefully analyzed the group we want to influence, (after we have obtained their attention,) we should have no problem in arousing interest and creating desire for the information we have to present.

It then becomes our job to convince the selected audience that the improved practice we are espousing is something they CAN do. And that doing it the way we prescribe will improve their results.

Ideally, then, the final hurdle will be conquered and a reasonable percentage of our audience will adopt the new practice.

In practically every Extension meeting where this general subject of effective teaching is discussed, visual aids are mentioned almost as if they were an "open sesame" to the problem of establishing understanding.

While carefully prepared visuals do contribute a measurable improvement in comprehension, they do not possess any magical powers.

One arm of the communication technique used in Indiana by Purdue University specialists and Cooperative Extension agents is a 'library' of portable panel exhibits.

The Agricultural Visual Aids division of the Indiana Extension Service has experimented with several types of easily transported panel exhibits. These are quickly set up, have few parts to assemble, and deal with one topic that has been developed to throw light on a specific area of information.

This model has evolved from experiments with more complex types involving larger size, more parts, and transportation problems. It is popular with Extension personnel because of the ease of transportation and the limited number of pieces.

When the folding panel is opened with the title board in place, it fills an area approximately 38 inches by 72 inches. Placed on any convenient table top or counter—usually available at a meeting place—it is large enough to attract the attention of a group assembled for a meeting.

The center panel is designed to draw attention to the message. The left panel presents the problem or question, and the right panel indicates the solution.

Extension Agent Albert P. Zukunft, Bedford, Indiana, is in charge of community development in two of Indiana's Area IV counties. He says this about the usefulness of panel exhibits in promoting this program:

"Lawrence County is one of many counties in Indiana that makes use of visual aids made by the Agricultural Visual Aids department of Pur-

Indiana's exhibit panels fold into a package 24 inches by 40 inches by 4 inches. They can be carried like a suitcase, and fit easily into the back seat or trunk of a car.

due University. Each year the Lawrence County Fair draws the largest attendance of any event held in the county. Extension likes to have a carefully prepared, timely exhibit in order to inform the public that there are solutions to many common problems.

"During the winter months our staff considers the catalog of portable exhibits available through the Visual Aids Department. We select subjects that need to be featured and submit our request, booking those panels for use during the week of our fair.

"The Lawrence County 4-H Fair exhibit buildings have space for 40 commercial exhibits. A few of the businessmen who like to support the 4-H fair do not have products that can be displayed. They are glad to pay for the space and turn it over to Extension for a visual display. When there is need for someone to be present to answer questions, we make use of 4-H junior leaders, personnel from the Soil and Water Conservation District, people connected with the Chamber of Commerce, and others.

"In addition to using the visual aid service at county fair time, we find other opportunities throughout the year, such as winter schools and field day programs, where the displays can be used to good advantage."

From the Extension specialists' viewpoint, the use of portable exhibit panels helps reinforce the subject matter planned for specific occasions or winter schools.

Harry Galloway, Purdue University Extension Agronomist, says, "Purdue Extension specialists capitalize on well planned portable exhibits which fold into small, easily-moved packages, yet tell a timely tale in an attractive manner.

"Since they often must compete for attention with elaborate displays prepared by industry, the exhibits must be equally attractive to gain the audience's attention.

"We use the exhibits, for example, at the Prairie Farmer-sponsored Farm Progress Show which alternates annually among three Midwestern States. A large field plot and tent exhibit space were on display as Purdue's contribution to the 1967 show. We planned for a large segment of the 3-day crowd—which we knew from previous experience would total about 300,000—to see our offerings. The basic displays centered on the three-fold panel exhibits set before the field plots and other points of interest.

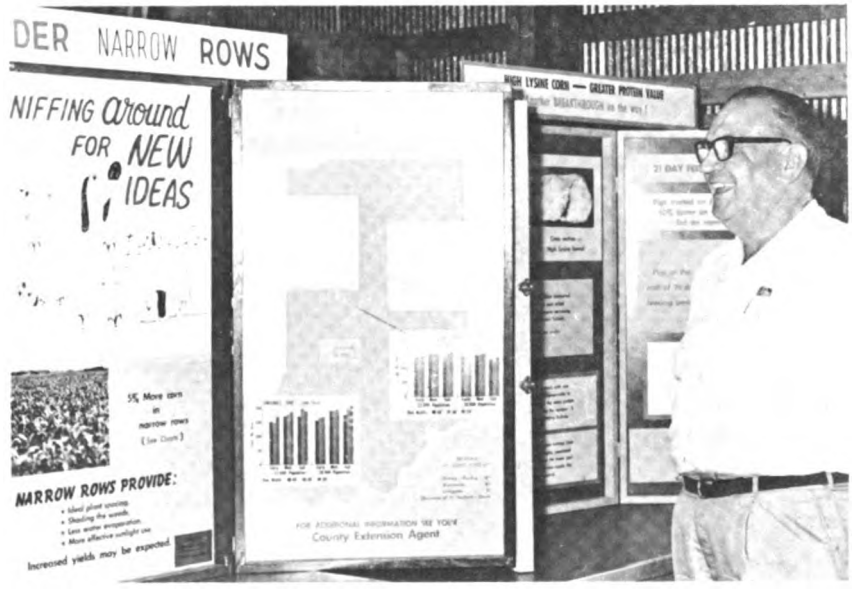
"The exhibits were set out each morning on specially constructed holders and were stored each evening in the tent. Each exhibit was set up where the specialist planned to talk with the people. These locations became the marshaling point for the crowd in that area. Each exhibit summarized past findings as background information for what was on display in that plot in 1967. If the specialist could not be present, the display went on telling the story.

"Purdue's tent was a haven for a wet audience during the rainy second day of the show. Specialists were busy talking to groups of people—but this time clustered around the exhibits displayed *inside* the tent.

"Anyone who has been through a field day rain-out knows how reassuring it can be to have a reserve program up his sleeve. Portable exhibits made a valuable contribution on this occasion to what might have been a very frustrating day.

"Corn production, involving eight major areas, was a popular winter school subject involving Purdue specialists in the early weeks of 1968. The Farm Progress exhibits were supplemented by others on corn insects and weed identification, agricultural weather forecasts, and maize dwarf mosaic. Displayed on tables in commanding spots, they gave a professional air to the meetings. They were appreciated by both those who organized the meetings and those who came to the schools." □

An exhibit panel suggesting a new idea catches the attention of a Lawrence County Fair visitor.



Teenagers DO Care

Oklahoma summer program proves their concern and capabilities

by
Thayne Cozart
Assistant Extension Editor
Oklahoma State University

A human drama, in the form of a Summer 4-H Club Program, unfolded recently in six Oklahoma counties. The stars were teenagers who cared enough about their communities to do something constructive for the boys and girls who lived in them.

After reaching 1,393 boys and girls previously unexposed to 4-H work in just 8 hectic work- and fun-filled weeks, the program closed when the school year started.

But repercussions of the program carried on, support for it grew, and enthusiasm for expanding it next year is great from 4-H administrators, the 26 teenage "teachers," and the program participants and their parents.

The program was designed to develop a more effective and flexible 4-H program by offering challenging and entertaining summer programs for urban and rural youngsters—many of them disadvantaged—who had no 4-H experience.

It was an offshoot of the pilot program "Operation Expansion" which Oklahoma undertook 2 years ago.

Dr. Eugene "Pete" Williams, State 4-H leader, specified three objectives for the Summer 4-H Program:

—To broaden the Extension youth program, reaching new audiences—particularly underprivileged youths;

—To learn to use nonprofessional program aides in the Extension youth program;

—To provide career development opportunities for college students and 4-H junior leaders considering youth work as a career.

The youth program in each county differed according to needs, personnel, and funds available. In all, five separate groups cooperated to make the program a success—the Oklahoma Cooperative Extension Service, the Oklahoma State University (OSU) Work Study Program, the Office of Economic Opportunity (OEO), the Neighborhood Youth Corps (NYC), and private persons and firms on a county or local basis.

Andrea Castillo, left, Caddo County supervisor, discusses weekly lesson plans with Neighborhood Youth Corps student Susan Bounds.

The Tulsa County program was financed by a grant from the OEO and matching funds from the OSU Extension Service.

Programs in Grady, Caddo, Stephens, Oklahoma, and Carter Counties were financed by OSU Extension, OSU Work Study, and local funds. Salaries for seven program aides were paid by contract agreement between the OSU Work Study and the counties. A special Operation Expansion grant was used to pay for aides' travel, training materials, and program supplies.

In Caddo County the local Kiwanis Club furnished funds for materials and supplies and the NYC offered salaries for six high school girls to serve as program aides. Junior 4-H leaders received no salary, just reimbursement for travel and supplies.

OSU Extension gave technical assistance, coordinated plans, trained the aides, and supervised and evaluated the program.

All the teen teachers were given a 2-day training session to familiarize them with the Extension Service, the objectives of the Summer Youth Program, and the nuts and bolts of program planning, involving other people, and methods of working with underprivileged youths.

A brief summary of each county's program and results:

Grady County—One work-study girl worked in four communities and

reached 119 youngsters. Sixty-three of them attended 80 percent of the meetings on foods, crafts, room improvement, art, grooming, and recreation. Home visits and contacts through the county welfare office helped in recruitment.

Oklahoma County—Two work-study students—a Negro boy and a white girl—worked in three communities. They reached 150 underprivileged youths of which 90 completed 80 percent of the program. Their program consisted of weekly lessons on foods and crafts, followed by refreshments and recreation. "The boys and girls were starved for physical attention," the aides commented. "They identified with us and copied our dress and actions."

Four junior 4-H leaders worked with 31 girls in another community, giving lessons on home improvement, grooming, poise, and sewing. Two new regular 4-H Clubs were organized as a result of the Summer 4-H Program.

Carter County—An outdoor cookery project conducted by one girl program aide reached 460 youths from 8 to 16 years old in six communities. Of this number, 335 completed the lessons. Mail circulars, school officials, community leaders, ministers, businessmen, and mass media helped recruit members. Three new 4-H Clubs were formed.

Stephens County—One girl aide and one boy aide, plus junior leaders who assisted in all phases, reached 126 boys and girls. Ninety-six children completed 80 percent of the classes. The aides worked with six groups in two communities. Girls' instruction included clothing, grooming, crafts, and recreation. Boys' instruction included bicycle safety, woodworking, and crafts. Aides reported, "Younger age groups are more responsive and eager to learn. It's easier to work with biracial groups than with mixed socioeconomic groups." A new 4-H Club was formed and three adult leaders were recruited.

Frances Riley and Clifford Houston, Oklahoma County program aides, work with youths in the Douglas Center in Oklahoma City.

Caddo County—One work-study girl and six NYC high school girls reached 90 American Indian, Negro, and white youths in three communities. NYC girls worked in teams of two. The work-study girl was overall county program supervisor and coordinator. Lessons included grooming, safety, foods, clothing, crafts, health, and recreation. They called in assistance from a local beautician and dentist. The program supervisor said she could coordinate efforts for 10 aides next summer.

Tulsa County—One full-time salaried adult program supervisor (high school teacher,) eight part-time college work-study girls, and a half-time secretary reached 460 urban youths in four ethnic groups. The program consisted of clothing, handicraft, personal grooming, recreation, and leadership development. Youths completing the program were awarded a participation certificate during an awards program.

Costs per student ranged from $1.85 in Carter County with the outdoor cookery project to $33.35 in Caddo County, which used the teams of NYC workers.

Williams and the Oklahoma 4-H staff made these observations of the program:

—Selection of a competent program aide staff is a critical factor because the youths identify strongly with their "teachers." Aide selection and training should be done as early as possible. Supervise closely but allow aides to make decisions, try ideas, and function freely.

—A three-part program of education, recreation or craft, and refreshment was the most successful and helped maintain enrollment.

—Opportunities for followup with a regular 4-H program should be considered in planning.

—A biracial team worked well.

—Students need recognition at the end of the program.

In summary, the Summer 4-H Program in Oklahoma was a great success. "We learned that teenagers are fully capable of leadership in this program and genuinely concerned with the welfare of others," Williams concluded. "They're enthusiastic, hard working, and won't take 'no' for an answer. What more could you ask for?" □

Urban Sprawl—or Orderly Growth?

Marion County citizens help decide

by
Wilbur Bluhm
Marion County Agent
and
Ted Sidor
Resource Development Specialist
Oregon Cooperative Extension Service

"We will abide by the recommendations you make," said the chairman of the Marion County Board of Commissioners. Speaking last spring at the conclusion of three Planning and Zoning Information Workshops for members of Area Advisory Committees, he set a new tone for planning and zoning procedures in the county.

A member of the County Extension Advisory Council said, "Everyone came here with his fists up, ready for a fight. When we were told the decision was ours to make, everyone settled back, relaxed, listened, and thought."

Countywide zoning had been rejected at the polls by narrow margins in November 1954 and in May 1956. No major informational programs accompanied these efforts, and citizens were not directly involved.

By 1965, land use problems were on the increase. Continued growth would only serve to increase these problems unless steps were taken to encourage a more orderly development.

Early in the spring of 1967, the County Board appointed over 200 citizens to serve on 14 area advisory committees. Committee members were chosen from persons nominated by various groups representing rural interests.

Each committee consists of 10 to 20 people who live in the area they represent or have specific interests there. In areas where a town is located, the committee includes some townspeople to help coordinate the plans between the towns and adjacent rural areas.

The 14 areas cover all of the rural and unincorporated portions of the county. Geographic, economic, and social considerations, and similarity of farming enterprises were used in dividing the county into these areas. Chairmen of the committees meet periodically.

The idea of working with area advisory committees on such a program was not unique in Marion County. The Planning Commission had worked successfully with local advisory committees in several zoning districts before. The committees provided valuable assistance in planning, sounding out opinion, and adapting the planning and zoning to their respective areas.

After appointment of the Advisory Committees, four planning and zoning workshops for committee members were organized by the Marion County Planning Staff and the county Extension Office.

Purpose of the workshops was not to "sell" committee members on planning and zoning, but to give them information on the county's land use problems; on why county leadership was thinking about planning and zoning; on what land use planning and zoning are and how they are accomplished. A well informed citizenry, we felt, would use good judgment and make wise decisions.

At each program, a member of the planning commission explained the role of the Area Advisory Committees. Ted Sidor, Oregon State University resource development specialist, illustrated and discussed Oregon's land use problems, using color slides taken from the air.

The lunch period was an important part of the program—committee members visited with each other and with program speakers.

The second half of each workshop was a "nuts and bolts" session. Planners Herbert Riley and James Chin discussed Oregon planning and zoning laws, and planning and zoning terminology. They reviewed the status of countywide zoning. Riley, with the county Extension agent, gave "The Road to Zoning," a flannelboard presentation of the steps in the planning and zoning process. A discussion period concluded each workshop.

The committees quickly proceeded with their responsibilities. Those which are progressing most rapidly are from the areas where the greatest urgency exists. This indicates that they recognize the extent of the problems and are confronting them.

The value of the committees is beginning to show. Several new types of zones, especially adapted to the needs of people, are being developed. In adapting existing zones, and in developing new ones, there is no design or intention to interfere with farming practices.

The Marion County Extension office is responsible for the information and education phases of the program. The county planning staff serve as resource people.

The planning and zoning study

Local planning and zoning study meetings were planned by the citizens themselves. Discussing meeting plans at left are two Advisory Committee chairmen and a member of the Home Extension Committee.

program is now entering a new phase. The 14 committees are putting their ideas together in preparation for making their recommendations to the County Planning Commission, and eventually to the Board of Commissioners.

As the plans unfold, committee members want their neighbors to know about them. They feel that they are truly representatives of their communities. They want others to offer criticisms and suggestions, and to help make the final recommendations.

During late January and February, nearly 20 local area information meetings were held throughout the county. Each citizen living in the unzoned portions of the county was encouraged to attend.

These meetings were similar to the workshop programs for committee members. The Area Advisory Committee chairman presided, discussed the countywide planning and zoning study program, and explained the role of his committee. Through use of aerial colored slides, the county Extension agent discussed land use problems in Oregon, in Marion County, and more specifically, in each area. A film "What Will It Be Like in Oregon by 1976," was used at some of the meetings. "The Road to Zoning" presentation was also used.

A county planner discussed planning and zoning terminology and the related Oregon laws. The Area Advisory Committee submitted its proposed recommendations. A question and answer period, conducted by the committee chairman, followed.

The Marion County Home Extension Committee was a cosponsor of the information meetings. Extension Homemaker Club members, with their husbands, friends, and neighbors, participated in these rather than in their regular February programs.

When an Area Advisory Committee completes its recommendations, it submits them to the County Planning Commission. The Commission, in turn, reviews them and submits them to the Board of Commissioners.

Where zoning is recommended and adopted, it is "interim zoning"—in effect for a maximum of 3 years. During this time, comprehensive plans must be made for a final zoning ordinance, if the zoning is to continue.

Area Advisory Committees will assist the County Planning Commission and the planners during this period and will review the final zoning ordinance. Even after adoption of the final ordinance, committees will continue to review planning and zoning programs for their areas, make suggestions for improvement, and provide information for planners and the Planning Commission.

Meanwhile, educational and informational activities will be tailored to the people's needs. Special programs are expected for farm organizations, service clubs, and other groups. Information circulars, news releases, radio programs, and newsletters will be prepared and used as needed.

The most significant aspect of the Marion County study is the involvement of people—many people. It makes for a slower, more tedious, and more involved program, but people better understand what it is all about. And they appreciate being able to participate.

This involvement has already resulted in positive benefits. Exposure to this process has often resulted in individual decisions which are consistent with good planning. Such decisions will increase as more people become acquainted with the program and with the planning process.

If Marion County can continue on the present course and follow the job through to its conclusion, it should end up with a planning and zoning program uniquely fitted to the needs of its people. If credit is due anywhere, it is to the wisdom and foresight of the Board of Commissioners, planning commission members and planners, accepting and working with the educational leadership of the Extension Service, in getting citizen involvement to the hilt.

Only with competent technical endeavors, involving local people, can a program of such broad implications be successful and operative in an area as diversified as Marion County. □

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Paradox Brings Challenge to Extension

Many paradoxes have come and gone in the history of the United States. Probably none has exposed a greater contrast than the one we are living with right now. That is the contrast between the food supply and nutrition.

On the one hand, this country is held up as the modern example—indeed the example of all time—of abundance of the necessities of life as well as the luxuries. On the other hand, and in the midst of this abundance, malnutrition and deprivation is a way of life for many people and for many communities.

Studies have shown that half of our teenage population suffer from inadequate nutrition. A nationwide food consumption study shows that among the very low-income people, 70 percent of the non-farm and 56 percent of the farm families had diets below recommended dietary levels.

Malnutrition, with its effects on health and learning ability, has been deemed unacceptable in our society. It is unacceptable because it stems from two causes, both of which can be corrected over time. One of the causes is that some families simply do not have the means to purchase an adequate diet measured in terms of either quantity or quality. The other reason is that diets of many families lack quality even though the quantity is adequate.

The Department sponsors the Food Stamp Program and the Donated Foods Program to help deprived families upgrade both the quantity and quality of their diets. Even with the quantity increased to a more reasonable level, many of the recipients and participants lack the knowledge of how to plan meals, how to prepare foods, and how to shop to get maximum nutrition from their foods. This lack of knowledge is clearly a case for improving and expanding nutrition education programs.

The need for expanding nutrition education programs has been recognized and the Department has allocated $10 million to Extension to finance this expansion for the last half of this fiscal year. The funds are to be used to hire and support non-professional program assistants. These assistants are to make home visits and provide the kind of intensified and highly personalized service to low-income families that has proven so successful in the many pilot programs that have been conducted in many communities of the country.

These funds for expanded nutrition programs among poor people provide a real challenge to Extension workers. Discussing this challenge, the FES Administrator, Dr. Lloyd H. Davis, said, ". . . we have before us now, an opportunity that many of us have sought for a considerable period of time. We have a new recognition of the value of Extension programs. We have a new recognition of the significance of home economics Extension in today's world. I think this can become the beginning of a new era for Cooperative Extension."

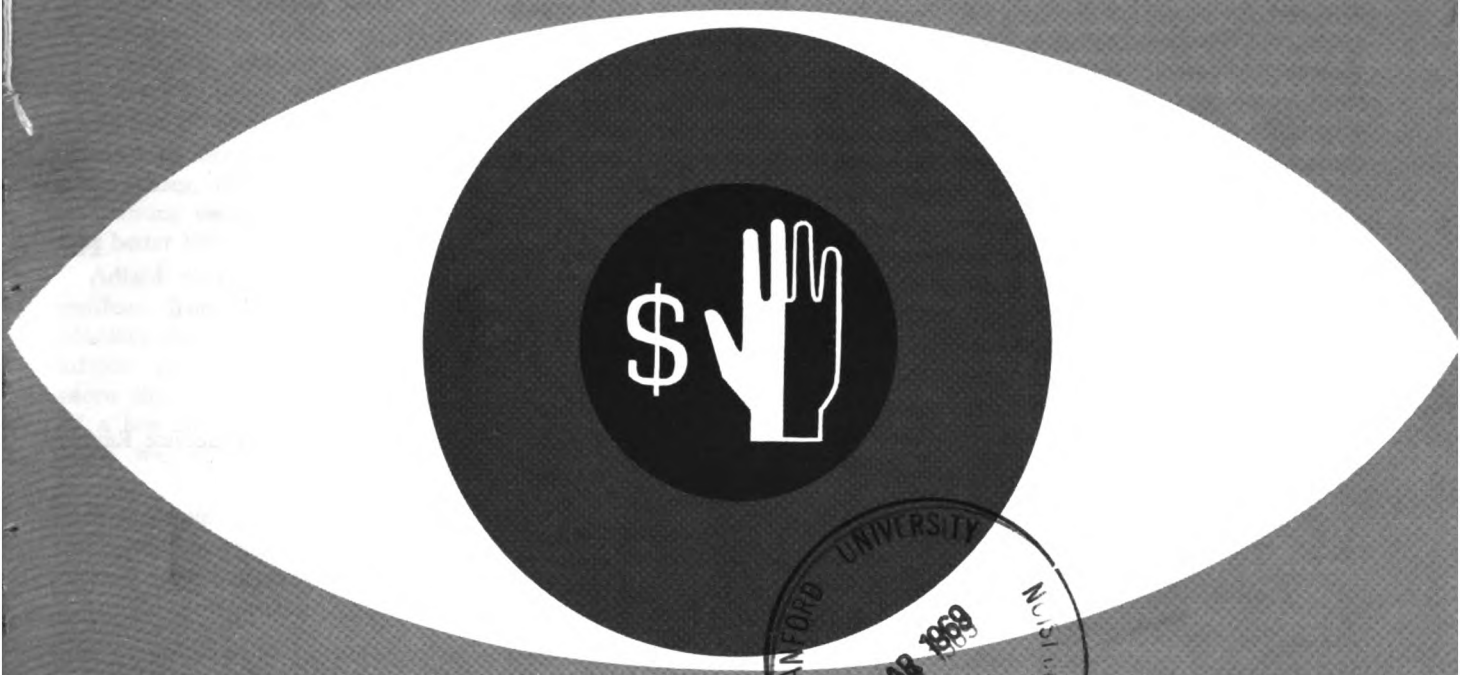
To meet the nutrition educational needs of the low-income people in this country and to demonstrate that faith in Extension capabilities in carrying out this educational function is well founded challenges us collectively and individually. How well we fulfill the responsibilities implied by this challenge depends greatly on the impact we make out there where the action is.—WJW

EXTENSION SERVICE

REVIEW

U.S. DEPARTMENT OF AGRICULTURE ✳ FEBRUARY 1969

Federal Extension service.



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- SUPPORT
- PARTICIPATION

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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.

CLIFFORD M. HARDIN
Secretary of Agriculture

LLOYD H. DAVIS, *Administrator*
Federal Extension Service

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EXTENSION SERVICE
REVIEW

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Your Extension Service Review

There are two ways to profit from your Extension Service Review —read it regularly and contribute articles to it.

Each issue of your Review contains the best available articles on new and innovative ways of carrying out educational programs. By and large they are the techniques tried and proven by workers just like yourselves.

The articles may not always provide a direct solution to your most pressing problems of the moment. But often you may find an idea or technique that will help you evade a problem or make your work more effective than it is already.

Secondly, you can share your experiences with new and innovative ways of doing Extension work, or successful use of old techniques applied to new problems. If you think you have something worthwhile, simply query the editor of Extension Service Review. Give him a brief outline of the story and the educational techniques used. He can advise you as to when the story would be appropriate and on the format and specifications to conform to the style of the Review.

The Extension Service Review is your magazine. Any time you have a contribution, constructive criticism, or other suggestions for making the Review more valuable as a tool in your work, the editor would be happy to hear from you.—WJW

Better Health Through Better Food

by
Earl J. Otis
Extension Information Specialist
Washington State University

For just plain progress at the grassroots level—a case of people helping people—there's no need to look further than an Extension Service project in Skamania County, Washington.

The issues involved were complex. County Extension agents Richard Adlard and Mrs. Sharon Tiffany, in outlining the problems, use words that have been bothering everybody. Low-income people—food production—geographical and social problems—community action.

After 2 years, the end of the work is not in sight, but some things are being done. With the help of Diana Takahashi, a work-study student from Washington State University, the Extension agents sought out families in the area who could be helped through a garden project.

Working through the children, in many cases, they developed interest in planting vegetables. The objective was better health through better food.

Adlard obtained fertilizer for the gardens from industry. Seed and planters also were given. Diana gave advice and other help—including more than a few hours at the end of a hoe and hammer. Most of the work was by personal contact. In many cases the people had no telephones.

Using methods tried and proven and getting youngsters interested in making 4-H projects out of their work caused gardens to grow and achievement to advance.

Diana's own efforts with a 4-H garden project just a few years ago made her work and word more than "fancy book-learning."

In some respects, this was her kind of country and these were her people. She had been reared in an adjoining county and the garden that she and her family maintained helped the food budget considerably. In fact, during the last year's work in Skamania County, Diana was still officially enrolled in her own 4-H Club at home. She completed 9 full years in the program.

Other leaders and adults shared Diana's enthusiasm. Vern Carpenter, an ardent gardener and a retired farmer, not only gave some of the youngsters leadership and advice, but also made ground available to those who needed it.

"In most cases," noted Adlard, "the youngsters grew enough food to be of real value to the family. One mother reported she had to buy practically no vegetables." The supplemental income help from such projects could amount to more than $2,000 in some instances, Adlard said.

Not every garden turned out well. In some cases the corn was too dry to develop. In another patch, animals ate the beans. "Probably rabbits," guessed Diana.

One of the more serious growers canned nearly 100 jars of food from her garden by keeping the land in some crop just as long as the growing season would permit.

An interesting side aspect to the garden projects in the county was that even in this location—where the Cooperative Extension program is a prominent portion of the community—at least half of the people involved had received no previous Extension aid. □

These garden project youngsters are an attentive audience as County Agent Richard Adlard describes what is eating holes in their plants.

Pines on the Prairie

South Dakota experiments with new industry

by
Lee Jorgensen
Assistant Agricultural Editor
South Dakota Extension Service

South Dakota's plains might someday become better known for Christmas trees, evergreen windbreaks, and fragrant cedar than for windswept prairies—if what people did this year in Campbell County catches on.

Until now, evergreens have had a tough time surviving in South Dakota prairie windbreaks. Mature pine, ponderosa, and cedar, however, live to a ripe old age—at least three times longer than elm and many other broad-leaved trees.

Moreover, evergreens are more resistant to herbicide sprays and don't suffer from Dutch elm disease or Siberian elm canker. Once they are established, evergreens also offer more sufficient year-round wind protection with fewer trees, thus requiring less land area.

The stickler—surviving the physical shock of transplanting and transporting—has held back widescale planting. But it's been seen that the solution is so simple that growing conifers may be a project that younger members of the family can tend to.

"A cooperative venture last year by the Cooperative Extension Service, the Soil Conservation Service, and about 50 Campbell County residents demonstrated a practical way to solve this initial evergreen survival problem and may have opened the way to new shelterbelt attitudes and new industry," says Larry Helwig, Cooperative Extension forester at South Dakota State University.

Wayne Nobel, work unit conservationist for the Campbell County Soil Conservation District, and Mike Madden, Campbell County Extension agent, were prime movers of a pioneer conifer potting project which began in April 1968 as a community service venture.

"They have succeeded far beyond anyone's expectations in putting experimental knowledge to practical application," says Helwig. Ninety-nine percent of their potted plants survived.

The university, in another experiment, also found that potted pine and cedar can be planted in the fall. In October 1967, a small test of potted and bare-rooted stock ponderosa pine and eastern red cedar was planted in the Joe Creek area of Big Bend reservoir in a furrow on a sod site.

A survival count last summer showed 80 percent survival of potted ponderosa, and 100 percent survival of potted red cedar. For bare-rooted stock, the rate was only 5 percent and 0 percent, respectively.

The Extension Service, 4-H Club leaders, the soil conservation district staff, and others in Campbell County began their project with between 30,000 and 40,000 bare-rooted evergreen stock. Fifty workers packed each of the baby trees in small 2 by 2 by 8½ inch tar paper pots and nursed them through the crucial year after their transplant from the nursery.

This tender loving care provides conifers the start they need to withstand the toughest, most frigid winter wind or the dustiest, most sun-baked summer.

"Potting conifers is really an old idea," Nobel says, "It's been done in Colorado, but it hasn't been tried on such a grand scale as this in South Dakota." Success this year in conifer potting trials was also reported on a much smaller scale by 4-H groups in four other counties.

At the beginning of 1968, Nobel and Madden planned to work with only 3,000 trees, a number easy to handle under trial conditions.

Early in January, Nobel; Madden; the district forester for the State Game, Fish, and Parks (GF&P) Department at Aberdeen; and the Campbell County ASCS office manager discussed the proposed project at a monthly meeting of the county's Technical Action Panel.

After consulting soil conservation district supervisors, 4-H Club leaders, county commissioners, and city councils, they found the potting program had caught the fancy of the people in Campbell County, especially retired farmers and town dwellers who wanted to do something for their community. So it was decided they'd work with over 30,000 trees.

Once financial backing was assured from the soil conservation district, workers rolled up their sleeves in April and potted all of the year-old bare-rooted stock in 17 days.

The potted evergreens were protected from wind and hot sun by a lath snow fence while they developed good root systems. Plants were watered whenever they needed it dur-

ing the spring and summer. Red cedar was sprayed as a precaution against fungus blight.

"It's inexpensive to keep them," says Helwig. "The equipment is something you can build yourself for only a few dollars."

Help came from almost every quarter. The district GF&P biologist at Mobridge and the State SCS biologist, familiar with an older conifer project near Aberdeen, lent their experience.

Helwig and a research forester at SDSU provided a potting jig. A retired farmer and teacher built 18 potting jigs from the model, and a grade school custodian designed devices for cutting thousands of 9 by 8½ inch squares from the 3 foot wide rolls of tar paper. This material, which would decay in the soil, became the pots.

A 4-H leader thought up the idea of stacking potted trees, 24 at a time, in pop cases—a ready-made package for the job. The soil conservation district bought a tree planting machine —a scalper—so the trees could be inserted, pot and all, into the soil.

Cost of all the planting stock and the expenses of potting—the equipment, freight, and watering—were borne by the soil conservation district. They were reimbursed as farmers purchased the potted evergreens at about 25 cents each.

"Cost of potted evergreens is greater than that of bare-rooted evergreens, but when all factors are weighed, it comes out about the same," says Helwig. "Farmers no longer will have to worry about open spots where trees didn't survive," he adds.

4-H'ers will be handling over 12,000 Scotch pine, 3,000 red cedar, and 3,000 ponderosa. The soil district will be responsible for more than 7,000 red cedar, 2,500 ponderosa, and 1,500 Scotch pine. Because the original stock came from Federal nurseries, these trees must be sold for conservation purposes. Several counties will have the potted evergreens available.

The first 100 potted evergreens were planted early in October, and Nobel and Madden should have no problem disposing of 40,000 plants.

In fact, Madden envisions even greater opportunities for boys and girls, and perhaps a new industry for adults.

"We are hoping that 4-H boys and girls will pot these trees out on the farms where they live. We also intend to try other varieties of trees," says Madden.

"I think there is a possibility for a long-range money-making project," he explained. "If a boy or girl started potting plants for ornamental purposes when he was in the seventh or eighth grade, I believe that with cooperation and help from home, he could make enough money to have a college education."

Helwig, the State Extension forester, points out that lining out stock for Koster blue spruce and Morheim spruce costs about $1.40 per tree. "By potting and keeping them under protected conditions for 3 years, it's possible to sell them for $10 apiece."

The district GF&P forester noted that the potential market on Christmas trees in South Dakota in 1967 was about ¼ million trees. About 95 percent of the trees sold came from outside the State. "More and more farmers in the eastern part of South Dakota are putting in 5- or 10-acre Christmas tree plots," he said. As we get better survival on conifer plantings, more farmers will see them as a money crop."

What's next on the agenda in Campbell County? Madden and Nobel are looking forward to town and country residents' picking up the idea of potting evergreens for windbreaks and ornamental trees, "so we can get out of the potting business and move on into some other community project." □

Looking over the results of the pioneer potting program are the prime movers of the project in Campbell County, Mike Madden, left, county Extension agent; and Wayne Nobel, work unit conservationist.

PORK for All Seasons

Extension, industry cooperate to produce consumer information packet

by
Leon E. Thompson
Associate Extension Editor
Iowa State University

"You have to be careful with ideas," Bob Rust says. "Get one going, and it may take you further than you had ever thought."

Rust, Iowa State University Extension meats specialist, says this with tongue in cheek. His example—a theme for an Extension exhibit that was turned into a producer-supported consumer information packet. (And non-Extension sources supported publication costs of the packet as well as taking care of distribution.)

In the spring of 1967, Rust was asked by the Iowa Pork Producers Association to come up with a theme for the Extension-pork producers' cooperative exhibit at the Iowa State Fair. As Extension meats specialist, Rust's objective was to present consumer information about pork.

Rust's summer assistant, Dennis Olson, pointed out the four windows of the available exhibit and asked, "Why not use one window to feature pork for each season of the year?"

And the exhibit theme, "Pork for All Seasons," was born.

The exhibit featuring appropriate pork cuts for fall, winter, spring, and summer proved to be both popular and effective. Members of the pork producers' group liked the theme so much they wanted the idea carried further.

Rust saw the producers' request as an opportunity to carry out some Extension education at minimum cost and with a likely high return. The program vehicle was a set of recipes featuring pork cuts appropriate to each month. The recipes were printed

A key step in the consumer education program was the selection of recipes appropriate to the theme "Pork for All Seasons." Here, meats specialist Robert Rust and Extension nutritionist Phyllis Olson check some recipes and photos.

on cards, with the reverse side carrying information on nutrition.

Rust contacted the National Livestock and Meat Board for recipes and for photographs of various meat cuts. He and Extension nutritionist Phyllis Olson selected a recipe for each month. For the backs of the recipe cards, they wrote meal-planning tips, suggestions on buying and handling pork cuts, weight-watching tips, and some cooking pointers.

The monthly line-up was:

January: Recipe—roast pork loin roll. Reverse side of card—weight watching suggestions.

February: Recipe—pork steaks, German style. Reverse—tips on selecting pork.

March: Recipe—baked ham with applesauce glaze. Reverse—what meat inspection stamps mean.

April: Recipe—pork chop-rhubarb casserole. Reverse—planning meals for good nutrition.

May: Recipe — Bacon-Go-Around. Reverse—the nutritive value of pork.

June: Recipe—spare ribs on the grill. Reverse—building and using charcoal fire.

July: Recipe—ham slices on the grill. Reverse—how to test fire temperature.

August: Recipe—spit barbecuing a rolled roast. Reverse — barbecue sauces.

September: Recipe—bacon, pork sausage links. Reverse—sausages and seasonings.

October: Recipe—pork chops and apples. Reverse—freezing pork.

November: Recipe—Smoked pork loaf ring. Reverse—low-cost pork meals.

December: Recipe—pork crown roast. Reverse—eye appeal for meals.

The 12 recipe - plus - information cards were packaged in a 3⅜ by 6 inch mailing envelope. Included with the recipe cards was a survey card asking users to check the recipes used and inviting comments.

"This was truly a cooperative venture," Rust explained. "Phyllis Olson and I provided the technical information. The National Livestock and Meat Board provided photographs and recipes. The Iowa Pork Producers Association and the marketing division of the Iowa Department of Agriculture underwrote the cost of printing. The Pork Producers are distributing the packets. I feel that this cooperative effort maximized Extension time and effort."

How successful was the pork recipe packet? Within a month after the August 1968 printing, the Iowa Pork Producers reported distribution of 20,000 packets to consumers.

The only trouble, Rust says, is that the Iowa Pork Producers Association has asked him to prepare a 1969 recipe packet! But he grins and adds, "We're glad to do just that." □

An important feature of the house built "a room at a time" by the Daniel Smiths is this well-designed, step-saving kitchen. The Smiths used a house plan designed by Extension engineering specialists.

Interagency Cooperation

means better homes for those who care

by
Janice Christensen
Extension Home Economics Editor
North Carolina State University

The statistics weren't pleasant.

According to a recent survey, 56.3 percent of all housing units and 90.6 percent of all Negro housing in Nash County, North Carolina, were substandard.

These figures, presented to the county commissioners by Mrs. Margaret Wade, Extension home economics agent, and J. P. Woodard, agricultural Extension chairman, created a stir.

The chairman of the commissioners asked the Extension agents to prepare a more extensive report, including recommendations on steps that might be taken to help alleviate the situation.

Mrs. Wade was able to report these plans already in operation:

—Groundwork had been started to organize a housing council. It was to include representatives from all agencies who might work together effectively to develop a countywide educational program on better housing.

A similar group, appointed in January 1968 to make recommendations on zoning and building codes for industry, was already in operation. Perhaps they could include housing in their comprehensive planning, the agent suggested.

—Meetings were being held with community groups to take a look at housing needs and decide what could be done toward obtaining building sites and financing housing improvements. Surveys could be done by 4-H Club members, the agent said.

One such survey showed 18 families wanted to remodel their housing, 12 families gave indoor plumbing top priority, and 15 families had aspirations to build a new house.

"Knowing a community's needs and interests makes it possible to develop programs to help educate the people toward better housing," she told the commissioners.

—Other groups and agencies, including Extension, were working with FHA agents to secure home building loans for low-income families.

Several such loans have been approved since the beginning of the year, Mrs. Wade said.

One of the greatest helps toward better housing came when a landowner turned several acres of his land over for development.

The area provided more than 40 lots. Persons who already had houses on the land had first option to buy; if they did not wish to tear down their substandard houses and build anew, they would be given time to locate elsewhere.

The property would be zoned. No animals, such as cows or goats, would be allowed; no junk cars could rust on the property. All houses had to meet minimum building standards.

The first family to build in the new development was the Sunnie Plummer family. They chose a house plan developed by Woodley Warrick, Extension engineering specialist, North Carolina State University.

The three-bedroom house contains all the features of a $20,000 house, including central heating, hardwood floors, and bathroom, and meets county health standards. It cost less than $10,000 to build.

The house, built by contract and financed through FHA, is a proud achievement for Mr. and Mrs. Plummer and their two daughters.

The Plummers agreed to let their house serve as a demonstration home for a couple of days. During the open house, more than 1,000 persons stopped by.

Many persons came from the Plummers' old neighborhood. "You could see the spirit of competition coming out," Mrs. Wade says. Neighbors were thinking, "if they can do it, so can we."

Several lots in the development were sold as a result of the "open house" and several more families called on Extension agents for help with house plans or remodeling suggestions.

Another family that offers inspiration to Nash County families desiring better housing is the Daniel Smith family. They built their own house.

When the Smiths decided they wanted to build, they did not have enough collateral for an FHA loan. So they took the $600 they did have and went to the Extension home economics agent for suggestions.

Mrs. Smith explains, "Although we could not afford the building materials we wanted to use, the agent advised us to follow a good plan. We used a house plan designed by Extension engineering specialists."

To begin, the Smiths built just the shell and completed two rooms. As more money became available, they continued to add and improve.

Their new house now boasts two bedrooms, a bath, large living room, dining area, kitchen, utility room, and carport.

Two years ago, the family's home reached a value high enough to make them eligible for an FHA loan. They used this money to install a sewage system.

With Extension advice, Mrs. Smith upholstered and refinished furniture, made bedspreads and curtains, fashioned accessory items for the house, and helped her husband with the construction and painting.

In addition she conserved foods from the family garden, so what little income they did have could be spent on the house.

"Everyone who visits the Smiths' attractive and convenient house leaves inspired and has to admit that anyone can have a decent house if he really wants it and is willing to work hard," Mrs. Wade says.

Nash County agents have other success stories to tell. They also realize they have a long way to go before they reach their goal of "a good house for all who care."

They have found, however, that with cooperation from other agencies, such as FHA, and from local officials, much can be accomplished. And families such as the Plummers and Smiths do offer their campaign a great deal of momentum. □

Persons attending "Open House" at the Sunnie Plummer residence discovered that Extension agricultural and home economics agents are trained in housing and have a stock of free house plans for low- to medium-cost housing.

Water for a Desert Country

by
Dave Mathis
Information Specialist
Nevada Extension Service

The yucca and the Joshua, the catclaw and the mesquite, typical inhabitants of a hot desert environment, vegetate the ridges and the arroyos that surround southern Nevada's Moapa Valley. It's a country where water is a scarce and valuable commodity.

Any means of saving and increasing usable water is of great importance to people who live there. This is why the 1968 enlargement of Bowman Reservoir was a much sought project.

The dedication ceremony for the project, in February 1968, was a rewarding event for Ferren Bunker, Cooperative Extension Agent in Clark County, where the reservoir is located. He had played a significant role in both encouraging and coordinating the project.

"One of the particularly gratifying aspects of this project," said Bunker, "was the way in which the various governmental agencies and the individual citizens worked together in accomplishing their purpose."

At the dedication ceremony, Nevada's U.S. Senators, Alan Bible and Howard Cannon, lauded the project as a model in citizen-government cooperation.

Bunker became involved after a comprehensive study by the local irrigation company showed a definite need to store additional water in the Valley, a major agricultural area 65 miles from Las Vegas. They realized that enlarging the reservoir would involve a number of Federal and State agencies, so they asked the county Extension agent to coordinate the project.

He successfully coordinated the efforts of the irrigation company, the State Engineer's Office, the Soil Conservation Service, the University of Nevada, the Agricultural Stabilization and Conservation Service, other Federal and State agencies, and the water users themselves. Working together, they came out with the result that everyone wanted—more water for the Moapa Valley.

Since 1881, when permanent settlement was made in the Valley, there had been water problems. The Muddy River, which would be considered not much more than a creek in most areas, provides nearly all of the irrigation water.

In the early days, winter meant flooding, washing out of irrigation structures, and great loss of the valuable water. By early summer, flows had dwindled in the river to the point that only a relatively small portion of the land could be irrigated.

The Civilian Conservation Corps, in 1935 and 1936, under the supervision of the U.S. Forest Service, undertook a project aimed at controlling the regularly occurring winter floods. They built Bowman dike and the Wells Siding diversion dam.

The dike was built to stop devastating floods, and the dam diverted the Muddy River into the Lower Moapa Valley Canal System and into the flood channel. The project served solely for water diversion and flood control and did lessen damage from runoff. But it did little to alter irrigation.

Later, the site was studied for its potential to store water, and in 1945 application was made to use it for storage. The application was granted and Bowman Reservoir had its beginning. It had a capacity of 900 acre feet, but conserved only a portion of the excess winter water.

This storage was used to supplement Muddy River discharge during the peak of the irrigation season. The system is owned by the Muddy Valley Irrigation Company, a non-profit, farmer-controlled and operated entity.

But even with the storage, up to 50 percent of the total cultivated land could not be irrigated during the hot summer months because of a lack of water. There was still too much winter runoff into Lake Mead, where it was lost to agriculture.

The irrigation company had contemplated a new storage facility or enlargement of Bowman Reservoir. The spark needed to ignite action, however, did not come.

Then, in 1964, the need to increase summer irrigation was accentuated. The local power company requested an exchange of well water for water out of the Muddy River.

When a subsequent study revealed that the well water was of a much poorer quality than the river water, the irrigation company felt the exchange would not be wise.

At the same time, the State Engineer's Office asked that certain water rights held by the irrigation company be clarified. For many years there had been no designated or recorded changes in points of diversion. A study was initiated, and a civil engineer was employed to make the proper adjustments.

The study indicated that the topography and soil conditions would permit more water to be stored in Bowman if it were enlarged. As a result, the irrigation company concluded that every effort should be made to store additional water.

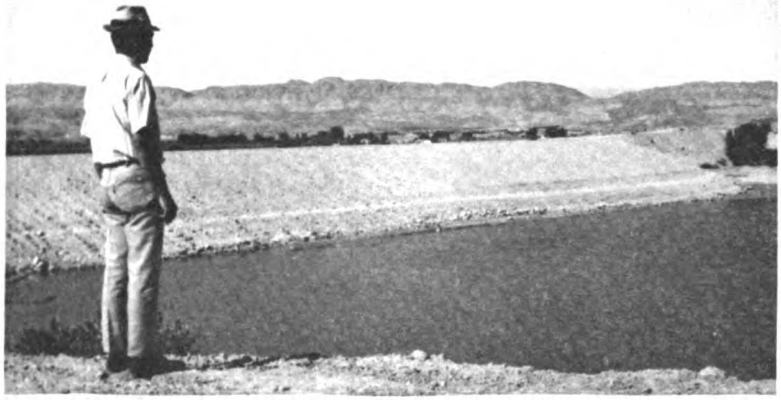
At this point, County Agent Bunker took over the reins of the project.

The Soil Conservation Service, the company engineers, and the University of Nevada prepared feasibility studies which produced evidence that the project was feasible.

On this basis, the company contracted the services of a consulting engineering firm. Final plans were produced, and the stage was set for construction.

"Cost of the project," said Bunker, "was over $400,000. Of this amount, $100,000 was obtained out of conservation funds allotted through the Agricultural Stabilization and Conservation Service on a cost-share assistance to the farmers. A loan was obtained by the company for $385,000 from the Farmers Home Administration to complete the financing."

The enlarged Bowman Reservoir completed early in 1968 increases storage from the former 900 acre feet to over 4,000 acre feet. It will greatly enhance the conservation of water for the desert-surrounded Moapa Valley area.



County Agent Ferren Bunker, coordinator of the project to enlarge the Bowman Reservoir, looks at the results of the effort. The dam was raised 22 feet above the original.

"The Bowman Reservoir enlargement will have a far reaching effect on the ultimate development of our agricultural resources," said Karl Marshall, president of the Muddy Valley Irrigation Company. He added that it will also provide recreation and flood control values.

"Sixty farms, encompassing nearly 3,000 acres, will benefit directly from the increased storage," Bunker pointed out, "and necessary irrigation waters will be nearly doubled during the critical time of the year.

"In addition," he said, "about 100 town lots and several small industrial water users, as well as the Southern Nevada Power Company, are going to benefit."

The city of Las Vegas is the principal outlet for agricultural products produced in the Valley. The increased water will allow for increased production—thereby strengthening the marketing position for those Valley products now partly imported to Las Vegas from California and other areas.

The recreational aspects of the reservoir involved the Nevada Fish and Game Commission and the U. S. Bureau of Sport Fisheries and Wildlife in the project. Boating, fishing, swimming, and waterfowl hunting are among the activities that may be enjoyed at Bowman.

Aside from the Federal and State agencies already mentioned, Bunker also worked with the Clark County Commissioners, the State Engineer, and the Department of Conservation and Natural Resources.

The Nevada Highway Department was also a principal participator, since highway alterations, road engineering, and other associated activities formed an integral part of building the new reservoir.

"This project shows what a citizen and his government can do when they team up," said Bunker. □

Below the Bowman Reservoir lie the green fields of the Moapa Valley. The recent enlargement in the reservoir will help these farms achieve their production potential.

Spotlighting the Individual

Advisory committee helps tailor 4-H to meet community needs

by
Phil Massey
Assistant Editorial Specialist
Louisiana Extension Service

Fuller development of the individual youth through 4-H Club activities has resulted from a complementary relationship between the schools of St. Martin Parish and the Louisiana Cooperative Extension Service.

This change for the better started about 2 years ago when the parish 4-H Advisory Committee decided to study the existing club program for the purpose of meeting the needs of more boys and girls.

More emphasis was needed on participation, they decided. Youngsters needed more opportunities to develop useful skills, abilities, and knowledge through workshops, clinics, demonstrations, and other outlets.

The development of such worthwhile qualities as leadership and citizenship through better meetings received added attention, as did community service projects and related activities. The awards program needed broadening to give proper recognition to youngsters for the completion of projects and for participation in the overall program.

Prior to the Advisory Committee's recommendations, the primary goal in 4-H Club achievement seemed to many in St. Martin to be the winning of a trophy for the school club. Awards, in recent years, had supplanted development of the individual, leaving many youths with untapped potential foundering in the wake of the drive for school or club superiority.

"There was and always will be a need for a child to do his best simply for the sake of doing his best, not just for the prizes involved," said Rene Calais, Assistant Superintendent of St. Martin Parish Schools. Calais gave leadership to a re-evaluation of the 4-H program in St. Martin schools last fall when he called a meeting to discuss the direction and purpose of the existing program.

From the committee meetings came recommendations rewording the purposes of the program and their relationship to the 4-H members and school leadership in St. Martin. Participating with Extension in the drafting of new club guidelines were Calais; James Babin, principal at Parks Elementary School; Newman Braud, principal of Adam Carlson High School; Sister Mary Roland, principal of Mercy High School; and Homer J. LeBlanc, principal of Cecelia High School.

Entitled "Ways to Improve Your 4-H Club," the resulting committee document recognized the basic role of 4-H Club work as an adjunct to the school curriculum. It stressed that 4-H work should be an out-of-school activity—not designed to compete with arithmetic, reading, science, or any other in-school lessons.

The committee's findings emphasized the completion of a club project as prime goal of 4-H participation. It noted that the work is basically the student's responsibility, and that at no time should a teacher or other adult do the work for a 4-H'er.

The annual parish-wide Achievement Day was eliminated. Gone was the do-or-die competition among members for club superiority. Emphasis was placed on the successful completion of a project, rather than on competition between selected individuals.

With the pressures of winning gone, 4-H leaders were able to better focus their attentions on developing the individual or group toward more worthwhile goals.

Sessions were conducted by Extension personnel to train teachers and other leaders in club procedures and project subject matter. Taking leadership in the training were Associate County Agent Conrad Gauthier, and Assistant Home Demonstration Agents Kathryn Molaison and Etta Brew. One or more agents attend each meeting to lend assistance.

School commitment to the effort was summed up well in the committee report, which said that a club can be no better than the leadership wants it to be and that everyone should feel a responsibility to 4-H work.

"The amount of enthusiasm and pride displayed by students in their work and in the club in general will depend upon the interest and enthusiasm shown by the school principal and the teachers," it said.

In addition to being in the supervisory role, the club leader keeps 4-H'ers informed on club purposes and goals, meeting dates, and standards that are expected.

Rather than doing the projects, the leader guides them in project selection, helps obtain information necessary to complete projects, and encourages participation in contests and activities related to these projects.

While the swing in St. Martin is away from competition for a club trophy as an end in itself, the club program is not without its rewards. The Parish Advisory Committee decided that rewards should be based on participation in and completion of programs at regular meetings, club activities outside the regular club meeting, and participation in parish 4-H functions. Stronger clubs appear to have emerged as a result of the new approach.

The Club Achievement Award is a trophy earned by a club accumulating 425 points in a school year. Five areas of achievement, worth a maximum of 100 points each, comprise the possible perfect goal.

A major area of emphasis in 4-H is project record completion. With the possibility of earning 100 points, each club figures percent of completion by dividing the number of projects taken by a club into the number of records submitted by club members.

Another 100 is based on contest participation by club members. Each club is encouraged to have at least five programs at regular meetings. A club is given 20 points for each program, up to 100 points.

Participation in activities outside the club meeting is another way of earning up to 100 points. Such activities include helping with various charity drives, cleaning up a school ground or public area, and other public services. A club is given 20 points for each project up to 100 points.

The fifth 100 points is based on how much a club participates in parish-wide activities, such as 4-H officer training clinics, State fair exhibit training sessions, electric project clinics, etc.

A much stronger awards program has resulted from the shift in emphasis. Each boy and girl who completes a project receives a Certificate of Achievement from State 4-H headquarters at LSU.

Quality ribbons are given to those who show exhibits or give demonstrations, regardless of where they place. Club winner ribbons go to those who place first, second, or third in club contests. Parish winners get medals for first, second, and third. Fourth and fifth place finishers get ribbons.

An incentive to stay in club work is provided in an 8-Year Pin, which is earned by members who remain in club work for 8 years.

While it's still too early to assess the total effect of the new approach to 4-H Club work in St. Martin Parish, indications are that some of the goals are being met.

Enrollment is up by 260, and nearly 95 percent of the members participate in club contests and activities. Seventy-five percent are completing their projects, and overall participation is excellent. All of this shows that more members than ever before are closer adhering to the 4-H motto of "Learning by Doing." □

Thanks to a change in emphasis recommended by the Advisory Committee, these 4-H'ers in St. Martin Parish can now concentrate on individual development rather than on winning awards.

Seminar in Education

When citizens want to learn, Extension finds a way

by
Bill C. Robinson
Area Extension Agent
Pike County, Indiana

A series of meetings in Pike County, Indiana, last February and March illustrates what can happen when an Extension agent, in direct contact with people at a local level, discovers a need which can be met through educational processes.

Entitled "A Seminar in Education," the series was designed to inform the people of Pike County about the operation of school systems and school corporations in Indiana. Its inception, preparation, execution, and followup was carried out over a period of 9 months.

The schools of Pike County had been reorganized into a countywide unit in the primary election of 1966. An interim board was supervising school operation until an elected board could assume this duty in July 1968.

The agent's involvement in the series began when he visited the farm of Claude Stone, president of the interim school board, to take pictures of the 4-H Club barrows belonging to Stone's son.

After the pictures were taken, Stone said, "Let's quit talking corn and talk about schools. What do you think the schools of Pike County need? What do others in the county think?

"Are they satisfied with the job that I'm doing as president of the school board?" he asked. "I'm not satisfied at all. I think that I could do a better job—if I knew what to do."

The agent's suggested solution was a series of educational meetings for prospective school board members. When the idea was placed before the existing school board, they gave the Extension agent permission to proceed. They asked only that they be kept informed of the program.

The first contact was made through Purdue University. J. B. Kohlmeyer, Extension specialist in school affairs, was asked to prepare a series of meetings to "inform prospective school board members of their rights and duties."

He immediately grasped the situation and said, "You don't want to educate prospective school board members—if a person attends these meetings, he declares his intentions and thereby reduces his chances of election. What you want, I think, is to educate *all* of the public about school legislation. Then you let them decide or identify prospective candidates."

The local school board—and the agent—concurred with this statement.

At Mr. Kohlmeyer's suggestion, the agent called Dr. Lowell C. Rose, Executive Secretary of the Indiana School Boards Association, and asked him to lead the series. "I don't think that anything like this has ever been done, and I'd like to try it," Rose said. "Why don't I come down to Petersburg and talk with your committee?"

A panel of experts fielded questions from the audience at the summary meeting of the seminar on education. Left to right are Dr. L. C. Rose, executive secretary of the Indiana School Boards Association; J. B. Kohlmeyer, Extension specialist in school affairs, Purdue University; and Dr. Bill Wilkerson, school finance specialist, and Dr. Jon Kinghorn, school curricula specialist, both from Indiana University.

After the meeting, he agreed that the plan was feasible. A local insurance executive offered to underwrite the cost of the series.

Early last January, Dr. Rose sent his proposed series outline. The subjects to be covered were history of school reorganization, local school boards, school financing, school construction, and development of curricula. A sixth meeting was to summarize the series.

Dr. Rose was given permission to locate qualified authorities to conduct each session. The Extension agent assumed the responsibility for announcing the meetings, securing enrollment, serving as moderator at each of the sessions, and writing a news story about each meeting.

In addition, the agent developed a registration technique enabling those attending the meetings to ask personal questions and still remain anonymous —if they so chose.

Extension mailing lists were used as a source of possible attendance, and more than 500 letters were sent to local people in all walks of life.

Three advance news stories were written to publicize the series of meetings, and the newspaper editorialized about the sessions under the heading "It Just Might Work!" The newspaper delayed its deadline in order to print the stories the agent prepared after each meeting.

Three of the four public universities in Indiana participated in the series. The fourth was eliminated because of geographical distance.

Although only 44 people preenrolled, attendance at the six sessions averaged 61. The six-meeting series involved 92 people, for a total attendance of 366.

This series enabled the people of Pike County to ask questions that sought information based on facts, on what they thought were facts, and on emotions. Opportunities for questions were a part of all sessions.

Typical information requested included: "What does Indiana provide for the composition of school boards?" "How can we get more teachers for our school?" "What is the optimum size (student body) of a high school?"

"Can additions be made to present facilities to meet our future needs?" they asked. What do we do with old buildings if we construct new ones?"

"Who determines school curricula?" they wanted to know. "How can we get more trade and industrial arts education?"

Information was also requested about such diverse topics as equalization of taxes, availability of Federal funds, and whether closing of gymnasiums would limit a child's chance to gain recognition by playing on the school basketball team.

The end result of the series? Nine people who attended all six meetings filed as school board candidates—and four of them were elected.

Four techniques were used in organizing and carrying out this activity which are fundamental to the success of many Extension projects:

—Acknowledgement of the desires of lay leadership;

—Extension agent-Extension specialist relationship;

—Cooperation between all State institutions of advanced learning;

—Cooperation between formal and informal educational agencies.

It appears that Extension's role in discovering the need for information and finding its source is going to have definite impact on the public educational services offered in Pike County, Indiana. □

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U-S-P

The common quality we all seek in our Extension work is success. We build in many factors to guarantee success as nearly as possible.

Some of the more important success factors include the wide range of competencies on the county staffs. We have an Extension specialist staff to support our efforts in the highly technical areas. Beyond this, we seek the cooperation of other government agencies at all levels, public officials, various civic organizations, development groups, and committees.

Yet, in spite of this, our programs still attain varying levels of success. That some will excel while others attain only moderate success is inevitable. But we can take steps to help bring those with lesser degrees of success more nearly to the levels of success enjoyed by those those excel.

We can do this by making sure each project plan includes actions to create those intangible keys to success that we shall call U-S-P—UNDERSTANDING-SUPPORT-PARTICIPATION.

The key audiences in developing U-S-P are the county governing boards, your county Extension planning committee, cooperating agencies and organizations, community leaders who hold no formal office, and the participants. These different audiences have unique interests in the projects and programs of their concern. The efforts or actions to develop U-S-P must be keyed to these unique interests.

Understanding, of course, is the basic foundation of Support and Participation. But the latter two don't come automatically with Understanding. Each of the three components of U-S-P is produced by overt action. The three components are interdependent, and lack of effort to create all three weakens the entire U-S-P structure.

For example, in addition to understanding what a project is all about, those expected to provide support—whether it be financial, resource personnel, or just moral support —must know exactly what is expected of them and when it is expected. Unless these are made known, you may be expecting support that doesn't materialize, or you may end up getting only token support when you were expecting an all-out effort. It is also well to make potential supporters aware of the extent and nature of the benefits they can expect in return for their support.

Knowing in advance the extent and nature of benefits to expect of a project can often mean the difference between active and passive participation by those who can benefit. We all can recall examples of people listed as cooperators in a project who didn't really work at it. Likewise, we all can recall those who expressed an intent to participate, but somewhere along the way dropped out. How many passive participants could have become active participants and how many dropouts would have been prevented if they had been made fully aware of the extent and nature of benefits to expect?

Participation also means accepting responsibilities. Potential participants must know what these are. These responsibilities may mean additional cash outlay, additional time devoted, or perhaps a general revamping of plans to fit the new practices or activities into the maze that makes up the total farm, enterprise, or household operation, or the community development project. How many potential participants failed to come into the program because they expected the responsibilities to be too great when really they weren't? How many dropped out because the responsibilities turned out to be greater than they had expected or greater than they could bear?

This is the time of year that we build our plans for the coming months. Regardless of how good the plans are technically, they won't be complete and they won't insure the success we seek, unless they include actions to provide adequate U-S-P. WJW

EXTENSION SERVICE REVIEW

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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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A valuable document—that annual report

Aren't you glad that annual progress report is finished? You won't have to worry with that for another year. But now that you have it, why not use it? It can be as valuable as you make it, or it can be as useless as you let it.

Of course the annual report fulfills a legal requirement. But its use need not end there. It can serve as a guide for future planning and as a basis for a report to the public.

As a guide for planning it tells you what methods were most effective, and it tells you which were not so effective. It tells you where better planning is needed, because you can see those things that needed doing but didn't get done. And, finally, it provides the benchmarks you'll need to measure progress in your next annual report. Without benchmarks, you have no accurate way to measure your progress.

Extension is supported by public funds. We, therefore, owe an accounting of our stewardship of the funds entrusted to our use in the public interest. An accounting, not in the sense of where each dollar went, not in the sense of how many activities were performed to show how busy we were—but rather to show what the public received in return for its dollars. These include such things as increased farm income, increased jobs from community development, improved nutrition, improved housing, increased public facilities, or whatever Extension programs produced. This progress must be spelled out in terms of tangibles, not abstract terms, that each can interpret to his own satisfaction.

Extension programs are oriented to the needs of people, and they do produce tangible results. A good concise report to the people on these results of Extension programs can go a long way in getting U-S-P—UNDERSTANDING—SUPPORT—PARTICIPATION.—WJW

Extension helps establish

A new role for the courthouse

by
W. D. Rogan
Extension Agribusiness Agent
Waukesha County, Wisconsin

As well as fulfilling its traditional function as a focus of government, the courthouse in Waukesha County, Wisconsin, has become a showcase for the county's artists.

For more than 20 years, the county had an amateur art show in conjunction with the Extension-sponsored spring Dairy Show. A growing interest in art caused this show to become one of the largest of its kind in the Midwest.

Part of this growth resulted from the efforts of the Waukesha County Art Committee, a group of citizens representing all facets in the field of creative art. They served as an advisory committee to the county Extension office in planning, conducting, and promoting both the county's annual show and periodic regional art and crafts shows.

During an Extension crafts clinic at the courthouse in 1965, the idea for the Waukesha County Courthouse Art Collection was born. Several members of the Art Committee, along with the Extension recreation agent, were touring the courthouse. They saw office lobbies decorated with cutouts from newspaper picture supplements and with calendar art.

The idea was refined at a meeting of the Art Committee and the Extension recreation agent. They proposed to the county's Agriculture and Resource Committee that:

—an annual art exhibit be held in the courthouse;

—an annual appropriation be set aside from which outstanding works by county artists and craftsmen would be purchased for the county's art collection. The selections would be made from works entered in the exhibit;

—The county Art Committee conduct the exhibit and screen the paintings prior to their being considered for purchase.

The proposal was adopted and in turn approved by the County Board of Supervisors. They designated Extension to coordinate the program, and gave the county Agriculture and Resource Committee the authority to make purchases for the collection.

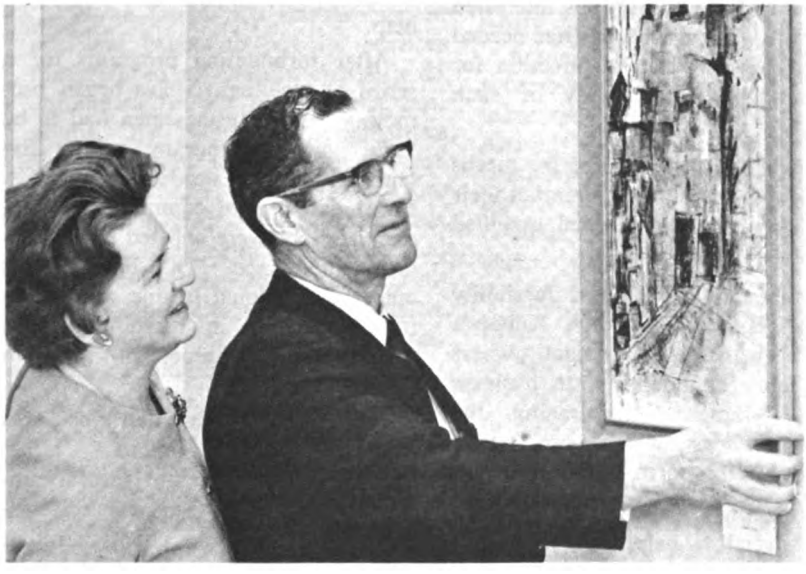
Since 1966, artists have been submitting works for consideration. The Art Committee selects a group to go on display for 3 months, and recommends some for possible purchase. The Agriculture and Resource Committee makes the final selection and the recreation agent negotiates for purchase on the county's behalf.

In the 3 years the exhibit has been conducted, 246 works have been offered for consideration. The county has purchased 10—five watercolors, four oils, and one acrylic.

The pictures are hung throughout the courthouse on a rotating basis. A brochure listing the works and their locations is at the lobby information desk.

Feature articles and photographs in local newspapers followed the development of the collection. Artists demonstrate their support both by submitting works for consideration and in prices they quote.

Art judges and critics have labeled the collection "powerful, truly representative, exciting, and refreshing." Those who work in and who visit the courthouse say that the collection has brought a new dimension to the everyday world of government and business. □



Adding the final adjustment to one of the paintings in the courthouse art collection are County Board Chairman Lloyd G. Owens and Mrs. Jeanne Brisk, clerk in the county treasurer's office.

Business management specialists

Area Extension workers help Main Street businessmen adjust to changes

by
George Brandsberg
Assistant Extension Editor
Iowa State University

Change your ways or move on. This mandate has practically revolutionized American agriculture in recent years. Main Street merchants in predominantly farm areas have frequently been forced to make a similar choice. For many, this has been a painful dilemma.

Many smalltown businessmen in Iowa's Tenco Area were having a tough time surviving, and many others were closing. Extension area development leaders saw a need for educational programs to help small businessmen analyze their situation and make realistic operating decisions.

Part of the problem resulted from area retailers and wholesalers losing a large share of their economic base. Farmers had been their most important customers—now many were migrating from farms and out of the community. Another part of the problem was that local merchants and other businessmen were not making adjustments to the changes in their markets.

Extension economists at Iowa State University knew the problems in Tenco, but needed more manpower to work with businessmen. The logical move was to add a business advisor to the Tenco Area staff.

So, in February 1966, Richard Mikes became Iowa's first Extension business management specialist. Arthur Kilbourn, the second such specialist, joined the staff at the Mason City Area Extension office in January 1968.

To get to know the territory, Mikes began calling on merchants, chamber of commerce people, manufacturers, and other business interests. Typical problems he found were:

—Some retail and service businesses were operating at a loss or were barely making a profit. Their managers were concerned about their businesses being in a slump.

—Family businesses, handed down from generation to generation, were often operated by persons with little or no training in business management. What formal training they had seldom applied to local conditions. Consequently, these people adequately handled day-to-day matters, but had difficulty analyzing their market situation or making long-range plans.

—Individuals and groups interested in starting their own industries needed further information and direction for determining the feasibility of such ventures.

—Inventors were looking for means to produce, promote, and market their inventions and they needed qualified assistance.

Through counseling and feasibility studies, both Mikes and Kilbourn have been helping potential owners enter more confidently into business ventures—thereby encouraging the added services which are really needed by the farm community.

For example, the business management specialists helped get a mobile feed milling business and a restaurant started. In contrast, it was found that a packing plant and a specialty store would not find enough demand for their services. One retailer was advised not to expand his facilities, when feasibility studies showed that he already had 90 percent of the market.

Mikes found plenty of these opportunities to work with individual businesses, but he soon saw that many concerns had common problems which workshops and seminars could help.

After formulating programs for a series of meetings, Mikes began promoting them. Businessmen had to be "sold" on the program; county Extension directors needed full details. Local chambers of commerce or commercial clubs were enlisted to help recruit attendance. The Des Moines office of the Small Business Administration assisted in recruitment and provided some important program materials.

"Our program the first year was kind of a 'smorgasbord'," Mikes recalled, "touching on several important phases of business management. This gave our clients a rather

Meetings are an important tool for working with Main Street merchants in Iowa's Tenco Area. Here, Mikes describes local business trends for a group of small town merchants.

quick but rounded-out package of management information, and it gave us a measure of areas needing further concentration," he said.

"We've found that businessmen in our area expect to pay for services rendered, so we usually charge a $5 enrollment fee for most of our programs. By paying, enrollees make a commitment to the program and seem to attend better. Then, too, money collected in enrollment fees helps pay some of our costs. We find it is a good idea to present certificates to participants who complete a program," the business management specialist added.

In February 1967 a series of lectures titled "Directions in Economic Policy" began at Ottumwa, the major city in Tenco. Designed for top management in larger business concerns, this Extension program really dug into such topics as government spending, monetary policy, balance of payments, international trade, and Iowa's economic future.

Participants grasped the rather abstract and theoretical material quickly and engaged in spirited discussion after each lecture. In all, the program was exciting and quite successful.

Another event Mikes helped plan and instigate was a cookout and speaking program titled "Rathbun Tourism Preview." After an outdoors dinner on a knoll overlooking the nearly-finished Rathbun Reservoir, speakers explored prospects for capitalizing on recreation potentials. They also stressed the need for land use planning and zoning.

As one enthusiastic participant put it, "The only thing wrong with that meeting was that it was too late in the season to have more just like it!"

As a result of this work, several small towns in the reservoir area have put competition in the background and are cooperating to encourage tourism.

Although personal consultations and workshops are important tools for Mikes' work with local business people, he uses a monthly newsletter to keep in touch with many interested persons in agribusiness. It is mailed to 500 feed and grain dealers, veterinarians, farm implement dealers, farm lenders, and other establishments where people talk business.

A survey in 1968 indicated that 80 percent of the readers felt the newsletter was either "useful" or "very useful." All of the Tenco area staff contribute to the publication, giving reports on crop and livestock conditions as well as what's new in business.

Soon after Kilbourn joined the Mason City staff, he, too, hit the road to sell the new program to business people in north-central Iowa. By the end of his first year, Kilbourn had helped arrange for and conduct four business management workshops.

Mikes and Kilbourn agree that getting a new program underway is quite a challenge. Prospective participants have to be sold on the value of the program. Sometimes smalltown rivalries interfere with holding meetings for persons from several communities.

"What I really enjoy about this kind of work," Mikes said, "is the tremendous variety. I may call on manufacturers, retailers, investors, or even an inventor or two in a day's work." Defining problems and helping people put good solutions to work is what Kilbourn described as the best part of his work.

How do local businessmen feel about the relatively new Extension programs? Logan Cain, a business leader in Albia, a town of 4,500 in southern Iowa, summed up local feelings this way:

"When you can get the hardest-headed business people, who don't attend anything and who are critical of everything, to come to a meeting and go away saying it was wonderful, you've really done something. And that's just the way Extension's business management programs have been accepted. Busy people are hard to please; these programs have been ideal for busy people."

This year, the 12th and final area Extension office in Iowa opened. However, only two area offices—Ottumwa and Mason City—currently have business management specialists.

According to Lee Kolmer, Assistant Extension Director at Iowa State, the need for additional area workers has already been identified. "We feel the business management program, a natural outgrowth of our area development program, is a useful and needed part of our total Extension effort. How soon we are able to provide additional area business specialists depends on two important factors, however—budget limitations and obtaining persons qualified for the job."

Dr. Kolmer added that the more demanding of these limitations is finding the right personnel. For it takes a special kind of person to be able to identify business problems and offer solutions to help businessmen make changes to stay in business. □

This young cerebral palsy victim visits the Community Rehabilitation Center in Duluth once a week after school for instruction in cooking from Mrs. Harriet Meldahl, left.

'Homemakers Limited'

New hope for the handicapped

by
Josephine B. Nelson
Assistant Extension Editor
University of Minnesota

Two Extension home economists in Minnesota are making it possible for hundreds of women to build new lives of usefulness after their physical mobility has been severely limited by an accident, heart attack, or other serious illness.

Through retraining, Mrs. Marion Melrose and Mrs. Harriet Meldahl, Extension home economists in rehabilitation at the University of Minnesota, are helping these women find new ways to use their abilities so they may resume productive roles as wives and mothers.

Their program, now called Homemakers' Limited, was started in 1958. It is financed by the U.S. Public Health Service through a grant to the Minnesota Department of Health, administered by the University of Minnesota's Agricultural Extension Service.

Helping to support the program are the Minnesota Chapter of the Arthritis Foundation, the Minnesota Heart Association, and the National Multiple Sclerosis Society.

In its work of rehabilitating homemaker victims of accident and disease, the Minnesota Extension Service is playing a unique role. Significant too, and one of the encouraging aspects of the Homemakers' Limited program, is the cooperation of many agencies in furthering its objectives.

Some 10 million homemakers in the United States are unable to do household tasks or are severely handicapped because of accidents or illness. When disabling illness or accident strikes the homemakers, the whole family is affected.

It is for situations such as these that the home economics specialists in rehabilitation in the University of Minnesota's Agricultural Extension Service provide training that will enable the homemaker to resume most —if not all—of her household duties.

Mrs. Melrose conducts classes in work simplification and rehabilitation for women with physical handicaps or below-normal physical energy in 82 of Minnesota's 87 counties, working out of the University's St. Paul Campus. Mrs. Meldahl, whose headquarters are in Duluth, gives rehabilitation training in five northeastern counties.

The series of classes making up the program of work simplification includes general body mechanics, adapting working heights to prevent fatigue, arrangement of kitchens to save steps, prevention of fatigue in cleaning, time- and energy-saving methods in laundry, and adapting clothing to certain disabilities.

Some women come to the classes in wheelchairs, others with canes, some with an arm hanging helplessly at the side. In each class the women are taught to analyze their own homemaking tasks and to make adjustments to their handicaps by adopting new techniques or simple devices such as a holder for a mixing bowl—and always to save energy.

In addition, patients are encouraged to do as much as possible within their capabilities, and emphasis is placed on the satisfaction that comes to them as they achieve what they had felt was impossible.

Many of the principles the home economists teach would benefit any homemaker concerned with accomplishing as much as possible with a minimum of time and energy.

Through classes all over the State during the past 10 years, Mrs. Melrose has been instrumental in helping 2,000 Minnesota women with physical handicaps resume their homemaking roles either partially or entirely.

Cooperating in organizing her classes in the counties are Extension home agents, public health nurses, instructors in nursing, hospital administrators, physicians, pastors, and members of a variety of local organizations.

Mrs. Meldahl also conducts classes, but much of her work is on a one-to-one basis, teaching patients in the wheelchair kitchen at the Nat G. Polinsky Memorial Rehabilitation Center in Duluth. Physicians refer patients to her.

A new dimension has been added to the Center with Mrs. Meldahl's work in helping women—and men—adjust to home life and home tasks by making the best of their handicaps. Such cooperation with a community rehabilitation center is a unique aspect of the work of the Extension home economist.

Although the first objective of the two home economists is to retrain homemakers to resume homemaking tasks, social and emotional therapy is important also. Morale of many of the women is at a low ebb when they come for aid. Often they feel worthless and suffer severe psychological reactions. Classes help the women emotionally by restoring confidence in their ability to be useful to their families. Exchanging experiences with others who have physical problems gives them the incentive to try tasks they were sure they could never do again.

Once communication is opened—and the informal, casual atmosphere of the one-to-one relationship of the classes makes communication easy—the women quickly respond with ideas that have worked in their own situations.

The classes also aid each woman's family economically, because they enable her to do enough work to avoid hiring outside help.

Contact with the patients doesn't end with their "graduation" from classes. A chatty newsletter written by Mrs. Melrose goes to them four times a year. Each issue gives energy-saving suggestions and work simplification ideas. Also on the mailing list for the newsletter are all public health nurses in Minnesota and many professionals in other States.

A series of educational television programs, "Keys to Easier Homemaking," featuring Mrs. Melrose, gave invaluable help to hundreds of homebound people with disabilities. A brochure, also entitled "Keys to Easier Homemaking," was sent to viewers upon request.

Expansion of the Homemakers' Limited program to more handicapped individuals in Minnesota may soon be a reality if present plans materialize. □

Mrs. Melrose watches while a wheel chair patient mixes a cake. The working area was improvised by fitting a cupboard drawer with a board having a cutout to hold the mixing bowl.

For residents of Solitude and Independence, gone are the labors of hauling water-laden drums for miles back into the hills, the uncertainties of dependence on rainfall for wash and drink, the health hazards of open cisterns, and other obvious shortcomings of the "not-so-good old days."

Water for Solitude—a dream comes true

Fresh running water doused the sleepy hamlet of Solitude with a festive atmosphere from sunup to sundown one day late last year, and the effects aren't likely to subside any time soon.

Over 5 years of work and determination were rewarded as water from newly sunk wells flowed into nearly 100 rural Louisiana homes for the first time.

A seemingly impossible dream came true for Assistant County Agent Aldero Stevenson, whose leadership and perseverance led to the development of two water systems in West Feliciana Parish at a cost of some $60,000.

The water system project arose from a casual conversation between Stevenson and Josh Lloyd, operating loan officer for the State Farmers Home Administration office.

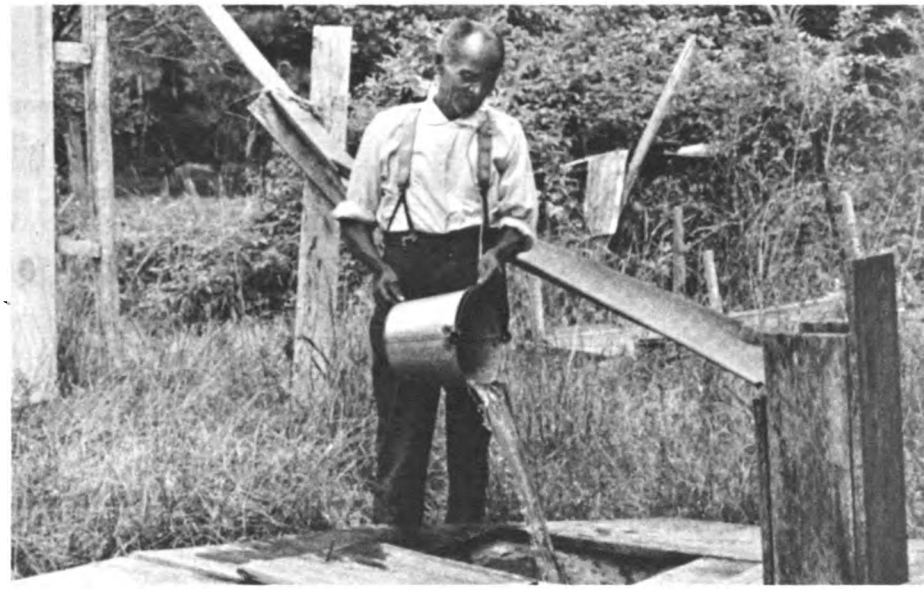
Lloyd told the Extension agent about a new FHA loan for water available to organized groups and communities. Stevenson and local leaders studied the program, organized, and began promoting it among residents of Solitude.

The money could be borrowed at 4

Assistant County Agent Aldero Stevenson, accompanied by Solitude subscribers, checks the last segment of underground water line before it is buried.

by
Phil Massey
Editorial Assistant
Louisiana Extension Service

Dedication ceremonies, above, marked the opening of the Solitude and Independence water systems and signaled a new way of life for the two rural communities. But a long-time Solitude resident, below, finds old habits hard to break.



percent for 40 years, with users repaying through their water billing. The first feasibility study estimated the construction costs for the Solitude system at $52,000, which included a required overhead water storage tank. This was well above the ability of the original 26 subscribers to repay.

The project was revived under Stevenson's guidance in 1966. An engineering study, now estimated on the basis of a ground-level storage tank, was $33,000—within the means of over 50 subscribers.

The construction was begun last summer and completed in the fall. Solitude—and the neighboring community of Independence, which had organized to qualify for a $28,500 loan—will be served by a deep well with an electrically powered pump, a 10,000-gallon storage tank, and several miles of pipe throughout the hills.

A cash deposit by each user is in escrow for maintenance of the systems. Flexibility built into the systems and several potential subscribers on the waiting list promise a thriving future for both water districts. □

One junior leader's successful "pal" program

Reaching retarded youth with 4-H

by
Charles R. Hilgeman
4-H Farm Advisor
Humboldt County, California

4-H *can* be tailored to meet the needs of the mentally retarded youngster. A pilot project completed last August in Humboldt County, California, is proof of this.

Careful planning and continuing evaluation were the keys to success for 18-year-old Alan Shannon, a 4-H junior leader who dreamed up the project.

It all started when Alan's mother, a veteran 4-H Club leader, mentioned that a friend had told her how lonely her mentally retarded son was. Because of his handicap, none of his former acquaintances had much interest in him.

Alan talked with the supervising teacher of the Humboldt County School for the Mentally Retarded. He knew that a crying need existed. Some groups were already formed, such as Boy Scouts, with membership limited strictly to the mentally retarded children. But none provided a mixing of normal and retarded youngsters.

After talking to parents of mentally retarded youngsters and to professional workers, Alan felt that these youngsters would be better off associating with normal children.

"What they seem to need," Alan said, "is the knowledge that they are in a society with which they can be on an equal plane. Sooner or later, they are going to have to leave school and mingle with people they know are somewhat different."

Alan's idea was for the members of his home club, Dows Prairie 4-H in McKinleyville, to serve as "pals" for the special members.

He drew up a plan of work in cooperation with his mother, other 4-H leaders, parents of potential "pals," parents of the retarded, school officials, and the county 4-H staff.

After a great deal of study, he selected as the basic project the new California fourth grade beginning projects for boys and girls. The publication "Off to a Good Start—in 4-H Home Economics" was used with the girls, and the boys used "4-H Exploring for Boys."

The girls' material called for simple accomplishments in foods, home furnishings, clothing, and money management, all within the capabilities of most of the youngsters.

The boys looked into various animal projects, checked in at a meeting on foods, and considered several other project subjects, such as woodworking, electricity, and plant science.

"At my first meeting, 10 special members and 15 4-H'ers showed up," Shannon reported. "We found out that there would be five more special members, so we had our one-to-one basis."

He also found that parents were bringing their children to the meetings from as far as 50 miles away! "The parents are almost overwhelming in their pleasure and gratitude for this opportunity for their youngsters," he said.

In structuring the program for the year, Alan involved the special members in picking their original name (the Clever Fours,) as well as in determining that one meeting would be a social-recreational activity and the alternate meeting would be for doing project work.

As the year progressed, Alan found several members who expressed interest in getting more involved in a specific project area. This was exactly what the authors of the project manuals predicted would happen to regular fourth graders involved in these beginning projects. One wanted a dairy calf, another a fat lamb, and still another a hog. Several of the girls started to make dresses.

Alan carefully planned these expansions. With the help of the 4-H staff and the parents, he set up a pilot test to see if the youngsters could participate in a competitive livestock fair situation.

Ev, one young special member who had been raising a fat lamb, walked into a ring last summer with about 20 other 4-H'ers and their lambs. He was accompanied by his 4-H buddy, first-year member Kelley McKenzie, who was also raising a fat lamb for her initial project.

Those closely associated with the test run watched with a certain sense of foreboding as the judge instructed members to move their lambs around the ring into different grade groups. But both Ev and Kelley did a marvelous job and the judge admitted later, "I didn't even notice anything special."

Not all the successes were in the

livestock ring. At another fair, the girls were encouraged to enter the results of their projects. One came home with a blue ribbon for a dress, and another won a blue for her foods exhibit, a coffeecake. One of the boys brought home a blue in the forestry class for his plant press and leaf specimens.

Did Alan have any trouble recruiting "pals" from the regular 4-H'ers? Hardly! He had a waiting list as he tried to keep the pilot project to a manageable 15.

He notes in his report, "Another phase of this program, I hoped, would introduce a lot of so-called normal people to this type of youngster and help break down some of the barriers that many people have consciously or unconsciously put between themselves and the mentally handicapped."

What kind of 4-H'er develops a program of this scope? Alan Shannon has had projects in dairy, electricity, beef, sheep, foods, vegetables, home improvement, junior leadership, and forestry.

He has been a county medal winner in the National Awards Program agriculture category for 3 years. He was named the county winner in the same program in the field of citizenship in both 1967 and 1968, and in 1968 received a State award for his citizenship activities.

He is a California 4-H All Star, and in 1967 he was a finalist in State competition for a trip to the National 4-H Conference.

What about the future for this special program? Alan has enlisted in the U.S. Air Force, but before he left, he made his final report on the program and offered some in-depth suggestions for "those who will follow me."

They include:

—Have at least four training sessions with advice from professionals who work with these children. Workers are bound to become emotionally involved, but sympathy should never be demonstrated.

—Make the "buddy" feel that 4-H is really his club and that he is an essential part of it. Let him sign up on a regular enrollment card and have him choose a bona fide project.

—Have two meetings a month—one a work meeting and one strictly for fun. Let the "buddies" contribute as much as they are willing and able to the running of the meetings and sessions. Have rotating officers.

—Urge that there be no age limit for membership. While the mentally retarded youngsters may have passed the actual birthdays, emotionally and mentally they do not understand why they are welcome one year and not the next. The important thing is for them to realize that they are in 4-H because they are wanted and have something worthwhile to offer.

—Do not drop them or forget them. A card or a phone call from their "friend" means so much. Public praise or recognition means a lot to them also.

—The first year of a buddy's 4-H life should be within the smaller project club. Then an effort to draw him into a larger community organization may be helpful.

Concluding his final report, Alan, who appears wise beyond his years, makes these observations:

"I cannot stress enough the importance of the work with these boys and girls. And we of regular 4-H get so much more out of it than we ever dreamed possible.

"I think that as long as a group like my regulars shows this compassion and understanding, they are indicative of the majority of the teenagers who will be good citizens and that this old world is not sunk yet." □

Dows Prairie 4-H leader Alice Pusch helps a member of Clever Fours make biscuits. Junior Leader Bev Schenler, center, gives an assist.

Trenton's 'Towpath Park'

gets a good start from Extension, State, NYC cooperation

by
Steve Brynes
Publications Associate in Communications Rutgers University

"It's the culmination of 2 years' work, and I'm very happy."

This was the way Margaret Woodring, Extension specialist in environmental design at Rutgers University, summed up the first phase of her project to improve and beautify the Delaware-Raritan Canal.

Miss Woodring, with the College of Agriculture and Environmental Science, sees the entire canal as a 64-mile recreational asset of great potential, beginning at Raven Rock in Hunterdon County, passing through Trenton, and going across New Jersey to Perth Amboy.

Last summer, she closely followed the progress of a 10-week Neighborhood Youth Corps project in which about 50 boys, from 14 to 17 years old, worked to improve a 1,500-foot stretch of the canal in the Trenton Battle Monument area.

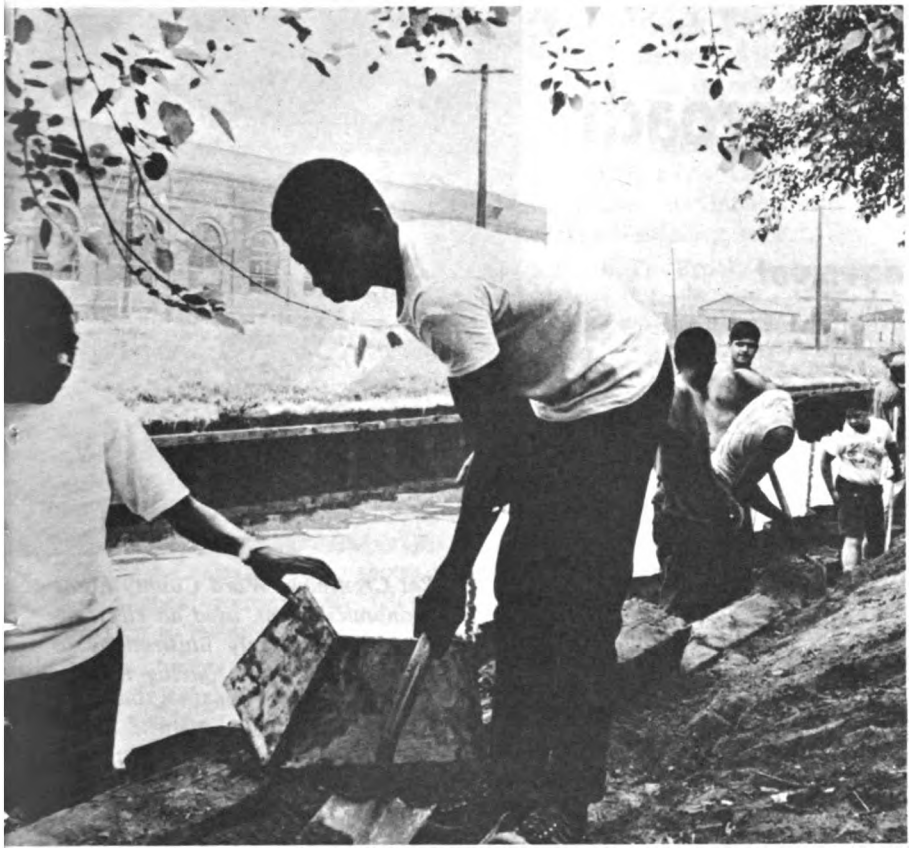
The boys re-established the towpath, surfaced it with crushed stone, removed old fences and other debris. They painted bridges, built stairways, and planted trees and ground cover. With the purpose of creating a "vest-pocket park" along the canal, they cast concrete benches and tables. Miss Woodring devised the project, and it was supervised by Oscar Patin, a Neighborhood Youth Corps adjunct from the Department of Community Affairs.

The idea of upgrading the canal for use as a "linear park" through New Jersey's urban corridor occurred to Miss Woodring while she was studying at the Columbia University Sohool of Architecture.

Upon joining the Rutgers Extension staff in the fall of 1966, she began research on the possibility of "Towpath Park." During the spring of 1967, she discussed with officials of the Department of Community Affairs the possibility of including her project as part of New Jersey's Open Space Plan.

With the support of Paul Ylvisaker, State commissioner of community affairs, and his assistant Gregory Farrell, a summer program was designed for 1968.

It was initially planned for 26 boys,



The canal beautification project was the first job for many of the Neighborhood Youth Corps boys, who worked 26 hours a week at $1.40 an hour.

all from families with incomes of less than $3,900 a year. After the success of the first week, the program was expanded to approximately 50.

The State Department of Conservation and Economic Development donated tools for the project. They also gave a grant of $10,000 to Trenton's community action program—United Progress, Inc.—to be used for the Neighborhood Youth Corps. The boys worked 26 hours a week at $1.40 an hour. Many of them were working for the first time.

The State Department of Transportation provided trucks and some necessary heavy equipment for the project. A local frosted foods company supplied water and power, as well as an occasional treat of ice cream for the boys.

The Neighborhood Youth Corps plans further improvements on the canal through the winter, with a limited number of boys working after school.

Future "nodes of interest," as Miss Woodring calls them, planned for the canal in the Battle Monument area include a "tot-lot" designed for a 120-by 35-foot piece of land still in negotiation with the Public Service Company. She has designed a special shade structure, primarily for use by preschool children.

Another planned area will be used for lectures, concerts, and dances, and others will have park benches and shade trees. Also proposed are bicycle pathways and facilities for canoes and rowboats.

Oscar Patin recalls that at first he was "somewhat pessimistic" about the success of last summer's project. "I wondered how 14- and 15-year-old boys would take the pace," he said. "But the great majority stuck it out, and I am very, very pleased with the results."

A celebration at the end of the 10 weeks included a performance of a neighborhood rock band, plus lunch for all. Boys who stayed with the project all the way received a week at Boy Scout camp in northern New Jersey.

"A long journey starts with the first step," Commissioner Ylvisaker said at the celebration, "and we've taken the first two blocks. I'm about as pleased with this as I am with anything we have done." □

Multi-method approach

to teaching money management

by
Mrs. Wanda Meyer
Extension
home management specialist
Texas A&M University

Pat Crenshaw, Ward County home economics agent, used an electronic stencil to apply illustrations to her circular letters, giving them a printed look.

Texas homemakers, both men and women, are taking advantage of a six-lesson course in money management, taught by a "cluster" of teaching methods—television, a correspondence course, workshops, circular letters, radio, and newspapers.

It all started in Ward County, when Pat Crenshaw, home demonstration agent, and her family living committee defined four audiences they hoped to reach in the months ahead:

—*Families with young children.* These women many times find it hard to attend meetings because of the expense and difficulty of obtaining reliable babysitters.

—*Working women.* These women find it difficult to attend daytime *or* evening meetings.

—*Families who live in isolated areas.* This problem is unique to West Texas because of the tremendous distances and few people.

—*Mobile families.* The heads of these families work in oil fields, and they move about every 6 months.

Pat and her committee decided to use a cluster of teaching methods to determine the best methods of reaching these audiences. Materials needed for each teaching method were planned and developed before the program started.

The circular letters were developed first. They were used to create awareness of the program, as well as to teach. A special letterhead used the home demonstration agent's picture and the caption, "Pat's Pointers."

This was also the title of the series of television programs, and the heading on the note paper used in making comments on the correspondence course. The purpose was to help new Extension clientele get to know their home demonstration agent.

Each newsletter contained one teaching point. This same plan was followed with radio spots and news releases. If a person received only the circular letters, or only heard the radio spots, or only read the news articles—he would get a "cram" course in management.

If he participated in two or more teaching methods, he had an in-depth learning experience. Each newsletter also announced the weekly television programs and the daily radio spots. A blank for enrolling in the correspondence course was added at the bottom of each letter.

Each circular letter contained some art work relating to the teaching point. The letters were printed in green ink on brilliant gold paper. They were mailed weekly, starting 4 weeks before the television series and the correspondence course began, and were continued until the program was completed.

Miss Crenshaw visited the program directors of the radio and television stations and the editor of the only paper in Monahans, a biweekly, to discuss how much and what kinds of material they would like.

She took a sample of the materials already developed to illustrate what she had in mind. Although she already had a radio program, the program director suggested using spots—60 seconds or shorter. He wanted a new one every day except Sunday. The radio spots were started 2 weeks before the television and correspondence course and continued until the program was over.

The television program director was delighted with the plan to give a series of six programs coordinated with other teaching methods. He gave Pat a 10-minute program each week for 6 weeks at 5:30 p.m.—prime time.

The newspaper editor wanted a release for each issue of the paper, starting 2 weeks before the television programs and the correspondence course and continuing until the program was completed.

During each week, all teaching methods were on the same lesson in management. For example, the week Pat taught "How To Live on What You Make," she used the circular letter, news releases, radio spots, correspondence course, and television program to teach it.

Home agents Mrs. Lou Jeffers, Upton and Reagan Counties, and Mrs. Sybil Stringer, Young County, also have used this new teaching approach. The materials and plans were adjusted to fit their situations.

Enrollees in the four counties included single men and women and couples of all income levels and three nationalities. They were mostly younger folk, but there was a sprinkling of all ages.

"Your Values, Your Guiding Stars," was the first of the six lessons. This lesson was to help families get firmly in mind what is important to them and consider where they are going. A family's values determine how it uses its money and other resources—including time.

Mrs. J. D. Brock, a homemaker in Young County, said, "I had been neglecting homemaking tasks to spend time with the children. I still do, because I love and enjoy them, but I no longer feel guilty about it!"

"How Do You Rate as a Manager?" was the second lesson in the series. Families learned what management is, the characteristics of a good manager, and how to rate themselves as managers. An Upton County homemaker said, "This lesson has helped me to see more clearly what my job as a homemaker is today—and to decide which parts are more important."

Lesson three got to the heart of the matter by providing study and practice on "How To Live on What You Make." One television watcher in Monahans commented, "That word 'budget' has taken on a new meaning!"

Another stated, "I was surprised to learn that a budget should include personal allowances for each family member, but it sure stopped a lot of disagreements over money!" Still another was pleased to learn that "A budget isn't a complete failure if changes have to be made."

"Managing Your Bank Account," was studied next. Mrs. Helen Walsh, vice president of the First State Bank of Monahans, said, "Many families need instruction on using a bank account. Both the young and the not-so-young make mistakes, sometimes costly mistakes, in the way they handle their money."

A study of money management would not be complete without boning up on "Using Consumer Credit." The agents learned that this is a major problem. One homemaker told Miss Crenshaw, "You are the reason I don't have a dishwasher!" She explained that when they figured out the interest involved in buying the dishwasher on credit, they decided to save and pay cash.

The same homemaker taught a neighbor how to figure the cost of credit. After seeing what she was paying for the use of eight charge accounts, she consolidated them and got a somewhat lower rate of interest. And she has stopped using credit so liberally.

The last lesson was on "Be a Better Shopper." One participant stated, "I think this is the best lesson of all. I can use what I learned for a lifetime!"

Evaluation of the programs is underway. Tentative findings include:

—About one-half of the total population of the counties were reached with one or more teaching methods.

—Circular letters and personal contacts brought more enrollment than any other contact with people.

—More than half the participants in the correspondence course had had no previous contact with Extension.

—Nearly 70 percent were less than 40 years of age.

—About half were working women. □

The multi-media teaching approach took a great deal of planning. Here, Pat discusses plans for the television series with the station's program director.

Commitment — the germ of growth

Each new day brings its share of new problems, its share of increased responsibility, its share of new opportunities, and its share of people who for the first time are seeking information from Extension that will help them make a better living and live better.

This is the world in which public institutions function. Extension's opportunities, like those of other institutions, are increasing. The increasing population and the increasingly complex socio-economic structure are the driving forces behind this growth. Because we, in Extension, do not in the main deal with captive audiences, we must take the bushel from over our lamp and let the light shine out if we are to make a satisfactory response to these new opportunities.

It's true we don't crow about "what great things we hath done." We have long espoused the philosophy that our recognition comes through the progress of our clientele—not from a flow of press releases. This philosophy has served Extension well in the past, and there's no indicated need to change.

But this modesty about issuing stories of Extension work does not in any way suggest that we avoid a strong public commitment through all channels available to us. Rather, it implies just the opposite. Depending on "word-of-mouth" transmission of our commitment is too slow and too unreliable. It just won't reach all who can benefit from Extension programs. And Extension programs cannot generate much progress without broad public participation.

What constitutes a strong public commitment?

First, a strong commitment includes an allocation of personnel, time, and facilities. This is fulfilled by an announcement of the time and place, and who and where to call or write for more information. This is not trivial. It's important that prospective clientele know exactly who and where to call—too many people give up if they even suspect they are getting the run-around when seeking more information.

Secondly, a strong public commitment includes a rather specific set of objectives. These objectives are stated in terms of what the participants can reasonably expect to gain by participating in the program.

For instance, consider the objective "to increase by 10 percent the number of dairymen participating in Extension programs on nutrition for dairy cows" versus the objective "to help dairymen increase net income by 10 percent." The second is more effective. It commits you to a specific result and it more than likely corresponds more nearly to the dairymen's own objectives.

Thirdly, a strong commitment contains an element of risk. It calls for using new and different practices for greater achievement. It calls for accepting some of the responsibility for the outcome—be whatever it may. This risk can be kept to a minimum by striking a balance between the progress suggested through your commitment and that which you can realistically expect. Unrealistic objectives are readily apparent to all and therefore constitute no commitment at all. On the other hand, unless the objectives are high enough to entail some risk, we aren't entitled to the recognition which has served us so well—the recognition for Extension that is inherent in the progress and accomplishments of people participating in Extension programs.

Because of the organizational structure of Extension, commitments are not the sole responsibility of the FES Administrator, of the State director, or of the county Extension agents. True, each has his own commitments unique to his responsibilities, but so does each of us. As professionals we all have the opportunity and responsibility to make commitments attendant to our duties and to see these commitments through.

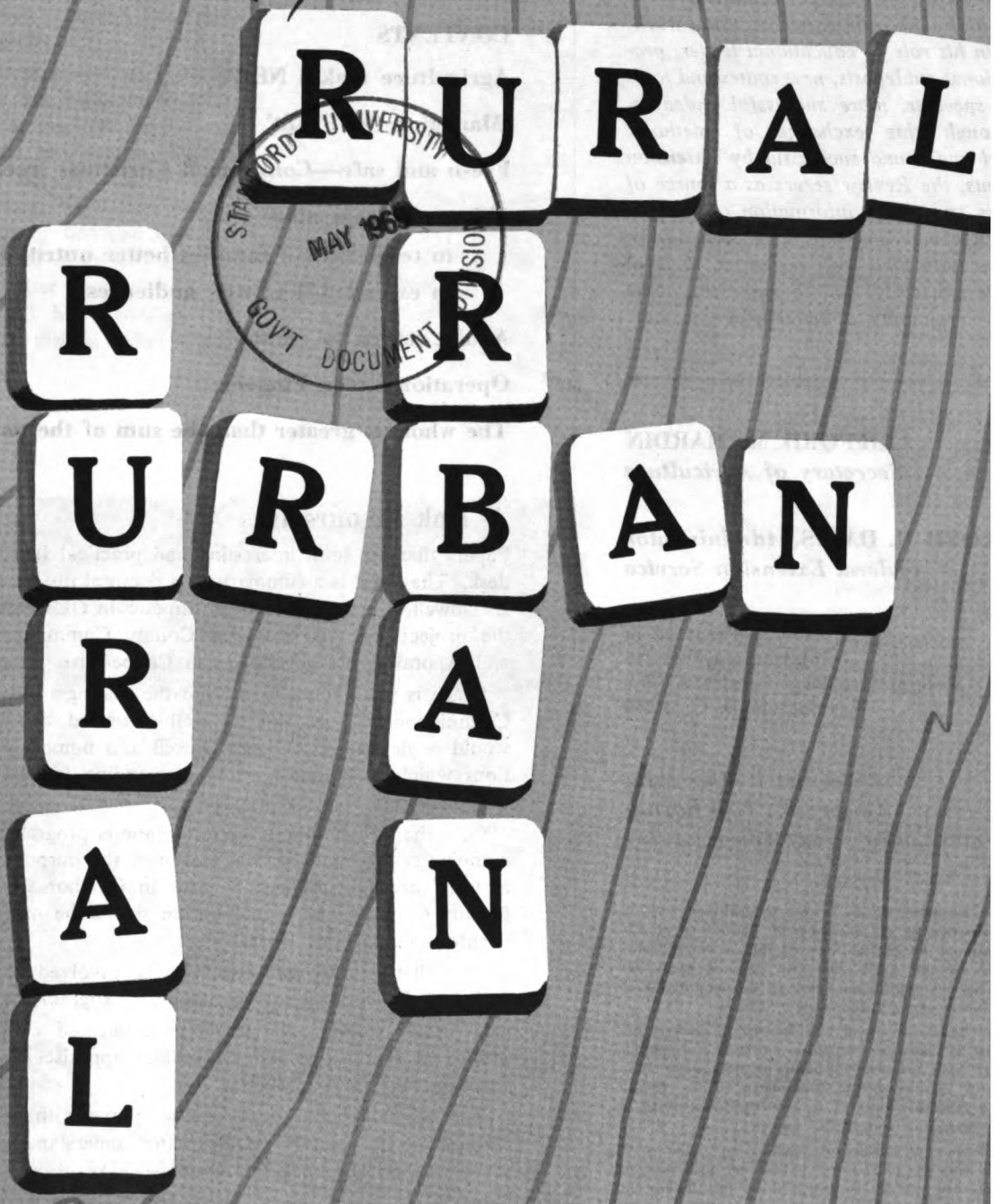
Making our commitments in terms of specific objectives and converting them to progress by Extension cooperators is a major key to successful Extension work. How well we do this as individuals provides a measure of our contributions to the overall Extension effort. How well we do this as a group provides a measure of Extension's contributions to society. WJW

EXTENSION SERVICE

REVIEW

U.S. DEPARTMENT OF AGRICULTURE ✳ APRIL 1969

Federal Extension Service



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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

Official monthly publication of Cooperative Extension Service; U. S. Department of Agriculture and State Land-Grant Colleges and Universities cooperating.

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A look at ourselves

Papers that are both interesting and practical frequently cross the desk. The latest is a summary of a doctoral dissertation by Gordon L. Dowell, a county Extension director in Oklahoma. The title of the project was "A Study of County Commissioners' Cognition and Appraisal of the Oklahoma Cooperative Extension Service."

Space is too limited to go into the findings. But in general the Commissioners were not as well informed about Extension as would be desirable. This led Dowell to a number of recommendations which, in addition to recommending further study, include the following:

. . . that a continuous public relations program be designed to communicate to county commissioners the purpose, the programs, and the needs of Extension work in Oklahoma. The Oklahoma County Commissioner's Association should be maximally involved in informational type programs.

. . . that county commissioners be involved in planning, executing, and evaluating county Extension programs.

. . . that studies . . . should be conducted with other clientele groups to assess their knowledge and appraisal of the Oklahoma Cooperative Extension Service.

This seems to be a commonsense approach that would be useful throughout the land in getting better understanding, support, and participation in Extension programs.—WJW

Agriculture makes NEWS

Extension plays catalyst in reviving farm coverage

by
Earl C. Richardson
Extension Information Specialist
Michigan State University

If farm news is being neglected in your county newspaper, perhaps you can do something about it. Plenty happened in St. Clair County, Michigan.

More than 3 years ago, the Port Huron Times Herald lost its farm reporter, so it dropped the farm page and farm news coverage diminished. Concerned farm leaders visited with Simo Pynnonen, county Extension agricultural agent.

Pynnonen visited the editor, Granger Weil, to relate this experience. After discussing it with his staff, Weil asked Pynnonen to suggest names of farm leaders whom he could invite to a luncheon meeting. Weil commented that no other group had ever come to the newspaper to suggest ways the paper might better serve the community. He said he welcomed the opportunity to discuss what farm leaders thought the newspaper should be doing in agricultural coverage.

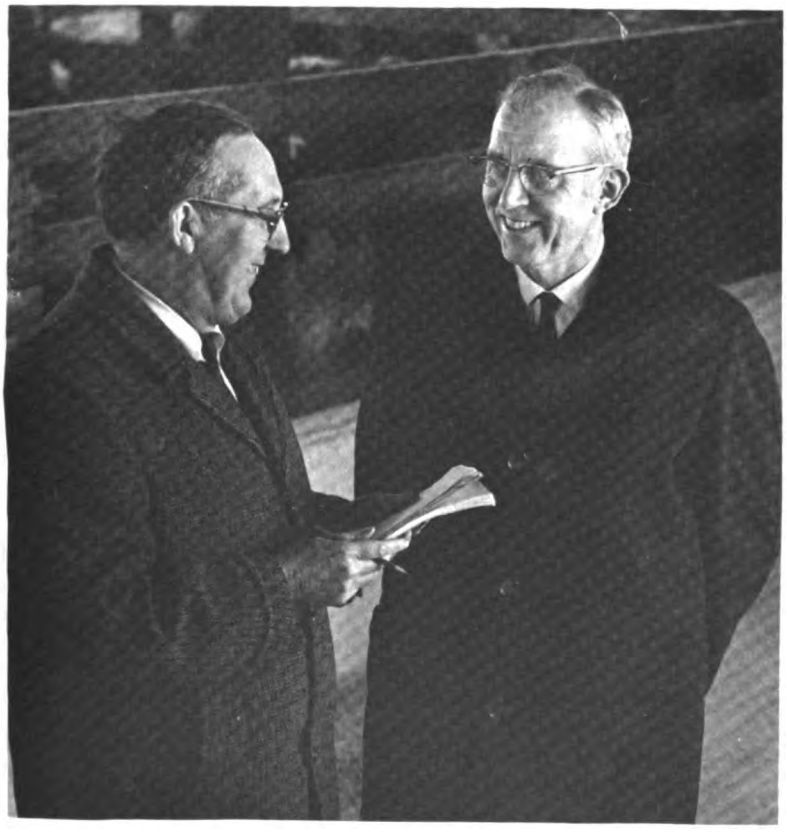
The result was the hiring of a part-time farm reporter.

A year later, the editor invited the farm leaders in again as his luncheon guests to review the Times Herald farm coverage. Seventeen farm organization leaders and USDA and Extension officials attended.

Pynnonen says, "The farm coverage in the past year has improved immensely, and we now feel we have excellent coverage of all farm events. The farm editor, Brad Smith, is very energetic and is working diligently to provide the type of coverage that we in the Extension office feel our county should have.

"I wonder how often we are unhappy with our public relations and yet do nothing about it," Pynnonen commented. "In this case, the farm leaders, the Extension office, and even the newspaper staff were unhappy with the farm news coverage. Yet, until Extension took the initiative to bring the three parties together, nothing happened. Now everyone is happy. The problem has been solved —all because of interested people getting together and talking."

And it is easy to understand why County Agent Pynnonen has received a NACAA award for public relations. □



Brad Smith, left, Port Huron Times Herald farm reporter, discusses a new beef housing unit with Simo Pynnonen, St. Clair County Extension agent.

Workshop participants concentrate on workbook problems at "Managing for Profit" meeting in Muskegon, Michigan. John Trocke, district marketing agent for the Michigan State University Cooperative Extension Service, developed the program.

'Managing for Profit'

Michigan's agribusiness leaders review management techniques

by
Don A. Christensen
Extension Marketing Editor
Michigan State University

Michigan's agribusiness leaders are taking a critical look at their abilities as managers in a new "Managing for Profit" workshop developed by John Trocke, district marketing agent, Michigan State University Cooperative Extension Service.

Directed at top management, the concentrated 2-day program utilizes case method, work sessions, structured learning, and a variety of other educational techniques to teach management's changing role.

"The trouble with management today," Trocke explains, "is that it's often too busy managing to take time to review techniques."

Trocke provides this managerial introspection through the use of slides, charts, workbooks, and lecture guides. The program runs the gamut of management's functions and includes sections on organizing, directing, controlling, coordinating, communicating, and motivating.

Thus far the workshops have been limited to western Michigan. Attendance has ranged from 15 to 20 business leaders at each session. Enrollment fees to defray the cost of the workbooks and rental of the meeting place have averaged about $3 to $5 per participant.

Companies frequently have sent supervisory personnel. But company officials often have received such favorable reports on workshop activities that the top management attended the next time the workshop was offered.

"We have had cases where company vice presidents and presidents turned out for a workshop on the recommendation of other company employees," Trocke says.

Managers attend by invitation, and invitations are limited to firms related to the Extension audience. "We have had people from government agencies, production credit organizations, bankers, restaurant operators, and big farmers, but most of our participants are processors or suppliers," Trocke says.

Participants are divided into groups at the start of the opening day's session. "We rely heavily on group effort," Trocke explains. "It helps to get people interacting and actively participating."

The groups are presented with management problems representing actual case histories in which only the names of the firms have been changed. Though the day usually ends at 5 or 5:30, "there have been instances where groups continued meeting until 6 or 6:30, and then returned early the next day to complete their work," Trocke explains.

Since the program is based upon sound managing principles, it can be applied to all businesses. "Many managers feel they have problems unique only to their organization," Trocke says. "Through the workshop we show that these problems are not unique, but common to many firms. Then we show how such problems can be overcome."

Trocke has long been interested in developing such a program, but he didn't actually begin until 2½ years ago. "I decided to begin shortly after returning from a leave during which I participated in a management study for one of the large supermarket chains," he says.

"During the course of the study, we found there was a communications breakdown between top management and store management. It was the same type of management weakness that occurs in many firms."

Before preparing "Managing for Profit," Trocke read or consulted some 150 books on the subject. A holder of a law degree from Blackstone College of Law in Illinois, he also had some legal experience working with cooperatives in Michigan.

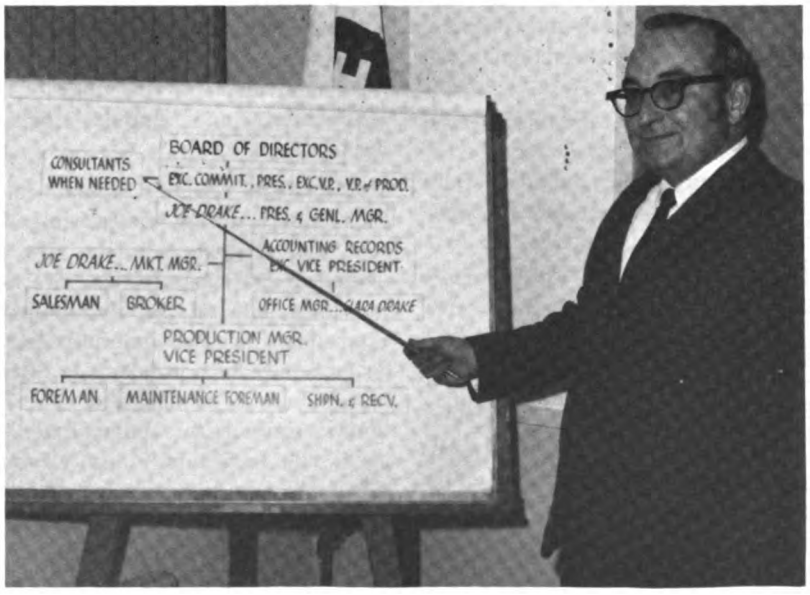
The course was presented for the first time before a group of managers in South Haven, Michigan, in March 1968. Aiding Trocke with the presentation was Glen Antle, district marketing agent for the South Haven area.

"Actually the program was about two times as large as we desired," Trocke explains. "We included role playing and a number of other teaching and management techniques which we subsequently eliminated."

Other workshops have been held since that time in the western part of the State, and a workshop was held on the MSU campus for marketing specialists. With the addition of more qualified instructors, expansion of the program is planned. George Stachwick, director of Extension agricultural marketing, reports that "we are now prepared to offer the workshop in any area of the State where there is sufficient demand for it."

"Managing for Profit" kits prepared recently contain two lecture guides, slides, and charts, and sell for $25. Workbooks may be purchased for $1 each. □

John Trocke discusses management chain of command at "Managing for Profit" workshop in Muskegon, Michigan. The chart is just one of many educational aids he uses to teach management techniques to agribusiness leaders.



Fresh and safe — Connecticu

The Cooperative Extension Service has played a leading role in the development of the Connecticut Christmas tree industry in the past decade.

Floyd M. Callward, former University of Connecticut Extension forester who retired in 1965, may properly be called the "father" of the Christmas tree industry in the State. A successful part-time grower himself, Callward always insisted that Connecticut landowners could produce trees as good as those from outside the State. But more important, he asserted that local growers could deliver them fresh-cut for safe Christmas use, which is not easily done with northern trees.

Callward tried for years without results to interest Connecticut citizens in forming a Connecticut Christmas Tree Grower's Association. Reacting in a typical Yankee go-it-alone manner, the growers had no enthusiasm for the idea—until the State fire marshal took a hand in the proceedings. Just before Christmas in 1959, he ruled that no "live" Christmas trees could be used in any public building.

Within 2 weeks the Connecticut Christmas Tree Growers' Association was in an organizing stage. The first act of the new organization was to request and attend a hearing with the State fire marshal. The growers convinced him that fresh-cut, properly displayed "live" trees were not a fire hazard.

Before the 1960 Christmas season rolled around, the rules for use of such trees in public buildings were changed to encourage safety rather than to exclude natural trees.

The Association had 159 members in 1960. The Association's aims were:

—to compile and disseminate information on the production and marketing of quality Christmas trees;

—to encourage research into problems connected with the production of quality Christmas trees;

—to provide a medium for the building of acquaintances and the exchange of experiences among persons interested in producing quality Christmas trees, including growing, handling, and related fields;

—to develop consumer good will by assisting and encouraging members to grow and sell quality Christmas trees.

The Association has relied heavily on the Connecticut Cooperative Extension Service for support and guidance. The Extension forester and the several county Extension agents have given the organization strong support and assistance. The organization, in turn, has helped develop an increasingly important crop from Connecticut's land.

The Extension forester is adviser to the Association's Board of Directors. Information developed about Christmas tree production becomes available to all growers in the State. This is accomplished through Cooperative Extension news releases and bulletins, regular membership meetings of the Association, and popular twilight meetings.

A twilight meeting is planned in each county during the growing season, and all growers in the area are invited to participate. These are field meetings, held on the plantations of Connecticut growers carefully chosen because they have problems to discuss or solutions to demonstrate. The Extension forester, the county Extension agent, the Park and Forest Commission forester, and the Association cooperate in planning these meetings. All have representatives present to take part in the program.

Problems of insects or disease, brush and grass control, protection, harvesting, and marketing are discussed out in the field. Participants exchange ideas and information. It is at these twilight meetings that many a small grower first hears of controls

hristmas trees

by
Edgar P. Wyman
Extension Forester
University of Connecticut

for spruce gall aphid or better methods of shearing and shaping his trees.

The Association also sponsors its own annual meeting in March and an annual field meeting in the fall. Members and prospective members are invited. The best informed experts are obtained to discuss such problems as income tax accounting, advertising and marketing, and costs of Christmas tree production.

Each year the Extension forester conducts a marketing survey of the industry and in August sends a report on his findings to all growers in the State. About 44,000 Connecticut-grown trees were marketed in 1962. Last year's report indicated that Connecticut growers continue to increase their share of the "live" Christmas tree business in the State. In 1967, they sold over 140,000 fresh-cut Connecticut-grown trees. This is approximately 20 percent of all Christmas trees purchased in Connecticut.

Sixty-five percent of these were white spruce and 10 percent were Scotch pine. Norway spruce, blue spruce and Douglas fir made up the balance. Growers reported that 3 out of 4 trees sold were between 5 and 7 feet high.

Continuing investigation has shown that fresh-cut natural trees, when properly supported by a stand which provides for a reservoir of plain water, will not support combustion during the usual 2-week period when trees are on display in the home. As a matter of fact, Connecticut trees so displayed for periods up to 6 weeks have failed to ignite when exposed directly to open flame.

Connecticut growers emphasize the safety features of fresh-cut native trees. Trees cut outside the State, especially in more northern States, usually are cut so early in the season that they may constitute a fire hazard.

One example of an Association promotional exhibit was the display set up as part of Hartford's Constitution Plaza Garden and Nursery Show in September. Thousands of people saw beautiful examples of the five important species of Christmas trees grown in Connecticut. The trees displayed ranged from tiny 2-year seedlings to 8-foot sheared specimens "growing" in a lifelike setting.

Currently, the Extension forester is conducting an investigation of the cost of Christmas tree production. Few growers have kept adequate records in the past. The Association, the Cooperative Extension Service, and the Park and Forest Commission are encouraging growers to use a standard system of cost accounting and to report detailed costs to the Extension forester. Results of this study will permit sounder business organization of the industry.

The Association also has a marketing committee, which annually lists the trees available for purchase from its members. Not all members have trees available for such listing, as most are contracted for well in advance of the sales season. The demand for Connecticut-grown trees still exceeds the supply, and few growers have unsold trees on their hands.

The most important method of marketing for many Connecticut growers is "cut your own." Entire families make a traditional expedition to cut their tree. They often return year after year to a favorite plantation.

Most trees are sold by the linear foot, though many are tagged with individual prices. Most Connecticut-grown trees are sold at retail by the growers, but a few large growers also sell wholesale.

The important features which Connecticut Christmas tree growers continually emphasize are quality, freshness, and safety. So long as their own trees meet high standards, no artificial tree will replace the traditional symbol of the Christmas season.

The Connecticut Christmas Tree Growers' Association, Connecticut Park and Forest Commission, and the Cooperative Extension Service are working hand in hand to maintain and improve these standards. □

Edgar Wyman, left, Extension forester, discusses spruce gall control with a Christmas tree grower at a twilight meeting.

Using program aides to teach Indian families better nutrition

Homemakers in LaPush gathered at the home of program aide Mrs. Iola Williams, second from right. While she discussed a list of recipes, they began preparing a nutritional dish that was later shared at lunch.

by
Earl J. Otis
Information Specialist
Puyallup Extension Center
Washington State University

Saving $15 on the grocery bill in 2 weeks may not seem like a big goal to all Americans, but to some Indian families in the Pacific Northwest, this represents a real accomplishment.

And best of all, according to one husband, "—we're eating better than we did before!"

These landmarks of success were reported in 1968—the same calendar year that the Extension Service began a program aide project in several coastal counties in the State of Washington.

One of these program aides told Clallam County Agent Marie Burnes how her own family's buying habits had changed as a result of help. Evidence of a spreading influence was easy to find.

"We used to have pretty good meals for the first few days after payday, the aide said, "but later on it wasn't so good. For one thing, I didn't know how to buy. I bought such things as steak or pork chops without realizing there were other foods just as good and much less expensive.

"Besides that, I used to go to the store every day and sometimes more than once. I always bought more than I went after, and so our grocery bill would go higher. And yet we were not eating any better."

This aide's enthusiasm for her new buying and eating habits was bound to spread. It's a small, isolated Indian village and there are few secrets—good or bad.

Before long, members of other Indian tribes in the area asked Mrs. Burnes for training and information of a similar nature. In each area an aide was recruited. She not only became the important link with some of the more reluctant families, but also often turned over her home for meal preparations or meetings.

A basic effort of the program is to encourage eligible low-income families to use food stamps for better nutrition.

Continued on page 14

to extend 4-H to new audiences

by
Robert Smiley
4-H Agent
Worcester County, Massachusetts

4-H program aides have proven to be an excellent way of extending the influence of 4-H into urban and disadvantaged areas in Worcester County, Massachusetts. Traditionally, these areas have had little or no 4-H Club work.

The Worcester County Extension Service entered into an agreement with the Commonwealth Service Corps of Massachusetts in 1967 to set up a program aide project. The Service Corps is an organization modeled after the Peace Corps.

Corpsmen were to assist in a semi-professional capacity in organizing and carrying out an informal educational and recreational youth program. Corps director John C. Cort was quite helpful in setting up this experimental project, because of his knowledge and understanding of Cooperative Extension.

Five 4-H program aides were used in five different situations and locations:

—an urban, disadvantaged area with a large number of AFDC (Aid to Families with Dependent Children) children who have very limited opportunity to be included in youth-serving programs,

—a predominantly rural area with very limited opportunities for young people,

—a neighborhood area in Worcester not intensively served by any youth program,

—an urban factory town where 4-H was not active.

The aides were recruited from the area where they would work, and were from the lower economic group. Four of the five aides were AFDC mothers. Recruitment and selection were accomplished jointly by the Worcester County Extension Service and the Commonwealth Service Corps.

Initial contacts for prospective aides were made through local welfare offices. In all cases, the persons recommended by the 4-H agents were accepted by the Service Corps.

The Commonwealth Service Corps provided aides a stipend of $80 per month for 30 hours of work per week. Travel expenses were paid by the Worcester County Extension Service through a grant made available by the Massachusetts 4-H Foundation. Extension provided orientation, training, work assignments, supervision, and evaluation.

At an orientation meeting for the aides, the county Extension director and the Commonwealth Service Corps director explained their organizations and what they do.

They explained that the purpose of the aides was to reach as many youngsters as possible with the 4-H program. They presented a step by step outline of how to do this and suggested project activities of clothing, foods, child care, crafts, and recreation.

Training meetings were usually held each month. All the aides and 4-H agents were present to review reports, accomplishments, questions, and problems. Doing this in a round-table fashion helped develop interplay among the aides. Other training was introduced in a variety of subject areas as the situation warranted.

Since Worcester County is composed of 60 cities and towns, the respective area 4-H agents provided work assignments and supervision. The agents work primarily by geographic assignments rather than by subject matter.

Individual assistance and training was given as needed. Time spent with

Continued on page 15

The program aides have found much personal satisfaction in helping extend the benefits of 4-H to more young people in Worcester County.

Instructor Paul Hughes works with one of the basic education classes at Estill County High School.

Adults return to school

With Extension's organizational help

by
Jackson A. Taylor
Extension Resource Development Specialist in Adult Education
University of Kentucky

People passing the Estill County High School in Irvine, Kentucky, one night last September were startled by the number of cars parked around the school. They first thought that Estill County was having a basketball game, but it was much too early in the season. Then they remembered that adult education classes were to begin in September.

The story of how the classes got started is an example of Extension's recognizing a need in the community and helping the local people organize to meet that need.

Estill County is one of the westernmost counties of Appalachia. Its economy is based on subsistence agriculture. The formerly important oil industry has about played out.

The twin towns of Irvine-Ravenna, with a total population of 4,000, have for several years enjoyed an economic boost as headquarters for the Eastern Kentucky Division of the L&N Railroad. But since the railroad converted from steam to diesel power and moved their repair shops elsewhere, this, too, has diminished in importance to the economy.

Irvine is about 29 miles from Richmond and Winchester and 50 miles from Lexington. These cities have been growing industrially for several years and providing jobs for many people. Nearly 2,500 Estill County people commute daily to these cities for work. Recently, new roads into the county have made commuting much easier.

Local leaders and politicians have worked diligently to bring industry to the county—with some success. But they recognize their limitations and accept for their county, without complaint, the role of a "bedroom community." This attitude has helped the people of the county to accept this role and to realize that they may have to travel to neighboring towns for employment.

Many new homes are springing up around Irvine-Ravenna. The prosperity being displayed by those employed in industry has created a desire

in others to do likewise. This situation created a receptive attitude toward education.

The University of Kentucky Cooperative Extension Service has a group of specialists who work specifically with the Appalachian counties of eastern Kentucky. This effort is known as the Eastern Kentucky Resource Development Project (EKRDP).

In April 1968, the EKRDP specialist in adult education, at the request of the local Extension personnel, talked to the Irvine-Ravenna Kiwanis Club about the opportunities for adult education. In Estill County, he pointed out, 85.2 percent of those over 25 years of age had less than 4 years of high school, and about 45 percent had less than 8 years of school. Thus, it appeared that there were many who could benefit, and undoubtedly some would attend if they understood the program.

Area Extension personnel then contacted the county school superintendent and arranged a meeting between him and the adult education specialist. After the specialist discussed the broad field of adult education, what might be done, and how financing might be obtained, the superintendent decided to apply for funds to operate these "basic" classes.

Extension agreed to organize an educational program to create an awareness of what was available and an understanding of the need for adult education.

The Board of Education and the superintendent decided that classes should start in September. Extension made its drive in July and August. The resource development specialist wrote five newspaper articles and gave five radio talks. Local Extension personnel made numerous radio announcements. The radio station donated public service time for announcements of the program. Extension mailed 450 letters explaining the program, and businessmen, Kiwanis Club members, ministers, and others encouraged those who might benefit to attend.

The early response stimulated the offering, in addition to basic education, of arts and crafts, horticulture, and business and office education. The school system announced the enrollment date and the courses to be offered with a paid newspaper advertisement.

The response to this campaign was little short of phenomenal. Within 4 weeks after classes began, 235 adults were enrolled. One hundred sixty-seven were enrolled in basic education, 36 were enrolled in arts and crafts, and 32 were enrolled in business and office education. New students were enrolling every week.

The school officials selected teachers who understood the teaching of adults, and who had a favorable attitude toward the program. Consequently, there have been few dropouts.

A teacher with more than 20 years of experience remarked that the enthusiasm and determination of these adults has made this the most exciting experience of his professional career. □

Robert Flynn, the science instructor, demonstrates glassware techniques to adults in the GED program.

Youngsters from the Albina area, with help from the Oregon National Guard, break ground for the Green Fingers project.

Operation Green Fingers

More than 250 families from the Albina area of Portland enjoyed fresh garden vegetables in 1968 because of "Operation Green Fingers," a self-help gardening project.

The idea was first expressed at a meeting in Portland with Mrs. Vivianne Barnett, civic leader; Mrs. Tina Christensen, Extension aide; Mrs. Frances Matthews and Mrs. Noel Webster of the Federated Garden Clubs; Fred Jensen, Industrial Realtor; and Willard Lighty, Multnomah County Extension agent.

The Albina area is a low-income community within the city of Port-

Kenny Morris, 11, looks over vegetables he has grown as part of "Operation Green Fingers" in the Albina area of Portland, Oregon. Kenny cares for his garden almost daily.

by
Willard Lighty
County Extension Agent
Multnomah County, Oregon

land. Garden space is limited; therefore, land was needed for the project.

Through the efforts of Fred Jensen, 200,000 square feet of land was obtained from the Oregon State Highway Department on a temporary basis for use as a garden site. This property, consisting of overgrown home sites, was cleared of vegetation by the 3670th Heavy Equipment Maintenance Company of the Oregon National Guard. It was ready for planting in less than a month after the first planning meeting.

With the land in readiness, the question was raised of what specific crops were to be grown. A further planning session produced a list which included turnips, beets, mustard, sweet corn, collards, lettuce, carrots, radishes, cabbages, and peppers.

County Agent Lighty obtained the seed from a seed company in Portland. It was in bulk packages and was repackaged by a group of interested 4-H leaders in Portland. They prepared more than 250 packages of seed, and Andrew Duncan, Oregon State University vegetable marketing specialist, prepared a vegetable gardening bulletin.

More than 5,000 bedding plants were also obtained from three large growers in the area. They were delivered to the site to be distributed to the participants as needed. The contributing growers expressed a real interest in the project and were pleased that they had been contacted to participate.

Information fliers were prepared and circulated to potential participants in the community. These fliers described the plots available and the crops that could be grown.

An enrollment form was included on the flier. Upon receipt of the form, a participant could pick out a garden plot at the site, receive his allotment of seed and plants, and begin working his garden.

A temporary office, consisting of an on-site construction trailer, was set up to handle the project. Garden tools and hand roto-tillers were donated by local garden stores and equipment companies.

A model garden was established to demonstrate some desirable planting techniques. The various crops were put into the 1,600 square foot plot in accordance with their maturity dates to assure orderly harvesting and the best use of sunshine and water. The model garden was turned over to a participating family to maintain during the growing season and served as a ready reference.

As gardens began to take shape, a great deal of pride showed up in the manner in which they were laid out and decorated. Rows of rocks surrounded the plots, and flowers were interspersed throughout the area to add color. Some youngsters even put up little fences around their plots to add an element of uniqueness.

The Portland Rainmakers raised nearly $1,000 for irrigation water by selling "watered down" stock at 1 cent per share for 100-share minimums. The selling campaign was so successful that a number of shares even reached the United States Congress.

The pipe used to carry the water from the city water outlets was supplied free by a Portland manufacturer. Volunteer workers laid out main lines with spigots where hoses could be attached for the irrigation of the individual plots. Individual sprinklers were used to apply the water on gardens.

A Portland fertilizer company provided about 1,000 pounds of chemical fertilizer. Because the soil was relatively unimproved, the value of fertilizer was dramatically demonstrated.

A committee from the State Federation of Garden Clubs judged the gardens for awards. Cash and material prizes were given in about eight categories.

The overall winner in the competition, Kenneth Morris, proved that no previous gardening experience was necessary if persistent dedication was given to doing a top-notch job.

A harvest festival was held to present the awards and to demonstrate ways in which garden products could be used to improve diets while increasing eating enjoyment.

The Oregon American Legion, who supported the project during the year, have offered to make it their 50th anniversary year project. They will also try to interest the national American Legion organization in encouraging similar projects throughout the country.

Operation Green Fingers was different in many respects from other projects for improving the livelihood of low-income families. It was privately conceived, planned, and sponsored. It was in operation within a month after it was first discussed as a project. It received the cooperation of nearly all groups contacted. It allowed people to work together on a self-help project and gave them a chance to increase their knowledge of better diets through the growing and the preservation of garden products. The project did not involve a large expenditure, because of the cooperation of local businesses and agencies.

A great potential exists for organizing this project into 4-H Clubs. Home beautification could also be closely alined with the garden activities if gardens were located at the homes.

The most important accomplishment was that members of this community learned that they could participate in an activity simply by showing an interest and exerting some effort. Operation Green Fingers was a locally initiated, self-help program designed to "help people help themselves." □

nutrition

Continued from page 8

Program aide Mrs. Beatrice Charles, left, and home economics agent Mrs. Marie Burnes, center, pay a homemaker a visit to help her plan more nutritious meals for her family.

Planning, buying, preparation, care, and storage of foods are stressed. Budgeting often is needed badly as families try to overcome debts that have risen from illness or a lingering lack of a job by the breadwinner. Priority is given to low-income and young families with children.

Tribes in a roll call already represent a colorful and historical group. Quinault, Tulalip, Lummi, Nooksack, and Muckleshoot—all familiar names in the heritage of western Washington Indian life.

For Mrs. Burnes it started with the Elwha Indians in Port Angeles, moved out to the Makah Indians in Neah Bay, and then down the coast a few miles to the Quillayutes in La Push. Similar work went on in other western Washington counties.

Every week or two, Mrs. Burnes and other agents like her meet with the aides to share progress reports and to determine what will be taught next. Every 3 or 4 months, the aides and agents get a chance for stimulating training by WSU specialists.

The aides like to call themselves "home front" workers, and the things they learn from the agents and specialists are put to good use rapidly when they return to action.

Mrs. Leo Williams, for example, the aide in La Push, showed her Quillayute friends how they can stretch their meat dollars through inexpensive casserole dishes featuring lean ground meat or fish and vegetables. La Push is famous for its salmon fishing, but there has been difficulty getting enough vegetables, fruit, milk, and meat into the daily diet of the families.

Isolation and high costs of transportation account for much of this predicament, which is common to many Indian families throughout the Olympic Peninsula. But some of the problem was simply misunderstanding.

As one Indian mother told Mrs. Burnes, "I didn't think it made much difference what I fed the kids as long as they were filled up." A plate of spaghetti at noon and again at night was not unusual fare.

After working with Extension's program aide, this same mother said, "Now that I understand the importance of the right food, I try to see that my three children get these foods regularly."

Convincing the husbands to eat foods that are good for them and their families but are possibly a departure from their life-long diet is sometimes the most difficult task of the entire procedure. In many cases the husbands were brought around to trying vegetables—and liking them—by working them gradually into the menu.

Mrs. Burnes started the effort by having the ladies include carrots, celery, or other seasonal vegetables in with a regular ground meat or fish dish. Even leftovers were more palatable, thanks to this technique, one of the ladies told Mrs. Burnes.

And so the work goes on. Sometimes progress seems to come slowly—but then one night the husband mentions how tasty the meal was and suddenly the effort is worth it all. □

new audiences

Continued from page 9

the aides was much more than would normally be given a regular 4-H volunteer leader. This time was well spent, however, because it helped the aides get adjusted and know their responsibilities faster.

The program made a definite impact in the areas served—potential clientele sought out the aides to find out more about 4-H. The aides who have led clubs have realized the full satisfaction of what their work is accomplishing and have a stronger sense of what they are asking others to do.

Whenever possible, the aides liked to be included with the regular program; in fact, the more involved they became, the greater was their effort.

Recognition of aides and their volunteers was particularly important, as was mutual respect between the aides and 4-H agents.

Evaluation

Results of the work of five aides in 1967 include:

Leaders obtained	17
Youth contacted	1,710
Youth served	375
Clubs formed	25
Junior leaders developed	13
Youth enrolled in 4-H projects	283
Youth completing 4-H projects	250

The decision to hire AFDC mothers presented a number of problems. Their consequences, unfortunately, can only be guessed at in terms of what might have been accomplished. These problems included:

—lack of mobility (no cars),

—individual family problems (not easy for them to leave children),

—originally, lack of understanding of 4-H Club programs,

—lack of education and ability to meet the public easily,

—difficulty in finding local volunteer leaders (parents are apathetic, especially in housing projects),

—some aides cannot seem to recruit volunteer leaders,

—difficulty in finding leadership for projects of interest to boys,

—difficulty in locating places to meet within walking distance,

—aides sometimes reach a standstill and need a push to try for greater effort.

Judged purely by numbers, the project shows doubtful success. But judged by the recognized difficulties in organizing in these areas, it was successful. The project was continued in 1968, and the level of overall performance increased.

A welcome byproduct of the program was the changes which took place in the aides. Working as an aide had a beneficial effect in terms of personal growth. The aides' appearance and their ability to meet the public showed marked improvement. They are more alert, and they recognize that their enthusiasm has carried over into the lives of their own children.

The use of 4-H program aides has expanded the 4-H program in each of the project areas. Therefore, we feel that the use of such aides can play a very important part in any 4-H expansion program.

On the basis of this pilot work, the Commonwealth Service Corps is currently expanding this service to other Massachusetts counties. □

A Worcester County 4-H program aide, right, works with youth on a cleanup project in a densely populated urban area.

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The whole is greater than the sum of the parts

Add up the blocks on the front cover and you'll discover that the whole is greater than the sum of the parts. The strength of the whole comes from the interlocking relationship of the blocks—a relationship not unlike the real life relationship that exists between rural and urban people.

We, as a Nation, are coming to realize, belatedly perhaps, that what in the past appeared to be urban problems are extensions of rural problems. Rural people don't solve their problems by moving to the city. They just take their problems to a new environment. This new environment is often more hostile to their mode of life and does more violence to their welfare. Similarly, we are discovering that some of what we thought were rural problems are extensions of urban problems.

Our failure to recognize this rural-urban interlock a few years ago is proving costly. We are finding ourselves short on the commodity we need most—time. But the important thing now is the fact that it is being recognized by both our national leaders and the intellectuals.

This recognition of our national leaders is manifested in the appointment of the Secretary of Agriculture to the Urban Affairs Council set up by the President. It is manifested in his appointment to the Council on Economic Development. These appointments indicate a philosophy that urban and rural people are inextricably linked—that you can't reach a long range solution for one without achieving a long range solution for the other.

Some of the evidence of this recognition by the intellectuals can be found in the major papers presented at the 1969 annual Agricultural Outlook Conference. The papers dealt not with agriculture per se, but rather with factors that will affect agriculture. The significant point here is that the decisions which determine the role that these factors play are made far from the farm and rural areas.

The implications of this recognition of the rural-urban interlock are many and complicated. But some seem to stand out at this point which are important to all of us, whether we are in Extension or some other institution.

This recognition is leading more and more of our public institutions to conduct comprehensive self-examinations of their structures, missions, and goals in terms of the broad issues. As they rechart their courses to conform to the rural-urban interlock, they are finding and will find their missions and goals meshing more and more frequently with those of other institutions. This meshing will bring to the surface many complementary activities and programs that will influence each institution's scope and role, including Extension, to solve the basic problems facing our society.

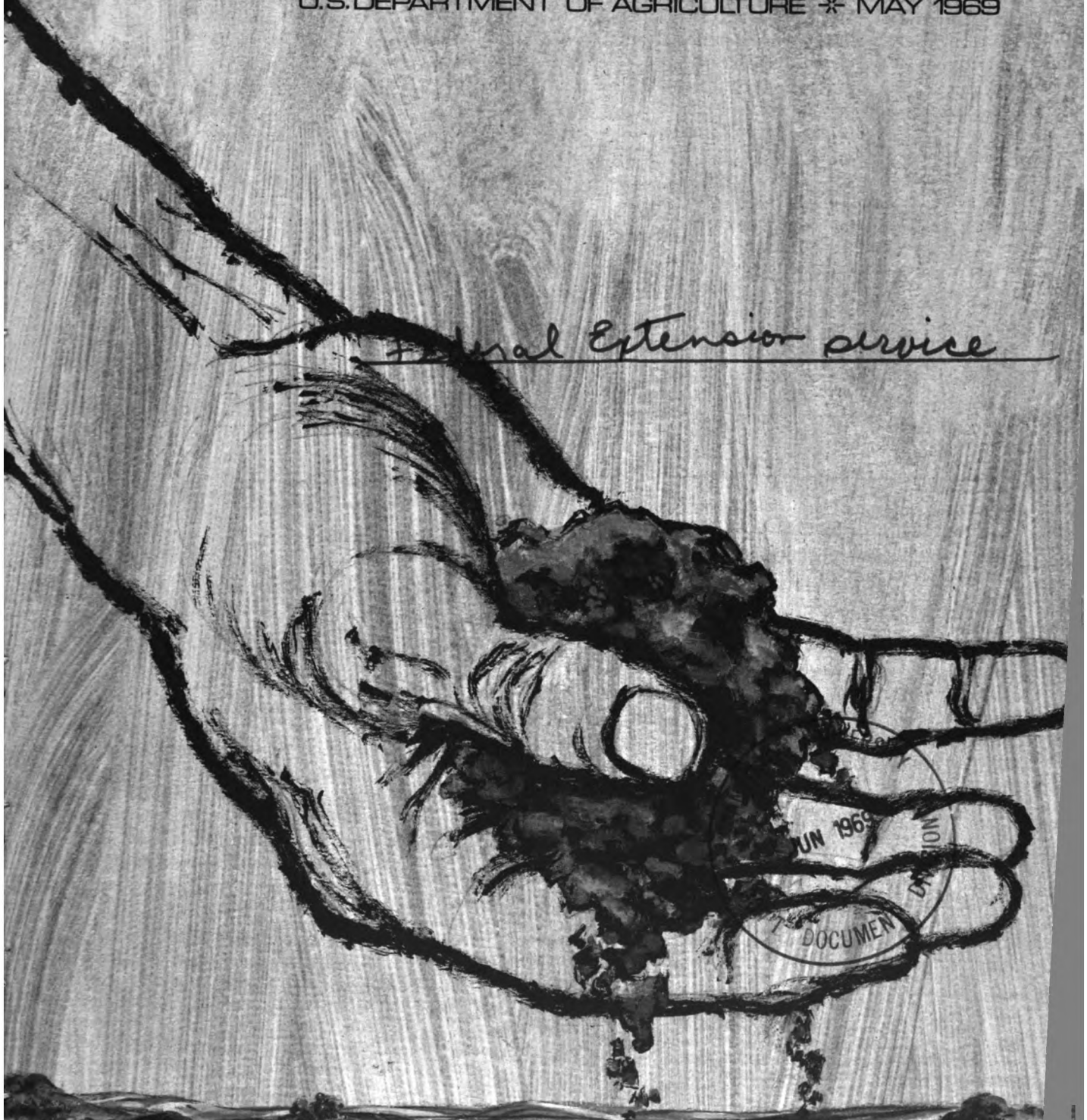
As more and more areas of common concern are discovered, we'll find the whole will be growing much faster than the sum of the parts.—WJW

EXTENSION SERVICE

REVIEW

U.S. DEPARTMENT OF AGRICULTURE * MAY 1969

Federal Extension service



soil stewardship week may 11-17, 1969

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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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REVIEW

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Disappearing frontiers

The frontiers that beckoned to the first settlers in the new world seemed to offer an inexhaustible resource for producing the food and fiber to feed and clothe a growing Nation. It took almost 200 years from the time the first families settled in America for the population to reach the 3 million reported in the 1790 census. By 1968, only 178 years, the population had reached 201 million. And the present net population growth per year is more than two-thirds of the total U.S. population at the first census in 1790.

The growing population presented no problem as long as there was unclaimed land to be settled. But we have long since passed that point. Our per capita land area for producing food, fiber, housing, and recreation is decreasing steadily. We're demanding more and more from each square foot of land. In addition to our own needs, we must be concerned about the needs of future generations.

Looking out for these needs demands that we preserve and protect the productive capacity of our limited land resources. That is what Soil Stewardship Week is all about.—WJW

Credit school instructor H. B. Howell, left, presents a special certificate to the 500th graduate.

Banking and agriculture

by
Robert E. Kowalski
Assistant Extension Editor
Iowa State University

Today's complicated world often calls for knowledge in more than just one area—not just passing acquaintance, but deep understanding of methods and problems, techniques and rewards. Take for example the case of the banker who deals with farmers.

A farmer walks into the office of a lending institution and wants to borrow enough money to buy 200 feeder cattle. What does the representative of that agency have to know to decide whether the loan would be a good risk—both for the institution and for the farmer?

If he has an understanding of the problem, he'll ask, "How many bushels of corn will you have available for feeding the cattle you'll buy?"

It takes 10,000 bushels of corn to feed the animals out for market. If that amount of corn isn't available, the farmer might be in trouble. He may have to borrow more money to buy additional feed, or sell the cattle before they are at optimum market weight and condition and thus pass up a profit opportunity.

If the farmer says he has 5,000 bushels of corn, the banker should be able to say that this amount can support 100 cattle, and whether the bank would be willing to loan additional funds for feed if 200 head were financed. But what if he doesn't have enough knowledge to ask questions? It can mean trouble for both the lending institution and the farmer.

For the past 23 years, Iowa State University and the Iowa Bankers Association have been giving a group of bankers background information on farming to solve these problems. Every year in June, the two groups sponsor an Agricultural Credit School to give representatives from lending institutions knowledge in six areas related to agricultural credit. These include farm management, agricultural finance, agricultural production, agricultural economic policy, appraisal, and marketing.

The school is set up for 2 weeks, and the complete program is presented in 2 years. Those who attend the two 2-week programs are awarded a certificate. So far, 515 men have completed the 2-year school, and a total of 685 have attended at least 1 year.

To celebrate the graduation of the 500th student in 1968, a special certificate was awarded to Winfield G. Mayne, cashier at the Montgomery County National Bank in Red Oak, Iowa, whose name came up alphabetically as the 500th graduate.

Of the 86 students who attended the school in 1968, 46 were there for the first time and 40 graduated with their certificates. Twenty men were from out of State, representing lending institutions from Nebraska, Wisconsin, Illinois, and Minnesota; 66 were Iowans.

The director of the credit school, H. B. Howell, Extension economist at ISU, said he feels the school also gives its students a better acquaintance with the university. Oliver A. Hansen, president of the Iowa Bankers Association, said at the graduation luncheon that the students comprise a core of public relations minded men who will now be better qualified for their contacts with agricultural customers.

With a better knowledge of agriculture, they will be an asset to the agricultural community and to the lending institutions they represent. □

Irrigation demonstrations get results

by
Russell L. Herpich
Extension Irrigation Engineer
Kansas State University

Corn yield statistics in Kansas raise two interesting questions. Why is one-half the total crop produced on one-fourth of the total acreage? Why do some farmers get yields three times as high as their neighbors?

The answer is irrigation. The idea is catching on and spreading rapidly. Irrigated acreage has increased more than 10-fold in the last 20 years—from 138,686 acres in 1949 to more than 1.5 million in 1968.

Coincident with this expansion of irrigated land has been the Irrigation Demonstration Farm—the Extension media for educational work in irrigation.

The objectives of the Irrigation Demonstration Farm are to apply all the best knowledge available on irrigation farming to a single farm in order to capture the total impact of this knowledge. The major disciplines involved are development of the farm for irrigation; irrigation water management; selection of crop varieties and cropping programs; cultural practices; and farm management. The Extension irrigation engineer coordinates the efforts of workers representing the other disciplines.

The program is set up with selected irrigation farmers in geographic areas where irrigation has a good potential and likelihood of expansion. The farmer manages his farm in consultation with the irrigation engineer. Complete cost and return records are kept for each farm and for each crop on the farm. The farmer bears the total costs of the venture and receives all the profits.

In each area, efforts are concentrated on those crops best adapted to that area. In some cases the crop is corn. In others it is milo. Results are measured in terms of the total farm production, even though the overall objective is to increase the income of the individual farm and of the community.

The cooperating farms are used throughout the year by county agents for educational purposes. Cooperating farmers make the cost and return records available to Extension to show the absolute and the relative values of the various practices used on the farm.

The practices demonstrated on the farms include land development; selection of irrigation equipment; water management practices; crop variety and selection; fertilizer; soil quality and its relation to irrigation water management; planting patterns and row width; insect control; herbicide uses; and successful harvesting, storage, and crop utilization programs.

The results the agents are able to show include consistent corn yields exceeding 100 bushels per acre. Comparable increases are noted for milo.

The total impact of the program is difficult to evaluate. But we know it hasn't stopped with farm production. It shows a marked effect upon the development of agriculturally associated industries in each of the areas.

Related developments include expansion of hog production; the establishment of large commercial cattle feedlots; and the installation of feed processing and distributing facilities.

During the past 20 years the program has been carried out cooperatively with 12 farmers. The tenure of farmers in the arrangement has extended from 3 to 7 years, depending upon the particular need of the community where the farm was located.

Total impact of the Irrigation Demonstration Farm is yet to be felt. Irrigated farming is expanding at the rate of 60,000 to 80,000 acres a year. It is expected to continue for at least

Irrigation farmers observe a soil profile demonstration designed to help them understand the relation of soil quality to irrigation water management.

10 to 12 years, bringing the total irrigated acreage in Kansas to 2.5 million acres, or 10 percent of the total cropland. Production from this land could bring up to $100 million a year at that time.

This continued expansion, the increased yields, and the effects on associated industries in the communities where irrigated farming is practiced demonstrate conclusively that educational programs focused upon a specific objective can produce quick and effective results. □

The interdisciplinary educational effort has one major goal—higher corn yields.

One objective of the Demonstration Farms is to help water users better understand water management practices.

Serving senior citizens

by
Josephine B. Nelson
Assistant Extension Editor
University of Minnesota

The needs of older people in three Minnesota counties are getting special attention through a Minnesota Extension Service pilot project which is part of the statewide Extension family living program.

Directing the project is Mrs. Irene Peterson, Extension agent in Todd, Wadena, and Otter Tail Counties. Arleen Barkeim, home economics Extension supervisor, has helped develop, direct, and coordinate the project.

Financed under Title III of the Older Americans Act, the project is designed to:

—Coordinate with the services of Senior Citizens Centers in the area.

—Provide services to senior citizens not being reached.

—Develop methods of working with senior citizens that can be applied to other rural counties.

The project began in Todd County, which has slightly under 3,000 men and women 65 or over, and has been expanded to three counties with a combined population of 11,317 persons 65 or older.

Since the project was initiated in July 1967, the project director has worked with the Governor's Council on Aging and with local agencies in the communities, including the eight Senior Citizens' Centers. Her significant contribution has been to coordinate programs for senior citizens among the various agencies. She serves as a go-between for the communities and the agencies with existing programs, but also develops additional activities needed in specific areas.

Work with community leaders and various agencies has been of paramount importance from the beginning. Such contacts have given Mrs. Peterson a better understanding of the needs of senior citizens and a knowledge of the available resources in the three counties.

This work has had a number of tangible results: organization of a Wadena County Committee for the Aging; a workshop on aging attended by 90 persons from various agencies as well as volunteers; educational meetings on health care attended by representatives of seven agencies; and a survey of employment interest and skills of senior citizens at the Senior Citizens Center in Long Prairie.

Initiating training for food service personnel in nursing homes and hospitals in the three counties has been one of Mrs. Peterson's projects. Cooperating in planning the sessions have been the Staples Vocational School, the State Board of Health, and the Minnesota Department of Education, along with home economics instructors and dietitians in the area.

Tips on meat and vegetable cookery, menu planning, special diets, calorie control, buying and storing quantity foods, quantity cookery, safe food handling, and food preparation tips were all included in the seven food service training sessions given at four different locations. Despite the severe Minnesota winter, more than 100 staff people in food services registered for the sessions.

A series of food and nutrition programs on television in 1969—initiated by Mrs. Peterson—will give old and young alike valuable and much needed information on food buymanship, menu planning for one or two, food fads, and use of the basic four in planning meals for health and vitality. Radio and television programs on senior citizens' taxes also have been broadcast.

Of inestimable help to older people moving into the public housing project in Wadena was a class on planning their move wisely. Suggestions were given on what furniture to discard, what to keep, room arrangements, and the kinds of furnishings to consider if they were planning to buy. Mrs. Peterson sent letters to all housing applicants and invited furniture dealers to the meeting. She plans to offer similar classes when housing projects open in other towns.

But ways of getting senior citizens to attend educational meetings as enthusiastically as they go to bingo parties need to be discovered before it is possible to develop really meaningful activities, Mrs. Peterson says.

Visits and interviews with elderly people have revealed to Mrs. Peterson that they have many needs, not the least of which is companionship. With the help of two aides, she is setting up a volunteer program for public spirited citizens who will work with older people in nursing homes, at senior citizens' centers, and in individual homes.

The volunteers will visit shut-ins; provide transportation for shopping, church, or to the doctor; write letters or shop for them; and encourage development of hobbies.

Since one of the repeated requests from older people is for some part-time work to augment their income, Mrs. Peterson is cooperating in the Golden Age Employment Service being set up in the Long Prairie Day Center. Skills of the senior citizens who want employment are being surveyed, and this information will be

given to the employers in the community. The Center will serve as a clearinghouse.

A "Foster Grandparents" program for non-institutionalized mentally retarded and disturbed children is being explored. Such a program would be a source of income as well as a service project for some older people.

Because many older people have impaired eyesight, one of the necessities Mrs. Peterson sees is to reach the blind and near-blind with education and recreation programs. An urgent need is to help them learn to care for themselves and their homes and to adjust to their handicap.

Much needed, Mrs. Peterson believes, is a counseling service in the centers to help senior citizens with decisionmaking. She plans to begin offering half a day a month at each center. Her role will be to do a minimum of counseling and a maximum of referring people to other community agencies and services. With that in mind, she is considering the preparation of a directory of services for senior citizens, in cooperation with the Concerted Services Project Director.

Success of any program with senior citizens depends to a great extent on the kind of person selected for leadership. As project director of the Extension pilot program, Mrs. Peterson is becoming known as a woman who cares, who listens, and who has valuable ideas and services to offer.

Elderly people appreciate visitors, and they often need help in finding ways to use their time. Above, an Extension volunteer admires the craft work of a senior citizen during a visit to a nursing home.

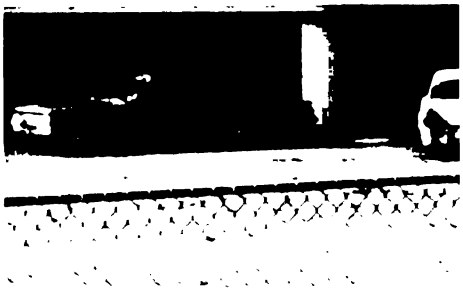
She tailors her activities and the subject matter of her classes to meet expressed needs. Her good human relations, her persistence, wise planning, and attention to detail were, in large part, responsible for the success of the workshop on aging, the health care meetings, and the community contacts she has made. She has acted as a catalyst to bring together people who had common concerns and problems but had not yet shared them.

As county Extension agents are drawn more and more into the Extension project for the elderly, activities can be expanded, Mrs. Peterson says. Objectives for the future of the program include development of leadership among senior citizens themselves, setting up counseling programs, exploring employment opportunities to a greater extent, reaching senior citizens, who are not in organized groups, and finding ways to help older people who remain in their homes.

One of the concerns of the Minnesota Extension family living staff in participating in this pilot project has been to explore the possibility for developing programs and services for senior citizens that would be applicable throughout Minnesota's 87 counties.

At the conclusion of the second year of operation of this program—it is funded through August 1969—Mrs. Peterson plans to publish a manual, "How To Work With Senior Citizens in Your County." It will be for use by home agents as well as by individuals in other organizations concerned with educational programs and services for this clientele. □

Recreation for Mt. Meigs families



by
Kenneth Copeland
Extension Magazine Editor
Auburn University

Raising family income and providing recreation have received major emphasis in Alabama's Mt. Meigs community during recent years.

"Naturally, family income came first," said Addre Bryant, Montgomery County Extension farm agent. "One of our Extension projects in the county has been to grow more vegetable crops. People in the Mt. Meigs community have responded with great enthusiasm. In fact, some of the producers have made okra and cucumber yields as high as anywhere in Alabama."

Last year some 75 growers in the Mt. Meigs community produced and sold almost $25,000 worth of okra and cucumbers. "These two crops created not only work for family labor," Bryant added, "but also a source of income at a time when many of the families didn't have any money coming in."

As the people in the community have gradually increased their income, they have begun to think about providing recreation for their families. And most of them agree that the best way to do it is to provide communitywide recreation.

"We're convinced on the idea," said Willie Penn, president of the Mt. Meigs Community Club, "that it's better to provide recreation for our young people than have them hunt for it."

Penn has proof that his idea is sound. Before the community developed a recreation program, it wasn't uncommon for three or four

Below, community club president Willie Penn, left, chats with Extension Agent Addre Bryant in front of the new community center. At left, two Mt. Meigs children enjoy the new recreation equipment.

young people to be arrested per weekend. "Now we don't have that many in a month," Penn said.

"These people realized they had a problem," Bryant said. "So they sat down and started looking for ways to develop their resources."

"We saw that what we needed was a recreational center," Penn recalled. "We started checking into possible ways to finance it." Extension helped them to form the Mt. Meigs Community Center, Inc. in December 1967, and to borrow money through the Farmers Home Administration.

The first loan of $18,000 enabled them to build the first part of their recreation building. Even though it contained 2,700 square feet of floor space, the facility soon became too small. An $8,000 loan in 1968 enabled them to build 900 more square feet of floor space.

Families pay a $10 per year membership fee. Individual membership dues are $5 per year. There are about 400 families in the community.

"This fee will help repay the loan and cover the operating cost of the center," explained Penn.

The center is open to the youth of the community every night. John McDade, a local coach, is the youth director. "Naturally," said Penn, "Friday and Saturday nights are the time when we have the largest number. It isn't uncommon to have 100 people on each of these nights."

During the school year, 60 children attend Head Start at the community center.

"These folks really take pride in their community center," said Bryant.

In addition to having dances and playing games in the center, outside facilities include swings, rides, slide boards, and a fenced-in ball field. Montgomery County has paved the road to the facility. "We hope to add lights to the field as soon as possible," Penn said. □

Meeting the needs of migrants

Extension, volunteers serve homemakers, youth

by
David W. Dik
4-H Youth Development Specialist
and
Helen R. Stantial
Orange County Extension Home Economist
New York Cooperative Extension Service

About 1,500 migrant workers arrive in Orange County, New York, each year to plant, raise, and harvest onions, lettuce, and celery. Many are accompanied by their families and live in the Pine Island area.

A day care center and summer school are available to the children. The number of families taking advantage of these opportunities has been increasing steadily.

Orange County Cooperative Extension has for several years been aware of the needs of these migrant agricultural workers and their families. Extension provided leadership in the development of a Family Health Clinic and has conducted numerous 4-H and home economics programs for migrant adults and youth.

The first organized 4-H program, directed by a 4-H summer assistant and adult leaders, reached 75 migrant children. Project work was carried on 2 days a week for 5 weeks. Each participant took part in approximately 15 hours of programs and activities.

During the summer of 1968, 4-H and home economics programs were offered on a greatly expanded scale. Funds were made available for one staff member, equipment, and program materials. Many donations were made—patterns, yard goods, utensils, food, arts and crafts materials, and the use of two buildings plus recreation facilities located on several acres of land.

This concentrated effort reached 150 children who participated 2 hours per day for 6 weeks in a 4-H program, and 25 adults who took part in the home economics sessions over a period of 8 weeks.

The goals of the 4-H program included:

—Teaching specifics of individual projects such as clothing, foods, arts and crafts, conservation, and recreation.

—Involving 4-H junior leaders with migrant children to acquaint both groups with a different way of life.

—Inspiring leadership abilities in the migrant children and 4-H'ers.

—Helping the migrant children gain a sense of confidence in themselves and in the community.

—Providing worthwhile programs and activities for migrant children during after-school hours.

The program depended on volunteers, and recruitment became a major task. Twelve 4-H junior leaders, supported by adult 4-H leaders and interested community people, helped to fill out staff needs.

Volunteer participation ranged from 3 to 20 per day. Many of the 4-H junior leaders were on hand 4 days a week for the entire 6-week program.

Both adult and junior leaders found their summer experiences with the migrant children demanding and extremely rewarding. The most effective volunteers were committed to the program and possessed imagination plus flexibility.

Future programs will need to add several more paid staff members to assure as much individual instruction as possible.

During the 6-week program, girls in the clothing project made dresses, skirts, aprons, pillows, pocketbooks, headscarves, and doll clothes. Although equipment and instructors were not adequate in number, the results in spite of limitations were outstanding. Thirteen girls proudly modeled their dresses and skirts at a dress revue. This was a new experience for all who participated.

Forty-five 5- to 8-year-olds attended the program. Special attention had to be given to activities geared to their level. Their participation was limited to hand sewing, working mainly with felt to make animal-shaped bean bags, change purses, felt boards, and doll clothes. A collection of 20 dolls was available for the children to bathe, groom, and dress.

Foods proved to be most popular for both boys and girls. Everyone had the opportunity to make cookies, brownies, cakes, and other simple items.

Particular attention was given to establishing good habits—clean hands, clean utensils, proper food storage, hot water and soap for cleanup, etc.

The success of the work with migrant families depended on volunteer workers, such as the 4-H junior leader shown here helping girls with a sewing project.

The recreation program was supervised by a physical education instructor with the assistance of volunteer adults and 4-H members. The limited number of volunteers prohibited grouping by age. Softball, football, basketball, and games were offered. Swings and other play equipment were also available for use by younger children. This effort could be expanded greatly in future years.

Nature walks, an activity developed spontaneously, proved to be interesting and successful. The children, lacking education in the field of nature, were anxious to learn names of trees, wildlife, weeds, and clouds. These walks made the children much more aware of their surroundings and also provided a time to talk with the children individually.

The home economics objective was to provide educational programs and activities for migrant women to furnish them information on improving their home and family living.

The women received information on:

—Clothing construction, in order that they might develop skills in using sewing equipment and working with fabric.

—Proper care of hair, skin, hands, and feet.

—Practical storage ideas adaptable to a variety of situations.

—Importance of an adequate diet, including the basic four foods.

—Food preparation ideas which are economical, easy to prepare, and nutritious.

The women met from 7:30 to 9:30 p.m. once each week for a discussion and work session at the Migrant Family Clinic in Pine Island. The facilities included a modern kitchen, ample table space, and work area.

The adult program was conducted by the two Extension home economists with the assistance of the director of the Migrant Family Clinic.

During the 8-week program, the women learned to operate a sewing machine and make simple articles of clothing for themselves or family members. They made canister sets to store staple goods in their kitchens.

The home economists demonstrated an inexpensive master mix which lends itself to the making of a variety of products including biscuits, muffins, and cakes. These products are nutritious and easy to prepare from the mix.

Evaluation of both the youth and adult phases of the programs has been encouraging. The effort with migrant children was extremely successful. The youth involved changed in a very positive way during the 6-week program.

Migrant children need the opportunity to live by the 4-H slogan, "Learn by Doing." More in-depth programs should be offered, along with a wide variety of 4-H projects. Numerous activities should be planned to provide interesting and educational experiences.

The program for the migrant women was also quite successful and attracted many more women than was anticipated. The programs provided an opportunity for women of all ages and backgrounds to meet together to discuss topics of general interest concerning their homes and families.

A continual effort to cross cultural, racial, economic, and geographic lines will hasten better understanding between migrants and the community. □

This panel of experts answered questions phoned from meeting places throughout the State. From left to right, Dr. Carl Coppock, Cornell; and Dr. A. M. Smith, Dr. J. G. Welch, and K. S. Gibson, all from the University of Vermont.

Vermont's 'electronic teach-in'

by
Tom McCormick
Associate Extension Editor
University of Vermont

In Alburg, Vermont, a few miles from the Canadian border, a dairyman leaned toward his television. Down in Brattleboro, near the Massachusetts line, a farmer gestured as he spoke into his phone. And a couple of miles from the University of Vermont campus in Burlington, a dairy scientist told the answer to a television camera.

Extension was sponsoring Vermont's first statewide electronic meeting.

The script was crisp, the patter was brisk and the program on winter feeding of dairy cattle flowed smoothly. A sampling of the audience later supported the participants' instinctive feeling that the show had clicked.

But it wasn't instant success. A lot of hard work went into the preparations, and several of the techniques need additional refining.

Producer Karin Kristiansson and her board quizzed farmers and agents to get a popular topic. They also checked the coverage of educational television and decided to beef it up.

Agents were asked to get meeting sites at 16 locations around the State. Arrangements were made for telephone links to the studio and for staffing of each meeting. Even the studio audience was invited.

Next, the agents were asked to give local publicity to the program. They stressed the opportunity to question the video panelists by phone and to get additional information from local hosts, usually the agent himself or a specialist.

This extra dimension added considerable impact to the program. Questions coming in from the 16 mini-meetings around the State added drama to the screen as the camera panned across the group manning the phones in the studio.

By the same token, the opportunity to question the panelists sharpened their presentations and added a sense of participation to the audience.

In the opinion sample that followed, 24 percent said they got most of their information gains from the television program and 8 percent said they benefited more from the local discussion. But an overwhelming 68 percent said the two went together as an information package.

Later feedback showed that many farmers passed up the local meetings to watch the program in their living

Dr. Carl Coppock, Cornell dairy nutrition specialist, speaks via television to a statewide Vermont audience.

rooms. Although they missed the give and take of the local sessions, they felt that the comfort of attending a statewide meeting without leaving the house had benefits of its own.

The opinion sample, taken at the meetings, showed that 80 percent found the program very interesting, 20 percent found it somewhat interesting, and none saw it as a washout.

What was accomplished?

A total of 265 persons attended regional meetings and got advanced instruction in winter feeding. By their interest and questions, they showed they were thinking and learning. Audience figures are always a guess, but certainly a much larger number watched the program at home.

The material presented on the program was used for a special issue of Green Mountain Dairying, a newsletter sent to every dairyman in the State.

Extension agents themselves through the questions asked and their own participation, got a quick refresher course in both feeding and the needs of their clientele.

Audiences were polled and the agents were checked later for feedback. Response was definitely favorable to the scheduling of another show several weeks later.

Is this the technique of the future?

The answer has to be qualified. Certainly it will become an important addition to Extension's communications complex. But it seems unlikely that it will be the ultimate and only communications tool.

The program was extensively promoted on the local scene. In addition to an out-of-State speaker, the program used the best dairy talent in the State. The manhours involved were quite high. It wasn't simply a case of wheeling a camera into a classroom and getting an extra dividend from a previously prepared class.

Officials will wonder whether the same all-out effort will be required for all succeeding shows. They'll also wonder whether the impact of the first was due to novelty as well as content.

They also realize that many who could have used the information were watching commercial television on competing channels.

That's the cautious side. From the optimistic side of the looking glass, the program did present complicated and essential material to many of the most influential dairymen in the State. Their example and leadership almost certainly will spread this information with near record speed.

Extension Director Robert P. Davison is among the enthusiastic backers of this new teaching package. He reports that the dairy program has set the format for similar ones in various subject matter areas in both agriculture and home economics.

"This ETV program proved to be a most useful method of doing Extension teaching in depth and to a large interested audience," he said. "A key to the success of the operation was the involvement of agents and specialist staff in planning the program so that a fully developed educational job could be done at each location."

As Davison indicated, televised meetings follow the main thrust of traditional meetings. They must be carefully planned and promoted and the results are never 100 percent. But they do reach and teach people.

Television does this reaching and teaching a little faster than most other communications techniques. And that's the name of the game in this high-speed era. □

Informed food shoppers

by
Lois E. Harrison
Extension Home Economist
Jackson County, Missouri
and
John G. Gross
Extension Studies Specialist
University of Missouri

Two buses came to a stop at the cave-like entrance to one of the world's largest underground food storage facilities. The 95 women who quickly alighted were not seeking refuge in a bomb shelter—the 30 acres of the mined-out limestone quarry which they entered were to be their "classroom" for 2 hours.

These women were "IFS'ers"—enrolled in a short course offered by the Jackson County, Missouri, Extension Service. "Informed Food Shoppers" was organized in 1968 by Mrs. Lois E. Harrison, a home economist of the Jackson County Extension Center.

Women had expressed the need for such a course. They asked for help in food shopping, saying they filled their market baskets without any real knowledge of the background of food. They did not understand reasons for the wide spread between prices paid to farmer-producers and retail food store prices.

They had only vague ideas about food protection and regulatory laws. They were unaware of the many facets of food marketing, supply and price relationship, or market place merchandising. They did not fully appreciate their personal privileges and responsibilities as food shoppers.

This sounds like quite a chore for food shoppers to undertake—and it was. The course was set up for in-depth study. Once each month, class sessions were held and explanatory tours were taken to sites of food production, processing, and marketing. Each of the ten tours lasted 5 or 6 hours.

The Kansas City area, which includes Jackson County, Missouri, is in the center of the Nation. Great population centers are to the east; great food production areas are to the west.

A great amount of food used in this country goes through Kansas City. It stops there for storage or some kind of processing or merchandising. This situation afforded a natural opportunity for a personal, on-the-spot, continuing educational experience for homemakers.

IFS'ers, who were mostly organization leaders, relayed their learning to other homemaker-consumers. Organizations, for the most part, paid expenses for their representatives. Class members represented a wide range of groups—from Extension and 4-H Club leaders to consumers' associations, women's clubs, church organizations, and businesses.

The course was announced through organization meetings, a Continuing Education Opportunities brochure distributed by the Extension Center, newspapers, radio, newsletters, and personal letters.

Mrs. Harrison worked personally with each food industry owner, manager, or tour guide on arranging details of each on-the-spot learning experience. If a meal was part of

Dr. John Gross, Extension Studies Specialist, awards certificates to two IFS'ers.

IFS'ers learn about newspaper food advertising from the advertising manager of a Missouri newspaper.

a day's tour, this, too, was prearranged in detail.

Within every tour, actual work in progress was viewed, explained, studied, and discussed. Time was allowed for individual questions. Additional buzz sessions or question-answer discussions were carried on while the chartered buses whisked IFS'ers to their next stop. Bulletins and other handout teaching aids were issued at each tour stop.

One IFS classroom was a modern egg factory, where women learned how fresh eggs are delivered to retail stores within 48 hours after being laid. Another was a dimly lit mushroom growing house. In the milking parlor of a Grade A dairy, they learned the reality of "milk untouched by human hand."

IFS'ers walked in the alleys between livestock pens of the Kansas City livestock yards, where they saw and heard packing house buyers deal with commission firm sellers. They sat at the livestock auction ring where "yield grade" and "quality grade," were explained by cattle marketing experts.

IFS'ers realized the importance of being informed food shoppers as they watched Federal meat graders inspect and stamp beef carcasses; saw cured bacon being sliced and packaged in a meat packing plant; watched great agitator blades stirring a vat of cottage cheese; and saw apples traveling along the moving belt of a size-sorter.

Homemakers were amazed at whole freight trains loaded with frozen foods pulled inside an underground food storage facility. They were equally amazed in another "classroom" to see tanks filled with thousands of pounds of live lobster, and storage rooms stacked with salmon from the Pacific Northwest, shrimp from the Gulf of Mexico, and haddock from Nova Scotia.

In their visit to the Food and Drug Administration, homemakers realized again the benefits of Government protection. They saw examples of products found by FDA to be adulterated, misbranded, or offering false hope to the consumer. "Read the label, Mabel" became almost a password.

The combination of tours and activities seemed to be an excellent learning situation. Knowledge increase and attitude change were measured by an "Interest Inventory" (pretest) and a "Dividend Inventory" (posttest).

Each inventory consisted of items designed to measure knowledge and attitudes related to food marketing. Statistically significant increases in scores indicated a successful program. Dr. John G. Gross, Extension studies specialist at the University of Missouri, constructed the one-page inventories.

Fifty-three enrollees received Certificates of Achievement issued by the Jackson County Extension Council.

The Informed Food Shoppers short course was out of the ordinary in its approach to expressed problems and questions of homemakers. It provided an enjoyable atmosphere for learning through group participation and through experience. Organization leaders became part of the solution as they "learned their way out of the problem."

The enthusiastic cooperation of food industry representatives and State Extension personnel contributed immensely to an improved understanding of the marketing system by the IFS'ers. □

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Impact of Communications technology

The day this is being written, 2,000 farmers in Harrisburg, Pennsylvania, are punching bits of data and questions into a computer terminal board. They're getting answers to their equipment management problems from the computer center at the Department of Agriculture in Washington, D.C.

On Saturday, a horticulturist in Laramie, Wyoming, will step into a lecture room filled with about 40 people to teach landscaping. Nothing unusual except that a much greater number of people located in five other classrooms throughout the State will also hear the lecture. With the aid of a telewriter they'll all see the drawings and diagrams. They'll be able to question the instructor as if he were present in their room, and they'll be able to participate in the overall discussions and interact with class members at all the distant locations as well as those in their own location.

On any day, a livestock specialist working with a feedlot operator in northeast Nebraska may want to discuss a problem with his research counterpart in Lincoln before making recommendations. It doesn't take a week. He simply walks to his car, calls the University at Lincoln on his two-way radio, and gets his information on the spot. Instant help!

The first Monday of each month the Director of Extension in Wisconsin conducts a full-fledged staff meeting including workers in 49 counties. Of course they don't all gather at the University campus in Madison—they're connected through a special telephone hookup.

North Carolina State University has successfully taught farm management by television to farmers at widely scattered locations over the State at the same time. Vermont has taught dairy technology to its farmers in the same manner.

And the "tip-a-phone" has been with us a long time as a dispenser of information. Many other examples could be cited.

The whole point is that advances in communications technology are ushering in innovative ways of doing Extension work. Some of them are with us now. The impact is profound and will grow with time.

They are fascinating and novel to behold. But their implications run far deeper. I doubt that most of us can muster the imagination and foresight to accurately predict the total impact even for the next 10 years. Each new technological advance opens up its own unique opportunities.

But we have not yet realized the benefits of our present technology.

We'll be able, for instance, to increase both the size and numbers of our publics with much less staff expansion than would be necessary without these communications tools.

Extension work will become more exciting, satisfying, and productive. Professional workers will become involved in problems of much greater complexity and magnitude. Especially trained semi-professionals using some of this modern equipment will be able to do routine jobs that now require the attention of professionals. Many things that formerly required days of work (including travel) will be reduced to minutes or hours.

We're on the threshold of an era more exciting than most of us realize. It will become even more exciting as we more nearly realize the potential of these tools in extending our work.—WJW

EXTENSION SERVICE

REVIEW

U.S. DEPARTMENT OF AGRICULTURE ✳ JUNE 1969

Federal Extension Service

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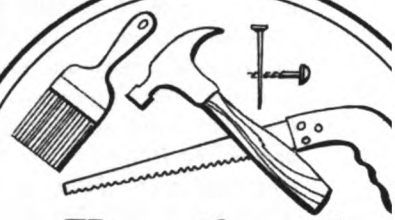

Vocational Training Center

EXTENSION WORK

AGRICULTURE RESEARCH

FARMING

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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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Can we do a little more?

The first contact most Americans have with food and fiber products is at the retail store. Without a little help from those who know, how can they be expected to appreciate the importance of agriculture to our economy?

To develop such an understanding of the agricultural segment of our society would require a mammoth public relations job on the part of everybody involved in agriculture. But if we approached one segment of the public at a time, perhaps the job wouldn't seem so impossible.

This month's cover suggests one important audience—high school graduates. How many of them are aware of the myriad agricultural careers available to them?

Extension is involved in many activities to bring agricultural career possibilities to the forefront—4-H Career Exploration programs, special events on university campuses, news media campaigns on agricultural careers. The National Association of Agricultural County Agents gives awards for outstanding career guidance programs.

But perhaps we could be doing more, especially at the local level. We should be sure that high school counselors know about the opportunities for serving agriculture through such diverse disciplines as engineering, mechanics, home economics, food marketing, food inspection, forestry, veterinary medicine, biology, physical sciences, behavioral sciences, and computer science. And if a high school has no counselor, we should do something to get this information to the students.

It is a sad thing when a person discovers too late a career he would have enjoyed. Let's be sure that our young people know that there is a place for them in agriculture. — MAW

Apple ranch becomes a showroom

by
Ralph D. Smith
Extension
Communications Specialist
University of California

A farm can be a showroom to sell what the farmer is growing. So an outdoor showroom is what apple grower John Fisher is building on the slopes and terraces of the Glenbrook Apple Ranch along Highway 46 in San Luis Obispo County, California.

Fisher has 30 acres of new apple trees growing now and will have 50. With closely planted dwarfed trees, he is aiming for intensive production. His experiments with the help of Extension Farm Advisor Jack Foott are already pointing toward an expanding commercial apple industry in the area.

Along Fisher's white wooden fences are curving lines of dwarfed apple trees of as many varieties as Foott can find. And a whole orchard next to the road is planted to alternate blocks of Red and Golden Delicious. They're still too young to show more than samples of the apples to come. But they were planted with display in mind.

Those two varieties will be mainstays of Fisher's apple production. He has plans to start commercial shipments in another 3 or 4 years. But the other apple varieties, 150 of them so far, are drawing plenty of attention. They're a showcase for Fisher's roadside stand, and they're also an agricultural experiment to test the area's apple growing future.

"We hope to get up to 200 varieties eventually," Foott said. "With this experimental work, we can establish the varieties that will do well in this area, and also the training methods and cultural methods that will work here."

In one new planting, in its first leaf this year, Fisher has nine different varieties, all intended to supply his roadside trade. The new orchard is expected to provide apples just off the tree for roadside sale from July through November.

The nine-variety orchard is on a fairly steep slope. But Fisher and the farm advisor laid out an orchard pattern that should control erosion. Perennial ryegrass grows between the rows, and weeds are controlled along the closely-planted rows by chemicals. An overhead sprinkler system irrigates the slope.

Since the orchard is an experimental grove, many of the apple varieties are largely strangers to California apple orchards.

Fisher takes a businessman-farmer's view of the project.

"In effect," he said, "we are establishing an industry in this community. It costs around $3,000 an acre to bring an orchard like this into production. Trees are only a small part of it. Nearly all the investment goes into the local economy.

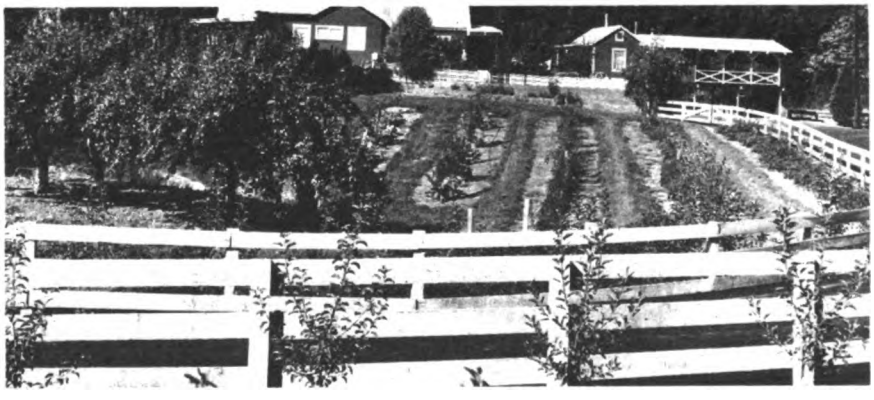
"If our experiments can increase the apple industry in the county, this will mean packing houses and shipping—eventually a couple of thousand persons hired annually. I'd like to see the industry here develop slowly and effectively.

"Through Jack, we've been able to draw on the experience of the whole Agricultural Extension Service, and the University of California's research people too.

"Personally, I feel that the apple industry in California has a long way to go, and we are going to help it along." □

Extension Advisor Jack Foott, left, and grower John Fisher inspect the first Golden Delicious apples to mature in a new orchard.

White board fences, white-trimmed red buildings, and apple trees of many varieties make a good showcase for the roadside apple sales of the Glenbrook Apple Ranch.



Healthier cotton, healthier profits

by
M. C. McDaniel
Extension Plant Pathologist
University of Arkansas

Arkansas cotton producers saved approximately $14 million last year by using Extension-recommended disease control measures. Estimated losses from the major parasitic cotton diseases dropped from 19 percent in 1965-67 to 8 percent last year.

This significant decrease didn't just happen. It took a well planned educational effort to get producers to see a need and decide what to do about it.

Since a 19 percent annual loss meant a loss of about $1,000 to the average Arkansas cotton farmer, Extension began in 1966 to place major emphasis on reducing these losses as quickly as possible.

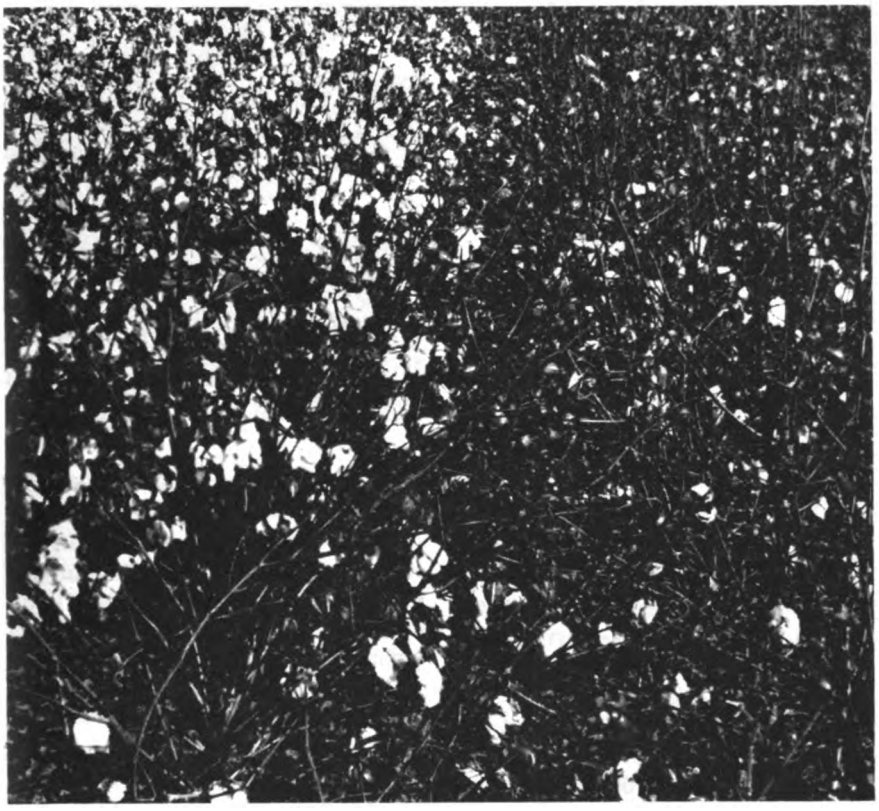
The Extension educational program included workshops, farm clinics, agent training sessions, and large field evaluations.

The first objective of the educational program was to create among the agents and the cotton farmers an awareness of the tremendous loss from diseases. Information the agents received about diseases was included in the cotton production short courses they taught in most of the cotton producing counties in 1966-67.

Practically every type of mass media, including many television programs, was used to alert producers to the economic importance of cotton diseases. To create interest and encourage participation, dollar values were emphasized in discussing cotton diseases.

At farm clinics and cotton production meetings, emphasis was on the economic importance of cotton diseases and the possible ways of reducing them.

Unquestionably, all of these educational methods were worthwhile and were partially responsible for the program's success. Probably the most important single factor in bringing about the loss reduction, however, was the cooperation of several cotton farmers, Extension agents, and industry product development personnel.



In each of the three pictures, the plants on the left received in-the-furrow treatment; those on the right received seed treatment.

They gave the Extension plant pathologist excellent assistance in evaluating seed and soil fungicides on a field test basis. The evaluation determined the need for and effectiveness of the various methods of treatment. They involved the newer fungicides, particularly systemic fungicides used as seed, planter-box, in-the-furrow, and post treatment.

Seven of the field evaluations were conducted in five counties in 1966. After the results showed significant value in using a supplemental fungicide in addition to the conventional seed treatment, the evaluations were continued in 1967. Five evaluations were established in 1967, and some farmers tried the different methods themselves.

Weather and other complicating factors caused much seedling disease, thereby affording ideal conditions for measurements. The results in some instances were dramatic. One farmer conducted a demonstration in 1967 that resulted in 340 pounds more lint from in-the-furrow treatment than from seed treatment.

Four field observation or study days were planned cooperatively by Extension and industry. Attendance and interest were high—from 35 to 90 persons participated in the events. And the good news got around. The use of supplemental seed treatment fungicide in addition to the conventional mercurials increased from less than 1 percent to approximately 30 percent of the total acreage in the State last year.

The large scale adoption of these practices by producers no doubt deserves much of the credit in the disease loss reduction in 1968. The results from the field evaluations and farmer trials have brought about a revision in our fungicide recommendations in Arkansas. We feel that each of the types of treatment—seed, planter-box, in-the-furrow, and post—has a place in controlling cotton diseases.

Each grower will need to determine which type he will use, basing his decision on his previous history or experience in obtaining and maintaining a good uniform stand on his farm or perhaps on each field. It is also recommended that a supplemental fungicide be used in all cases where an incorporated herbicide is used.

The losses from Fusarium wilt were reduced considerably in 1968 by increased use of resistant varieties and crop rotations. Educational programs have been underway a number of years on the wilt diseases. Environmental conditions and certain cultural practices, especially skip-row planting, crop rotation, and better variety selection, reduced the usual significant loss from verticillium wilt and boll rot.

A total educational program on cotton disease control—with emphasis on seedling disease control—is being continued. The goal in future years is a reduction of the 8 percent loss we encountered in 1968. □

No-tillage production

requires 'unlearning'

by
S. H. Phillips
Crops Specialist
and
W. R. McClure
Agricultural Engineer
Kentucky Extension Service

Grain farming in Kentucky has changed dramatically in the past few years. This change, however, came neither easily nor overnight.

No-tillage row crop grain production, proved by research since 1960, appeared to be well adapted to Kentucky. This system involves planting row crops in sod or other crop residues without conventional soil preparation. It gives superior erosion control and improved soil moisture, reduces labor and equipment needs, and helps maintain good physical condition of the soil.

By using this method, it would be possible to crop about an additional 7 million acres of Class II and III land in Kentucky. Intensifying the use of just one land class would expand the row crop acreage over 50 percent or 2.7 million acres. The no-tillage system, UK College of Agriculture personnel felt, was the most logical direction to take if Kentucky was ever to fulfill its potential in grain production.

To increase row crop production and subsequent agricultural income, Extension specialists had to "sell" the idea to the farmers. At first, farmer adoption was limited. They had doubts about this revolutionary method, of course, but the real problem was that commercial planting equipment and herbicides to kill the sod and weeds were not available.

Extension then began a broader educational program to interest equipment manufacturers and agricultural chemical companies in the no-tillage system.

When a manufacturer decided in 1966 to offer no-tillage planting equipment for the 1967 season, serious educational efforts with the farmers got underway. The University of Kentucky Cooperative Extension Service leased two no-tillage planters, and the combined mileage on the machines totaled well over 5,000 miles before the meetings and demonstrations were finished. Soil conservationists, vocational agriculture teachers, chemical company representatives, and equipment dealers all made valuable contributions to the program.

Farmers with no-tillage experience were used as discussion leaders in winter meetings. One Christian County farmer—Kentucky's pioneer in no-tillage grain production—shared his first-hand knowledge at meetings and field days in Kentucky and many other of the Southeastern States.

The area concept of Extension organization proved helpful in the field trial teaching plans. Under this system, an area grains specialist or agronomy agent is located in each of the State's 14 Extension areas.

These specialists assisted in setting up demonstration plantings in 48 of Kentucky's 120 counties, representing 12 Extension areas. Over 4,000 persons attended no-tillage meetings at plots. One demonstration in west Kentucky attracted 850 people.

Educational efforts often involved "unlearning" established patterns. This was certainly the case in advocating no-tillage production. In relying completely on herbicides for sod and weed control, no-tillage is a total contradiction of traditional tillage technology. Thus, Extension specialists were faced with undoing previous educational endeavors.

Extension personnel also functioned as a liaison between the University of Kentucky researchers and chemical

and machinery companies so that a complete and workable program would be available to the farmer. Specialists integrated and simplified the research findings and recommendations from the several University of Kentucky departments and from the land-grant universities of Ohio, Virginia, and North Carolina.

As a result, three disciplines—agricultural engineering, weed control, and agronomy—were brought together into an easy-to-follow cropping system for the farmer.

But the educational program did not stop there. Agricultural engineers and agronomists continued to conduct applied research programs to answer producer problems. Date of planting, plant population, soil moisture comparisons, fertilizer and pesticide applications—times, types, and amounts—were all studied to give the farmer information on the best combination of conditions for successful no-tillage grain production.

Field research plots served an additional function, too. They were used as teaching laboratories for industry technical and sales staff and agency personnel.

In addition to plot demonstrations and field days, an Extension publication was developed and distributed throughout Kentucky and some surrounding States, news articles were released through mass media, and slide sets with taped narratives were employed in meetings.

Kentucky's no-tillage program has even international interest, for special assistance was given to three foreign countries. Farmers from Australia and Argentina viewed no-tillage fields and discussed production methods.

The program has enjoyed remarkable success. Prior to 1966, less than one acre was in no-tillage row crops in Kentucky. In 1968, this method was being used on 80,000 to 100,000 acres.

A second phase of this grain cropping system is also increasing in popularity. Aerial seeding of small grain into corn or soybeans offers new opportunities for expanded grain production. In 1968, 30,000 acres of wheat and barley were aerial seeded in a double cropping with soybeans.

Both no-tillage and aerial seeding are expected to grow in 1969 and present new opportunities and sources of income for Kentucky farmers. □

J. R. Davie, area Extension agent, left, and J. T. Williams, area agronomist, center, consult with one of the first no-tillage producers.

Field tours of no-tillage production attracted thousands of farmers.

Sex education — can Extension help?

by
Jim Bray
Extension Youth Agent
University of Missouri

Does Extension have a responsibility to teach sex education? You may have formed an immediate opinion on this question—the subject is sensitive and there are many interpretations of sex education.

An anxious father visited our office about a year ago to discuss some problems he was facing in raising his boys. One of the problems troubling him most was that of teaching his boys the "facts of life." He didn't feel that he knew enough to give his sons the right information.

As our discussion continued, he said, "Why don't you set up some classes in sex education for parents?" I could think of no reason why we shouldn't.

Extension has long been concerned about the growth and development of the small child, pre-adolescent, and adolescent. We have spent countless hours in family life education. Through our youth organizations, we constantly strive to develop future adults with high moral standards.

Therefore, I told this father that I would try to develop a program in sex education.

To get the program started, we consulted many people, especially those in leadership positions such as ministers, teachers, school administrators, school counselors, and doctors. We enlisted the help of those who were favorably inclined. They assisted with promotion, served as resource people, provided refreshments, etc.

With the help of this group, a set of guidelines and goals were developed. We felt that the course should:

—deal with the total process of growing up.

—not replace parent responsibility.

—be frank and factual.

—aid in developing communication between parent and child.

Our goals were:

—To establish a point for future talks, since most parents do not know how much their children know about sexual development.

—To provide parents with enough information for them to feel confident in discussing sexual development with their children.

—To reduce parents' embarrassment by having sexual growth discussed openly in class.

We "sold" the program with two basic premises. First, the basic purpose of the course was to improve communication between parents and child. Second, the classes would help parents perform their responsibility of discussing sexual growth with their children.

To stay within the guidelines and also reach our goals, parents and children attended together. Fathers and their sixth, seventh, and eighth grade sons attended one series of classes, while mothers and their sixth, seventh, and eighth grade daughters attended another series. If a child did not have a parent of the same sex living at home, another adult, such as a relative or a 4-H or scout leader, could attend with the child.

Both boys and girls received the same information. We would have preferred that everyone attend together; however, it was expected that adults would respond more freely if only one sex was present.

The course, "Family Relations in Sex Education," developed into four sessions.

In the first session, we dealt with "Understanding the Meaning of Sex Education." During this period, we attempted to get the class to recognize that sex education is much broader

than reproduction—that it is actually the process of becoming a man or a woman. The film "Parent to Child About Sex" was used as an aid.

The second session, "How and Why We Grow," concentrated on the social, emotional, and physical changes that occur during puberty. The films "Boy to Man" and "Girl to Woman" were used. Both films were shown to each group.

I did the instructing; however, a medical doctor answered questions concerning physical changes.

"Children Will Become Parents" was the topic of the third session. With the assistance of the film "Human Reproduction" the social, emotional, and physical aspects of human reproduction were discussed.

A doctor also assisted in this class to answer questions concerning the physical aspects of human reproduction.

In the last session, a panel of ministers assisted with a discussion of "Social and Moral Attitudes in Sexual Growth." This discussion centered on what is moral, and how to develop good moral character in children.

To provide additional resource material for the home, we gave parents copies of several booklets about growth and development. Such booklets can be purchased from the American Medical Association. Films can be obtained through State Universities or State Departments of Health.

We learned several things in that first course which aided us greatly in succeeding courses.

—Most parents are honest in the opinion that they do not know enough to discuss sexual growth with their children. One mother of 12 told me, "I learned more about my own emotional and physical development than I have ever known before. Now I should be able to help my children."

—Some adults, especially men, are very hesitant to show any lack of knowledge about sexual development. Because of this attitude, educational techniques in the first two sessions involved the group without forcing them to admit a lack of knowledge.

During the first session, the class was broken into small groups composed of both adults and children to discuss "What should be included in a discussion of sex education?" Following these group discussions the instructor led the class in a discussion of the topic. Not surprisingly, the children brought out the points discussed in the small groups.

In the second session, the above procedure was followed using the discussion topic "How did I learn about the physical and emotional changes that occurred at puberty?" During this class discussion there was more adult participation. At no point were the adults forced to participate. In the third and fourth sessions, most of the hesitation and embarrassment were gone and questions became an important part of the class.

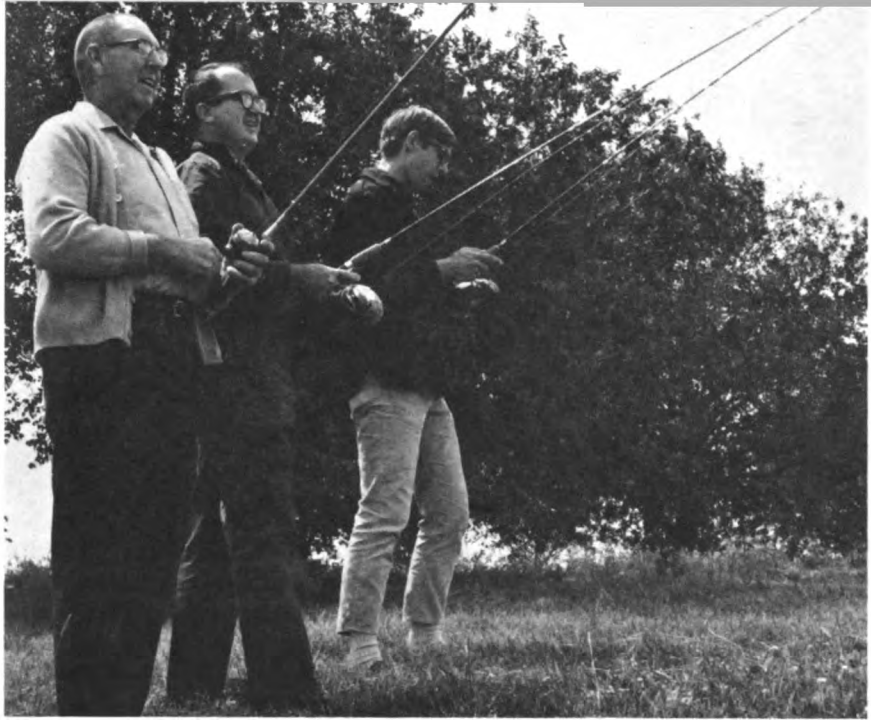
—Just being a doctor or minister does not qualify a person to assist with this type of class. These resource people must be realistic and must understand the extremely wide range of attitudes in people. We also tried to find resource people who could talk to both adults and children. The resource people must talk to the class without using scientific technical terms or speaking in platitudes.

—One of the major problems of communication between parent and child is terminology. Adults use one set of terms and children use another, neither of which may be correct. We tried to give them a common correct terminology. Most parents say that it is much easier to talk to their children now that they speak the same language.

—Parents who pay some small fee, $1 to $5, get a great deal more out of the course than do those who pay nothing. Parents in a course paid for by a PTA were not as responsive as others had been. The fee covers the cost of the educational materials used in the course.

Since we started conducting these courses, more than 350 parents have enrolled. Several other counties in Missouri are now offering similar short courses.

In answer to the initial question: Missouri's experience has shown that Extension *should* be involved in teaching sex education, as long as we teach about the total process of becoming a mature man or woman. □



Three of the men attending the meeting in Lucas County practice the tips they received on accurate casting.

Education for enjoyment

by
Robert E. Kowalski
Assistant Extension Editor
Iowa State University

Many farmers in Iowa have ponds on their land that are stocked with fish. In addition to providing pleasure, these ponds cause many problems. And some owners don't know how to enjoy their ponds to the fullest by fishing. Last summer Dr. Robert B. Moorman decided to do something about the situation.

The Extension wildlife biologist at Iowa State University planned a series of meetings in the 11 Iowa counties that make up the Tenco area. He contacted the area leaders in crop production. They told the individual county Extension directors, who in turn set up the meetings. The county Extension directors arranged with local pond owners to have the meetings at the pond sites.

A total of 465 persons, mostly farmers and their wives, attended the programs, and were extremely receptive to the information they gained.

Moorman obtained a number of fishing rods and reels of all descriptions—spinning, casting, spin-casting, and fly—from Michigan State University. He used these to demonstrate the many ways to enjoy fishing, and those attending the meetings were then allowed to practice with the equipment.

Conservation officers were present at most of the meetings, and sometimes demonstrated the equipment while Moorman spoke about some aspects of farm pond management. The officers were also able to discuss game laws, and in some cases they showed the people some of their own tackle and told them how to use it to catch more fish.

Moorman said the primary interest of most farmers was in algae and water weed control. Many wanted to know how to keep muskrats out, how to catch channel catfish and the big bass, and why their bluegills were always so stunted.

There is a great need in Iowa ponds to harvest much of the bluegill population in order to keep up the balance in the pond. To do this, Moorman said, you need small hooks and some leisure time to pull the little ones out.

By using the things they learned, the farmers who attended the meetings will be able to enjoy their ponds more completely. And in this world of hard work, a little pleasure is a big thing. □

Dr. Robert Moorman talks to pond owners about fish pond management.

Marshall County legislators John Carrigan and Robert Polen (on phones) at the Statehouse field questions from their constituents at telelecture stations back home. At left, waiting for questions, are Roy Rogerson, Marshall County delegate, and Senator Ted Bowers from neighboring Wetzel County.

Telelectures —

an effective link between citizens, legislature

by
Joseph L. Fasching
State Extension Editor—News
West Virginia University
Appalachian Center

Two West Virginia county Extension agents recently introduced a communications "first" to West Virginia, bringing State government closer to the people and generating greater local interest in public affairs.

D. A. Hutchison, Marshall County Extension agent, and Mrs. Jane Jones, Wood County Extension home economist, used telelectures for direct communication between county legislators at the State capitol and citizens who assembled in local high school auditoriums.

The citizens received first-hand reports on legislation affecting their counties and gave their reactions or asked questions. The issues discussed included "Income Taxes," "Education in West Virginia," "Air Pollution," and "Financing State Government."

Hutchison held a series of six weekly evening programs. A three-way hookup allowed simultaneous participation by groups at high schools at Moundsville and Cameron, 20 miles apart.

Mrs. Jones arranged a one-session experimental program as a training project for leaders in Wood County Homemaker Clubs and other interested people.

Telelecture communication, basically, is amplifying the sound of voices in a telephone conversation. With transmitting and receiving facilities at each station on the hookup, question and answer periods become an important part of the process.

Hutchison also usually used two sets of slides, or slides plus transparencies for an overhead projector. The speaker's picture was projected on one screen during his 10-minute presentation while a second set of visuals related to his subject was projected on a second screen.

Hutchison's series also featured discussions by public figures in other areas. Dr. Louis Bell, WVU economics professor and special advisor to the legislature, presented a talk on taxes. Professor Benjamin Linsky, a prominent national consultant on air pollution, spoke to the group after legislation on that subject had been introduced.

The State legislators and citizens were pleased with the telelecture series.

Jay Rockefeller, West Virginia Secretary of State, who addressed one of the telelecture sessions, wrote: "I want to thank you for your part in setting up the system. Somehow, we are never going to get the people of this State in on the legislative process and its importance until they have a greater awareness of, and sensitivity to, some of the important issues. . . . These telelectures are one very significant way to change this communication gap."

John Carrigan, minority leader of the State House of Delegates, commented: "Very little is known in this area about what goes on in government in Charleston; this is the first time I have had the opportunity to explain to the people what we are doing there."

Citizens wrote: "This direct approach in hearing and questioning our legislators is important if we are to be able to judge them correctly."

"The average voter never talks to the man he has helped put in office, and this was a rare opportunity."

Telelectures also have been used effectively to conduct income tax short courses for farmers throughout the State. Dr. B. L. Coffindaffer, Dean of the WVU Appalachian Center and Director of the Cooperative Extension Service, said, "The Center is finding new uses for this type of communication. It provides an efficient means of using personnel and material resources in bringing the University to the people." □

'Ask Kathy'

an experiment in nutrition education

Naming the program "Ask Kathy" gave it a personal touch and helped encourage shoppers to stop and talk.

The nutrition of many limited income families is inadequate because they do not understand nutritional needs, are not competent food buyers, and have limited knowledge in the principles of food preparation.

Because these are not the people who normally attend Extension classes, the Wayne County, Michigan, Extension home economists decided to go where they are—to the supermarkets.

Their plan was to set up information booths in food stores in several of the most depressed areas of Detroit. To get the ball rolling, Extension contacted the manager of the Food Industry Council of the Greater Detroit Board of Commerce. Enthusiastic about the idea, he arranged with one food chain to use seven of their markets throughout the county, most in Detroit's inner city.

The home economists worked with the food chain's advertising agency

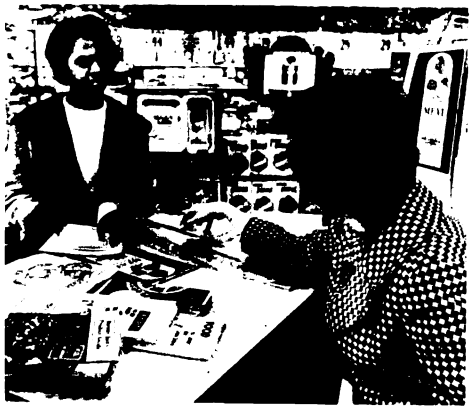
The home economist was surprised at the number of men food shoppers, many of whom said they do all the shopping for their families.

by
Kathleen R. Bufton
Extension Home Economist
Wayne County, Michigan

to set up the mechanics of the test program. To personalize the project in the minds of the shoppers, they called it "Ask Kathy."

During the 6-week test period, the home economist who manned the information booth encountered many problems—both with store management and with customers—but learned much about the value of such a program.

The attitude of the management, she found, is directly reflected in the attitude of the customers and the atmosphere of the supermarket. Where the manager was friendly and kept a clean, well managed store, the customers were friendly and anxious to ask questions. Where the attitude of the manager was less than desirable, the customers were suspicious of the home economist and suspected a gimmick.



Homemakers' requests for recipes could often be met from the good supply of USDA bulletins on hand at the booth.

The locations of the stores did not seem to be a factor in the responsiveness of the customers. The friendliest people lived and shopped in an area that has been identified as one of the most hostile and dangerous areas in Detroit.

Although a great number of people did not know what Extension is and how they could make use of its services, they were enthusiastic when they learned that they could come to Extension for help.

Consumers living in the depressed areas of the city do want information on nutrition, food preparation, and child care, and they will use it when they know it is available. Several people came to the stores specifically to talk to the home economist. Because of a newspaper article about the program, several men brought lists of questions from their wives. One woman wrote to the home economist in care of the supermarket.

People have more time in the mornings and will stop to talk longer than those in the afternoon. Contrary to the usual reports about "impulse shopping," about 90 percent of the people shopped with a list.

Particularly on Thursdays and Fridays, the number of men shoppers equaled or exceeded the number of women shoppers. Many elderly men said they did all the shopping.

Some women shoppers were reluctant to give credence to the home economist because of her apparent youth. They hesitated to ask questions until they found out that she had been married for 19 years and had four children. One shopper said, "I don't give no mind to just book learning—takes experience too."

The kinds of information most wanted were:

—Low-cost recipes,

—Interpretation of can sizes and information on package labels,

—Nutritional needs of children, and

—Information on buying, preparing, and storing protein foods.

Bulletins containing recipes along with educational information were the most popular. Teenage girls requested low-cost, simple to prepare dessert recipes.

Much of the success of such a program depends on the ability of the home economist to be approachable. If she did not speak first, very few people stopped; when she did speak first, even those who appeared to be the most hostile would smile and stop to talk.

This program demonstrated to the Wayne County home economists that there is a need and a place for home economists in supermarkets to give assistance and information to consumers. They believe, however, that these home economists should be provided by the store or a food council in the future, with Extension home economists acting as resource people.

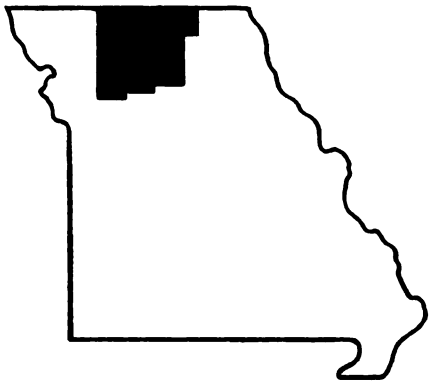
Because of the positive public response to the experimental Wayne County Extension program, the food chain with which the home economists worked has begun implementing its own consumer information program and plans to hire several home economists.

The chain has also initiated the formation of neighborhood "block clubs" for food stamp users. The clubs will have monthly educational programs on nutrition, with the food chain bearing the costs beyond those which can be provided by the agencies serving the area.

Such an approach should more than pay off in benefits to family health as well as increased business for the stores as a result of their demonstration of concern for the well-being of the community. □

Missouri area experiments with benchmark studies

Measuring Extension progress



Missouri's Green Hills area, site of the State's first benchmark study.

by
John G. Gross
Extension Studies Specialist
University of Missouri

To measure progress, you must have a starting point. To evaluate a change in an Extension program, you need a bench mark which will let you compare the "before" and "after".

This can be simple if progress can be measured in terms such as dollars or bushels. But the problem is much more difficult when you are dealing with attitudes and educational programs.

For example, consider the many changes being made in Extension from county staffing to area and subject specialization. How do you evaluate these changes? Do the administrators and agents ask themselves what they think about it? Do they ask their clientele? What should they ask? How should they ask it?

Missouri has begun attacking this evaluation problem with bench mark studies. An initial study of clientele opinions and attitudes was made in the nine-county Green Hills area in late 1968 just before an area agent specialization plan was implemented. Another study in 3 years will measure changes in attitudes and opinions resulting from the area specialization.

Under the new plan, each of the 26 Extension workers in the area will work on an area basis, with many serving all nine counties. Previously, only eight of the 26 agents worked in more than one county. Only one of these positions covered all nine counties, and the rest involved only two.

The district director and county directors in the area felt that the staff realinement should be evaluated. A conference was called with the State Extension studies specialist to develop an evaluation plan.

Questions to be answered by the study were:

—What are the characteristics of people who use Extension?

—What is their attitude toward Extension?

—How satisfied are they with Extension?

A bench mark study was chosen as the best approach. This data could then be used to measure the effect of the agent specialization plan. Since the changes were to be announced and put into effect soon, the information was collected by mailed questionnaires.

The questionnaire went to a stratified random sample, using the current Extension mailing lists as sources for names. Approximately 40 names were selected per agent position for each county. In addition, all members of the county Extension Council were included.

Mailing lists were sampled by taking names at intervals to give the required number. Attempts were made to include names from all mailing lists in the sample and yet have them reflect the relative importance of programs—agriculture, home economics, livestock, agronomy, home management, continuing education for women, etc. The sample included 1,104 names after the elimination of duplicates (some names were on more than one mailing list from a county).

It was important to keep the questionnaire short, but the information collected needed to be of sufficient reliability and validity to be useful.

First, questions on characteristics included such items as age, level of education, sex, occupation, and location of home (urban, farm, rural nonfarm). We also asked for the type of contacts they had with Extension.

Respondents were asked their overall impression of whether the county Extension program met the educational needs of the people in the county. Rankings were: very good, all important needs are met; some needs are met, some are not; meets some needs but many are not met; many needs of people are not met by Extension program.

Also, they were asked to rate their familiarity with the Extension program on a 5-point scale. Attitudes toward Extension and the agent specialization plan were assessed by asking, again on a 5-point scale, whether they agreed or disagreed with eight items related to the subject.

Items pertained to such things as Extension efficiency, ease of contact, feelings about specialization, and quality of information. Scoring of these statements was related to favorableness toward Extension.

One question was asked about feelings towards agent specialization. A companion question was, "How do your friends and neighbors feel about specialization of the Extension staff?" Quite often, people respond to questions as they feel they are expected to respond. They frequently are more inclined to reveal their true feelings when asked how other people feel. This projective technique can help discover whether some bias exists in the responses.

The satisfaction of people with Extension programs was assessed by asking for each of 10 selected Extension programs: "Are you active in the program at the present time? If yes, how satisfied are you with this program at the present time?" Five choices followed, ranging from very satisfied to very dissatisfied.

The 10 program areas investigated were: family living (home economics), balanced farming, farm management, agronomy (soils and crop production), 4-H and youth development, community development, livestock production, dairy production, continuing education for women, and continuing education for professionals.

Results of the study are being analyzed. They should be of immediate use to Extension staff in program planning, and should provide a bench mark for later comparison. □

Planning for the Green Hills study are Wayne Atkins, district director; John Gross, Extension studies specialist; and county Extension directors Raymond Smith, Don Rains, Lelan Ryan, Hubert Headrick, Don Henderson, and Ryland Miller.

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Expanding Extension nutrition programs

Late last year Extension received a special allocation of $10 million to expand its work in food and nutrition education. These funds were to finance the expansion during the last half of the current fiscal year. In view of the fact that nutrition education is one of the oldest Extension home economics programs, what is special about this?

The expansion is special for several reasons. First, emphasis of the expansion is being directed to the hard-to-reach low-income families. It is special because this is the first time Section 32 funds have been used to finance educational work in nutrition. It's special because the funds can be used only to hire, train, equip, and support non-professional aides—not to pay the costs of professional support and supervision for the effort. The aides are to work on a person-to-person basis with the individuals who do the food shopping and prepare the meals in the target families.

The goals of the expansion for the initial allocation called for employing more than 5,000 aides and reaching nearly 200,000 low-income families by July 1, 1969. At the half-way point, the expansion seemed to be on or ahead of schedule.

A preliminary summary of reports from 39 States giving progress up to March 31 showed the following: 3,600 aides had completed initial training and more than 400 were in initial training at that point; more than 54,000 families containing 261,000 persons were in the program; and contact had been established with 36,000 more families. The program is underway in all 50 States, the District of Columbia, Puerto Rico, and the Virgin Islands. It is being conducted in 672 counties and independent cities. Others are being added regularly.

To place the progress indicated by these data in perspective, it should be remembered that this beginning period called for development of plans to conduct the expansion in each State, training Extension workers who would supervise the aides, and recruiting and training the aides themselves.

To further indicate perspective, these additional funds more than doubled the amount of funds previously allocated for direct educational programs in food and nutrition. With them, more than half of all funds allocated at the Federal level for Extension home economics work now goes for food and nutrition education.

The expansion has enthusiastic support at the Federal level, and funding prospects indicate an even more successful program for next year. The Bureau of the Budget has approved and forwarded to Congress the Department request to fund the expansion at the level of $30 million.

The expansion of the food and nutrition program presents the most challenging opportunity the Cooperative Extension Service has faced in recent years. It promises an impact that defies evaluation at this point. At the outset, however, as indicated by the reports of the 39 States, we have reason to be more than optimistic about the overall results.—WJW

EXTENSION SERVICE REVIEW

U.S. DEPARTMENT OF AGRICULTURE ✳ JULY 1969

Federal Extension Service

VIETNAM AGRICULTURAL ADVISORS
See Page 16

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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.

CLIFFORD M. HARDIN
Secretary of Agriculture

LLOYD H. DAVIS, *Administrator*
Federal Extension Service

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EXTENSION SERVICE
REVIEW

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Some voluntary advice

America is beginning to realize that her many needs cannot be met entirely by those who are paid for their services. For many of the little "people-to-people" jobs— and some of the bigger ones— so important to maintaining a healthy society, we must depend more and more on those who do them simply because they want to—volunteer workers.

To some, this may appear to be a relatively new idea. To Extension, it has been the basis for the past half-century of work. Extension, in fact, is an operating example of the merits of using volunteer workers. Volunteer 4-H leaders make the 4-H movement possible; volunteer leaders of homemaker clubs extend the services of Extension home economists; volunteer members of community development groups are making many areas a better place to live.

As others begin to use volunteer workers, they may ask us the secret of our success. Can we pinpoint it? Probably the closest we could come is to say that our volunteer workers have not been working for us; we have been working for them. The programs are theirs, not ours. We bring our educational and organizational resources to bear on their expressed problems and needs. We "carry the ball" only as long as necessary and then turn it over to the people. The projects are successful because they are done by people who are working because they want to.

So perhaps the best advice Extension could give to organizations who are newcomers in the use of volunteers is: don't ask for volunteers to carry out your programs; ask the volunteers how your program can help meet their goals.—MAW

Help by Mail

for young homemakers

by
Mrs. Marian Paddick
Extension Home Economist
Lawrence County, Illinois

and
Miss Geraldine Acker
Extension Foods and Nutrition Specialist
University of Illinois

In Lawrence County, Illinois, homemakers of all ages get home economics information through several channels, including newspapers, radio, and television.

Young homemakers in particular often need and want help in many areas of home economics, especially food and nutrition. We define young homemakers as those under 30 years of age and married for no more than 5 years.

The Lawrence County Extension Council, after studying ways to reach young homemakers with reliable information, decided to use the mail for communication. Thus, the "Help-by-Mail" service was started.

Seventy-five homemakers were selected to receive a series of eight weekly letters. Most of these women were high school graduates, the average family size was three, and average income level ranged from the upper-low to middle brackets.

The subjects of food, clothing, and laundry, we knew, were of particular interest to young homemakers. Extension publications on these topics were available, so they were chosen as an introduction to the program. One publication was selected to be enclosed with each letter.

Mailings were made on Mondays for 8 consecutive weeks. Each mailing consisted of a letter and enclosure. The letter briefly explained the enclosed publication and encouraged the reader to study it and to apply the information.

The first letter introduced the Cooperative Extension Service and its activities, as well as the county Extension adviser. It explained to the recipient that she had been selected to receive the series of booklets, and would be asked to evaluate the program.

The following topics and publications were covered during the 8 weeks:

—Foods (Protective Foods for Buoyant Health in Work and Play);

—Laundry (Better Washdays);

A young homemaker takes her weekly letter from the mailbox.

—Foods (Freezing Cooked and Prepared Foods);

—Clothing (Selection and Care of Sweaters and Knitwear);

—Foods (More Vegetables on the Table);

—Foods (Meat for Thrifty Meals);

—Clothing (Fitting a Sleeve);

—Foods (Thrifty Recipes Using Homemade Mixes).

Fifty-nine of the 75 homemakers returned the evaluation questionnaire which was enclosed in the last letter. Answers indicated that the series provided new ideas in a concise and understandable form.

Getting the "husband test" are the rolls this young homemaker made from a recipe in the bulletin "Thrifty Recipes Using Homemade Mixes."

Most of the recipients said they would not take time to read a lengthy report. It was concluded that this weekly series was more effective than sending all the publications in a single mailing.

Many of the women said they shared the information with at least one other person, and they listed the names of 70 others who would appreciate receiving the series. Five of the young homemakers plan to attend Extension education programs regularly.

From the viewpoint of the Extension worker, the "Help-by-Mail" service was successful and worth repeating. A second series of letters has been planned for 125 young homemakers. New topics will be included in these letters, and mailings will be semimonthly for 16 weeks. □

Idaho whips bean blight

b
Cedric d'Eas
Extension Edi
University of Ida

It's all right to say "halo blight" in Idaho these days. Bean people talk about it without locking the door and pulling down the shades. The disease that had the bean business on the ropes a few years ago has been whipped. A multi-million dollar enterprise has survived the threat and is growing faster than ever.

A combination of punches by research, Extension, and the industry overcame the blight which since about 1963 had threatened to destroy Idaho's reputation as a major source of bean seed.

Because of the Idaho climate, good growing conditions, and high standards of purity, Idaho seed was highly regarded. Bean growers throughout the country looked to Idaho—particularly several counties in Magic Valley—as the home of the best.

That position is maintained today, but when halo blight appeared, there were fears that the business was going to pot. Since Idaho provides about 85 percent of the Nation's garden bean seed and a large portion of the seed used in producing dry edible beans, blight was a stunning blow.

Halo blight is a plant disease caused by tiny bacteria. It may reduce yield. More important, even a trace disqualifies seed. The most prominent symptom is an area on the leaf that looks like a grease spot. The spot is usually surrounded by a halo.

Leaf lesions generally enlarge rapidly and chlorotic zones become prominent. Stems and pods are affected. Plant vitality is sapped. Scientific terms for the blight and its devastation are complicated. They add up to big trouble.

Every Idaho bean grower was alarmed when plant pathologists diagnosed the disease. As the shock wave grew, farmers and seed companies organized a counterattack. They marshaled the knowledge and advice of the University of Idaho's Extension and research services, USDA, and the Idaho Department of Agriculture.

They also organized a grower cooperative to take some of the financial sting out of the haymaker. Members of the South Central Idaho Bacterial Blight Control Association built a fund on acreage payments to ease the loss of infested fields plowed under.

County agents played a leading role in educational programs that analyzed the situation and resulted in courses of action. Wilmer Priest of Jerome County; Don Youtz of Twin Falls County; Vance Smith of Minidoka County; and Ed Koester of Gooding County were particularly vigorous advocates of cooperative programs to save the industry. Priest was elected secretary of the control association.

Plant pathologists intensified research and advocated long-range control methods. They developed a 48-hour method of detecting halo blight in seed. Earlier methods took weeks. Illustrated publications of the College of Agriculture helped growers recognize the disease in fields. Early detection was essential to prompt destruction and prevention of spread to clean fields.

Farmers were encouraged not to plant beans again for 3 years on acreage with halo blight. They were also advised not to allow machinery, livestock, or people in fields wet with dew or rain. The blight can be spread by such contact. Sprinkler irrigation was discouraged. All precautions were observed by most growers.

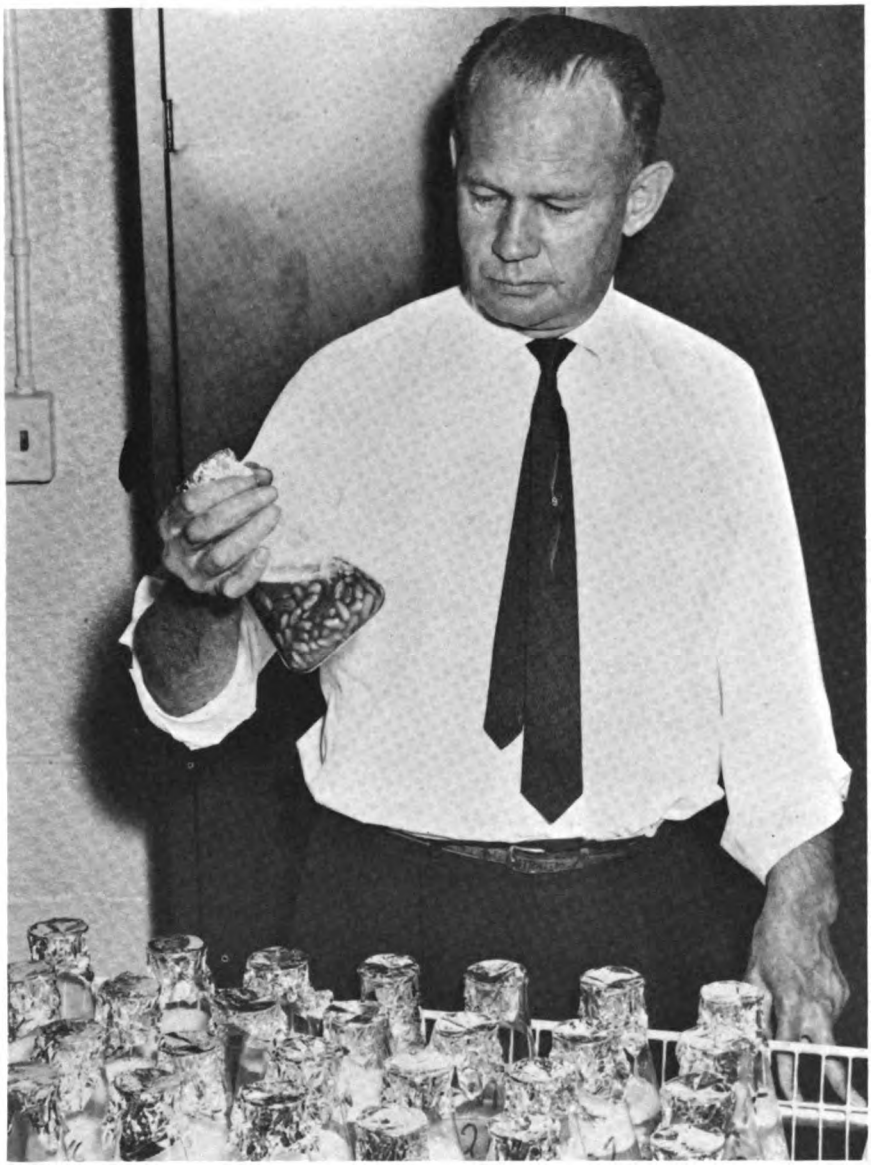
The spot on the leaf gives halo blight its name.

A quarantine on bacterial diseases of beans requested by the seed industry was put into effect by the Idaho Department of Agriculture in March 1965. The quarantine required that all bean seed planted in Idaho be field and windrow inspected.

In laboratories of the University of Idaho at Moscow, serological tests of beans were conducted by Harry Fenwick, Extension plant pathologist, and J. W. Guthrie, experiment station plant pathologist. Intensive studies were made at the Twin Falls branch experiment station by L. L. Dean and the late L. Laferriere of the College of Agriculture, and Clyde Butcher of the State Department of Agriculture.

Halo blight appeared in southwestern Idaho after the original outbreak in Magic Valley. The Idaho Bean Commission, already involved with the problem, again joined in a campaign on the new front.

The Southwestern Idaho Bacterial Blight Control Association was formed with the same structure and function



Dr. Harry Fenwick, University of Idaho Extension plant pathologist, made laboratory tests of beans for evidence of halo blight.

as the pooling group in Magic Valley. The main thrust, however, was in Magic Valley.

Representatives of such organizations as the Grange and Farm Bureau joined in advancing control efforts in both districts. All hands recognized the need for determined and thorough action.

Results were soon evident. As infected crops were destroyed, as spread was curtailed by restricting traffic from field to field, and as bean seed was subjected to thorough inspection, the menace was reduced.

The incidence of halo blight in 1965, 1966, and 1967 decreased progressively even though more acres were inspected. During the 3 years, 90 percent of the infested acres of dry edible beans were the Red Kidney variety. Most of this infested acreage was detected and destroyed in 1965. Blight also attacked many other varieties of economic importance. On these varieties, too, there was marked improvement during the 3 years.

Recovery cost money as well as patience, sweat, and brains. In 4 years, Idaho growers spent more than $800,000 through their blight control association. Additional funds were used by USDA's Federal Crop Insurance program. Private seed companies spent half a million dollars.

"Results indicate that cooperative work of all segments of the bean seed industry is effective in reducing halo blight and should provide the means of production of disease-free seed," said plant pathologists in a report on several years of control. "Research, rigid inspections, and an effective quarantine on bacterial diseases will probably lead to further reduction of halo blight."

They did. About 2,800 acres were plowed in 1965. In 1966 the acreage was 879. By 1967 it was down to 659. Infested beans were destroyed in that year even though evidence of blight was slight. The industry took no chances. The tolerance was zero and the tolerance was rigidly enforced.

No blight was found during the entire season of 1968. Harold Finnell, manager of the Idaho Crop Improvement Association, said there were no rejections for that cause. Bean certification increased to more than 19,500 acres, a jump of 3,000 acres from 1967. Approximately 12,000 other acres were also inspected without a single instance of the disease.

Twin Falls, Jerome, and Minidoka Counties—the heart of the bean district and the area hardest hit by blight—were leading the pack again, more robust than ever.

From a delicate position shortly after halo blight was detected, bean production boomed back. Acreages increased and prices advanced, indicating restoration of Idaho's place in the business.

"Instead of old companies looking for new homes," County Agent Priest said, "two new companies moved into the area." □

Happiness is . . .

knowing how to care for clothes

by
Charlotte George
Area Home Economist
Missouri Extension Service

Happiness is being clean. Happiness is knowing how to sew a button on your blouse or repair a rip in your little sister's skirt. Happiness is knowing that you can look pretty and well-groomed if you can launder your clothes. Happiness is being able to press your dress and hang or store it properly. These things are happiness, at least, to girls who attend White Oak Camp.

White Oak Camp is for boys and girls from extremely low-income families in the south central Missouri Extension area which includes Howell, Oregon, Shannon, and Texas Counties. These boys and girls would not otherwise have the opportunity to attend an organized camp or to participate in activities such as Scouts, 4-H, or church and school activities.

The camp is sponsored by the White Oak Camp Association, Inc. which was formed for the purpose of conducting camps for low-income children. The Camp Board includes representatives of public schools, civic and church organizations, the University of Missouri Extension Center, Public Welfare, U.S. Forest Service, Missouri State Highway Patrol, the Public Health Service, and other interested persons.

Charlotte George, area Extension home economist, coordinated the home economics educational program for the camp in 1968. The objectives of the program were:

—to teach basic clothing repair,

—to teach proper hand laundry techniques,

—to instill in the girls the desire to apply what they learned to their own situation,

—to help the girls get maximum use from their clothing through better use and care.

Eighty-nine girls from the four counties attended one-week camp sessions. They were divided according to age groups—8-9, 10-11, and 12-15. The girls came from varied backgrounds, but all were from small towns in the area or the surrounding rural communities.

Family income in all cases was extremely low. The source of income for most of the families is Aid to Dependent Children payments or part-time work in the timber industry. About 10 percent of the families have no known source of income. Many of the families have a long history of living in poverty.

The girls come from homes which are extremely dilapidated and have few, if any, modern conveniences. Sanitary conditions are very poor. Many of the girls' homes have no type of home water systems and either water must be hauled for the family laundry or the clothes must be taken to the coin-operated laundry. Many times neither is done.

Months before White Oak Camp, women in Extension Homemakers Clubs, Women's Division of the Chamber of Commerce, women's church groups, and other women's federated groups in the four counties collected and sized girls' clothing for use in the program. Before camp began, a workshop was held with 15 local leaders and eight University of Missouri work-study students to outline the teaching objectives and methods to be incorporated in the White Oak Camp educational programming.

The campers came to camp with only the clothes they were wearing. They brought no sleepwear or change of clothes for the next day. As a group, they had little confidence in themselves, and they had little knowledge of personal hygiene. Some were very shy and others were overly aggressive.

A leader, upper left, helps a girl hem the dress she has chosen. Lower left, a camper concentrates on making her stitches neat and straight. Another young camper, above, tries her hand at threading a needle.

At the beginning of the camp week, the girls were given the opportunity to choose their garments from the "White Oak Camp Style Shop," which contained the used clothing that had been collected. The leaders and work-study students helped the campers learn how to measure for size of clothing, how to replace a button, how to take a hem, and how to make hand stitches such as the stab stitch, back stitch, slip stitch, and overcast stitch.

Using the items of clothing they had chosen and repaired, the girls learned proper hand laundry techniques. The groups were small, and each had a leader and a work-study student as instructors. The groups discussed the sorting of clothes, and the girls did some actual sorting of articles for laundering while they learned the "whys" for sorting.

Importance of pre-treating stains and the methods for stain removal were illustrated through actual removal of some stains. Emphasis was placed on quick treatment and pre-treating of such stains as blood, body oil on collars, and perspiration. Many of the campers are responsible for the family laundry and were quite receptive to the importance of sorting and how it affects the appearance of the laundry.

The girls learned about the care of delicate fabrics found in lingerie as compared to the care of fabrics in school blouses, skirts, and dresses. They discussed the importance of body cleanliness and its effects on the life of garments.

Instructors gave the girls tips on buying laundry supplies. They explained why it is necessary to use detergents in areas with hard water. Demonstrations gave the girls an opportunity to see actual results. They were reminded that clean rainwater is excellent for doing laundry, and also for shampooing hair and bathing.

Demonstrations on the use of bleach and how pinholing is caused were given, with emphasis on the fact that bleach is intended for removing stain, not soil. Proper sudsing, as well as proper and thorough rinsing, were stressed. When the laundry was completed, the girls were assigned clotheslines and were shown how to hang clothes for line drying.

The girls were insecure and indifferent, and some were a bit rebellious toward the used clothing and the laundering of their underwear. But when they saw the improved appearance of the garments and how their personal appearance had changed, they were anxious to participate. Each night after showers, the clotheslines indicated the girls' interest and the progress made by the teaching sessions.

The last night of each camp, the girls modeled their repaired, well-laundered, and well-pressed garments in the White Oak Style Show. Many of the girls were able to repair and launder as many as three complete outfits which they could add to their personal wardrobes.

Throughout the summer, similar programs were continued at youth centers in the campers' home communities with the work-study students in charge. Here, the girls received further instruction and individual help.

The White Oak Camp Board felt that the laundry workshop provided the campers with basic learning experiences which they could not have obtained from any other source—and they have requested that the program be repeated in 1969. □

Lime
profit Hiker

by
Tom Byrd
Associate Extension Editor
North Carolina State University

How can Extension workers breathe new life into a subject that has been promoted for 50 years?

This was the challenge facing the North Carolina staff as it set about increasing lime usage in the State.

Excessive soil acidity has concerned Extension workers for decades, especially in the South.

The full magnitude of the acidity problem was revealed by the planning for Target 2, the State's long-range Extension program. County after county listed acid soils as a major deterrent to profitable crop production.

A State-level analysis revealed that Tar Heel farmers were using about 750,000 tons of lime annually. About 2.7 million tons were needed to bring all soils in the State up to the optimum pH level.

After that, 1.2 million tons would be needed annually to maintain the proper pH. Thus, intensified agricultural practices were causing the acidity problem to grow worse each year despite the progress that had been made in liming.

But how was the problem to be tackled? Should each county continue to promote proper liming? Or would a statewide campaign be better?

Extension Director George Hyatt called in a group of farm and agribusiness leaders to help answer the question. Their verdict: we need a statewide campaign to support individual county efforts. The success of similar campaigns in Alabama and Georgia weighed heavily in the decision.

Dr. Hyatt appointed a 20-man steering committee with the following representation:

—county Extension workers;

—farmers;

—lime producers and vendors;

—fertilizer dealers (many of them also handle lime);

—railroad people (all lime used in North Carolina is shipped in by rail);

—campus research and Extension personnel, including members of the information staff; and

—members of other agricultural agencies, including ASCS and the N.C. Department of Agriculture.

The Committee decided to direct the campaign at farmers and people with an interest in farming. Although many non-farm homeowners and gardeners also have acidity problems, an appeal to them might have flooded the soil testing facilities.

Since one of the best ways to appeal to farmers is through the pocketbook, campaign messages emphasized the dollar and cents value of liming. "Lime—the Profit Hiker" became the campaign slogan. The added income that could be expected from proper liming was placed at $40 million, a figure which is being highly publicized.

The Steering Committee recognized that the ultimate success of the campaign would occur at the county level. A series of meetings with county agents enabled Steering Committee

members to solicit ideas from them and to apprise them of available assistance at the State level.

A major goal of the Committee was to provide publicity materials to the agents. These materials eventually included:

—A 12-minute color film. Filming went on for an entire crop season, which is one reason the campaign preparations took 15 months. Seventeen prints were made, several of which were sold to commercial firms.

Applications like the one above will help North Carolina realize its goal of a 40 percent increase in lime use. Soil testing in North Carolina has increased about 25 percent since last fall. At left, with some of the samples, is Dr. Preston Reid, director of the State Soil Testing Laboratory.

—Two slide-tape sets. One set used a serious approach; the other used cartoons to get the message across. Three versions of the serious set were made, one for each geographical area of the State. The cartoon set, for more general audiences, was contributed by a commercial firm.

—An array of publications. Included were a semi-technical publication for agricultural workers and top farmers, a popular publication on the campaign itself, and a question and answer publication on liming for general farm audiences. Covers were also provided for county publications.

—Radio tapes and news stories. A series of 3-minute taped interviews with commodity specialists were offered to agents for local radio programs. Fill-in news stories were also provided.

—Other publicity materials, including special letterhead, envelope stuffers, posters, bumper stickers, exhibit suggestions, a folio of pictures, a list of promotion ideas, and rubber stamps. One county promotion idea, which was widely accepted, called for a local official to take a soil sample on the courthouse lawn.

About $12,000 was contributed to the campaign, mainly by the lime manufacturing and railroad industries. This money defrayed much of the out-of-pocket cost, enabling the counties to get publicity materials free.

The Steering Committee also launched statewide publicity to coincide with the campaign kickoff, including an animated 58-second cartoon for television stations, special magazine articles, and spot media announcements. Newsmen from the larger mass media companies were also involved.

The Committee reached and worked through organized groups. Specialists and administrators discussed the campaign with statewide commodity groups, trade associations, and professional societies.

The Committee made the "old problem" sound current by emphasizing new research and citing the effects of modern cultural practices on soil acidity. The "why" of liming was emphasized, since agents felt that this topic was poorly understood by most farmers.

Transportation was a major problem. Farmers said they would use more lime if they could get it at the right time. Lime dealers said railroads were slow in making deliveries. Railroads said most lime orders came when their cars were tied up with grain shipments.

As a result, a longer liming season was promoted. Farmers were urged to take soil samples and place their lime orders soon after harvest. Dealers were urged to stockpile lime, and the railroads agreed to make more cars available.

Many similar problems were solved as a result of the new communication channels. The State Soil Testing Laboratory also switched to a computer system in anticipation of more soil samples.

Participating in the campaign kickoff in September 1968 were the Governor, a leading farmer, the director of Extension, the chancellor, the commissioner of agriculture, and a host of newsmen.

Most counties launched their local campaigns in the succeeding weeks. The counties organized lime committees, and in some instances development associations promoted lime on an area basis.

The campaign will probably continue for another 2 years or as long as more lime is needed. A general goal of a 40 percent increase in soil testing and lime usage has been set.

Two unexpected things happened at about the time the campaign was launched. First, a prolonged drought hit the State—the worst in 40 years. Farm income for 1968 was cut by about $140 million, which represents about 15 percent of the State's total income from crops. Many farmers were forced to take a second look at capital investments, such as liming.

The second unexpected event was the first commercial development of limestone deposits in North Carolina.

Lime sales in the State during 1968, which covered the first 3 months of the campaign, exceeded 1967 sales by 105,000 tons. No figures are available on lime sales in 1969. Soil testing, however, is running about 25 percent above normal.

Several North Carolina State University graduate students are evaluating the campaign. The methodology will be studied, and farmers are being interviewed to determine their "before and after" attitudes toward lime.

The Steering Committee will continue to meet and discuss ways of maintaining the campaign momentum. One committee proposal under consideration is the involvement of more young people in the campaign. Another suggestion is to hold training schools for lime handlers and other persons who need a greater technical knowledge of liming. □

Improving community health

by
Jane Pretzer Martin
Assistant Editor—Home Economics
Texas A&M University

The Waller County, Texas, Family Living Committee realized a need and focused on it—health.

Waller County's 13,000 people were served by one hospital, five medical doctors, one nursing home, one school nurse, and no county health unit. That was 5 years ago.

Today, Waller County has preschool vision screening, a Candy Stripe program, added school nurses, TB testing, and a campaign to help more children enter school without difficulty.

The Candy Stripe program in Waller County began 5 years ago, sponsored by the Home Demonstration Clubs. Candy Stripers are young hospital volunteers throughout the country, so named because of their striped uniforms. Of Waller County's 76 teenage Candy Stripe volunteers, several have decided to become nurses.

Linda Aaron is the first Candy Striper to graduate from nursing school.

Linda likes the variety of nursing. Her biggest problem? "Children won't keep thermometers in their mouths. They keep taking them out to say 'Don't give me a shot!' "

Before the Candy Stripe program, 18-year-old Evelyn Poole had planned to teach math and English. "But that sounds dull after hospital work," she smiled. She now plans to be a registered nurse.

The Candy Stripe program includes 10 hours in class and 40 hours of volunteer service in the hospital each summer. Girls may choose to train in Brookshire Nursing Home, Hempstead Hospital, or Prairie View College Clinic.

Classes are not on medical subjects. The volunteer teenagers study hospital ethics, democratic leadership, Menninger's qualities essential for maturity, human behavior cycle, process of learning, and developmental tasks of teenagers.

The last, said Evelyn, was "so we could get along with others and work with them."

The girls have their own work station at the county hospital now.

"Their help was invaluable," said one hospital supervisor. "The girls saved the regular hospital employees millions of steps and gave them time to go about their real jobs as nurses."

"I believe in leaders," states County Home Demonstration Agent Vivian Goodrum, who makes good her beliefs.

Leadership roles for the county projects stem from interest. "The county is receptive and cooperative. Those interested in service serve," Miss Goodrum said.

But, she added, "we are far away from what we want to do."

Leaders make the programs possible. TB testing was done through local volunteers, the TB Association, and the Texas Tubercular Skin Test program.

In preschool vision screening, about 300 volunteers helped plan and execute work in five communities.

"This program is one way to be sure that your child has at least an equal start in school," explained Mrs. Joyce Smith, family living committee chairman.

Vision problems handicap children from the time they enter school and ultimately may cause them to become school dropouts, Mrs. Smith added.

"The vision screening program is another approach to preventing school dropouts."

Last year, 312 preschoolers were tested for eye muscle imbalance and amblyopia. Thirteen were unable to complete the vision examination satisfactorily and referral letters explaining their difficulties were sent to their families.

Several children's sight was saved.

One child tested had something wrong with an eye. He had been hit with a stick, he said. Volunteers urged him to see a doctor, who found the boy had lost sight in one eye and infection could endanger the other.

The women leaders from the Family Living Committee and the County Home Demonstration Council and Clubs are trained by professionals from the Texas Society for the Prevention of Blindness.

All programs are aimed at each county family. But many are not reached because they can't read, said the agent. So the committees work through churches, mass media, 4-H Clubs, Home Demonstration Clubs, schools, civic clubs, and medical facilities.

Exhibits, posters, personal visits, and telephone calls publicize projects. Even the grocery stores helped the vision screening program with specially designed sack stuffers.

To have the people's awareness was essential for all projects, but it was the key to one—parents of preschool children were not aware their children might not be accepted into school. Many did not have birth certificates because children often were born at home under care of unregistered midwives.

So brochures about getting preschoolers ready for first grade were prepared and handed out at schools, vision screening stations, and other

In Waller County's focus on its health problems, one program benefits another. Candy Striper Evelyn Poole, at left, plays a game with a preschooler before he is screened for vision problems. A volunteer worker, below, tests another youngster for eye muscle balance.

meetings. Schools cooperated to get names for a mailing list to announce programs.

The brochures explained how to get birth certificates and urged parents to start procedures soon enough for children to begin school.

Other major health problems plagued the Texas county.

In one area, the city dump was located higher than the town and it drained into homes in one part of the community. Safe water became crucial and the Extension Service sponsored awareness programs on safe use of water in those homes.

People became aware of what they could do about having a safe home water supply. Improper use of pesticides, poor location of farm buildings, and poor well construction caused well contamination in rural areas.

This program especially involved men. Women encouraged husbands to attend meetings. Extension civil defense and pesticide specialists from Texas A&M and the county agricultural agents helped.

Why were the programs so successful and well received? Because the people planned them, states Miss Goodrum. She believes the Family Living Committee is a natural place to start in studying the county people's needs.

"This is one program that really got where people had little knowledge and understanding. Once it got started, there were enough people with loss of sight and other experiences to get the ball rolling."

Where will the program go now?

It is expanding. Home Demonstration Clubs and the Young Women's Club are studying venereal disease and use of X-rays. A campaign is on to persuade local businessmen to have employees in restaurants and grocery stores tested for TB.

Red Cross first aid and home nursing training programs were conducted for about 180 youth and adult leaders.

"It is just a beginning in helping people learn about and recognize their own needs," said the agent. □

an exercise in citizenship—

4-H government day

by
Thayne Cozart
Assistant Extension Editor
Oklahoma State University

Young folks go where the action is. They're not content as spectators. That's why the Cherokee County, Oklahoma, 4-H Government Day was such a roaring success—it provided both action and participation.

For 4 months the focus was on 4-H Clubs and government in the county, thanks to imaginative planning on the part of the county 4-H leaders and the Extension staff—director Robert Kennedy, 4-H agent Charles Lester, and home economist Cleo Bryan.

Kennedy reports that 4-H leaders at a monthly meeting asked, "How can we get our 4-H'ers interested in local government?" Learning by doing seemed the most effective way.

The Extension agents presented the idea of Government Day to local officials, who responded enthusiastically and cooperated fully.

A program designed as a first-hand practical lesson in local government evolved—the 4-H'ers would hold an "official" election and serve a day in office with the regular officeholder.

In January each 4-H Club was assigned one or two government offices to fill through the elective process. All members over 12 were eligible to file for office.

Each club chose a secretary to accept the filing papers of the candidates. Lists of eligible 4-H voters were compiled and each voter received a registration card.

A typical political campaign complete with speeches, debates, posters, handouts, and handshaking was waged in each 4-H Club. Many prospective officeholders selected a campaign manager.

Mrs. Delphia Corn, Stone Chapel 4-H leader, noted, "The campaigns were constructive affairs with debate hinging on the issues, and remarks limited to constructive criticism."

Forty-three smiling politicians emerged from the elections after Allen Gourd, official secretary of the Cherokee County Election Board, certified the results as he does in all normal elections.

During the next 2 months, pictures of the elected 4-H'ers and the regular officeholders ran in the Tahlequah newspapers, keeping Government Day in the public eye.

The 22 office winners and an equal number of first alternates served in their elected offices with the regular officeholder April 18, which by proclamation of Tahlequah Mayor Dean Bridges was "4-H Government Day."

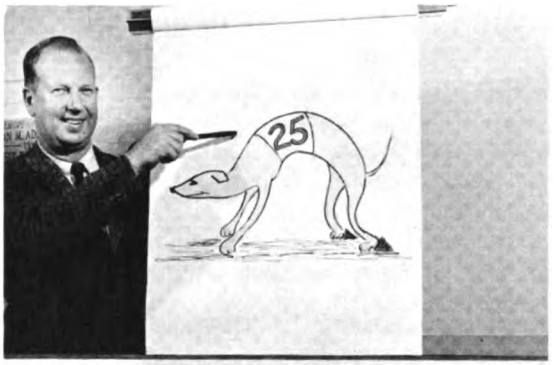
"We're proud of the interest our 4-H'ers have shown in local government," the mayor reported, "and we in government thoroughly enjoyed serving with our elected 4-H counterparts."

Mrs. Bob Johnson and Lee Stout, leaders of the Lowrey 4-H Club, agreed that "our 4-H'ers probably know as much about the elective process as most adults. They could register and file for any office now, and they've had a first-hand look at government in action."

The 4-H'ers highlighted Government Day with a reception and banquet for U.S. Senator Fred Harris.

Senator Harris cited the real meaning for 4-H Government Day as "your response to the unprecedented yearning of your generation to serve your fellow man. What better step could you have taken than learning to help others through the instrument of good government?" □

The 4-H'ers, above left, apply their artistic skills to the task of poster making. At right, a 4-H'er casts his secret ballot at a properly arranged voting booth.



Visual aids were important to the short, snappy segments presented by the Extension agronomist, Winston Way.

Agro-10-40

borrowing TV tactics

by
Winston A. Way
Extension Agronomist
University of Vermont

Vermont county agents have never been noted for being a dull audience. Still, we knew that our recent all-day agronomy refresher course needed to be challenging. It followed 2 days of presentations in another subject area, and everyone was getting tired of sitting.

Taking a cue from the recent popular television variety shows which bombard audiences with rapid successions of "mini-scenes," we named our program "Agro-10-40"—representing forty 10-minute presentations on agronomy.

The main consideration was for short, snappy, visualized presentations. A liberal sprinkling of humor, well-suited to the audience and related to subject material, was an important ingredient of success.

During the warm-up for Agro-10-40, 62 colored slides were shown in quick succession. Some were cartoons, many were humorous, and at least half were pictures of the participants themselves which had been taken over the past 20 years. This segment was so popular that it was repeated after the lunch break.

Each member of the small agronomy research staff presented several segments. Four area agents each did two spots, and the Extension agronomist did 12—seven with charts, three with slides, and two using handouts.

At first, there was skepticism about the brief time segments. But when subjects were broken down, the time proved sufficient. A turf presentation, for example, was broken down to bluegrass varieties, fescue varieties, shade tolerance, and thatch control. The complexity of lime deficiency syndrome was divided into segments to show how it related to aluminum, boron, potassium, and a mysterious unknown.

No related topics were dealt with consecutively; no speaker was allowed adjacent time segments. If the audience had to run to keep up with the change from "date of corn planting" to "soil drainage" and "alfalfa management"—fine!

Brief note-taking was encouraged by means of a program schedule consisting of only numbered inch-long spaces on five sheets of paper.

Informality was the rule of the day. There were no leaders, directors, or department heads except in the audience. This allowed the Extension agronomist complete flexibility and prevented speakers from feeling rushed. If one took 11 or 12 minutes, the Extension agronomist could compensate with an 8- or 9-minute segment. Only twice was the use of a kitchen timer bell necessary.

There was even time for a question following a few presentations. Most questions, however, were held for special half-hour periods just before lunch and at the end of the day.

Humor was injected at irregular intervals. Two agents who are popular story-tellers were cued to present one from time to time. Brief ones were best. Others got the idea and there were several of a more spontaneous nature.

Another form of diversion was the use of "subtitles" like those which appear on the popular TV shows after which the meeting was patterned. About 40 pieces of adding machine tape, each 4 feet long, were nailed to a board one on top of the other. One was torn off every 10 minutes to reveal a new piece of humor related to the upcoming topic.

Apart from the humor, which always makes or breaks a dull day, Agro-10-40 made a refreshing impact on an otherwise tired audience. The technique of education by short but well aimed bursts provoked enough comment to warrant further use.

We plan to adapt it, on a much reduced scale, to some Extension audiences. Ten-minute segments are long enough for most purposes; if the program is only an hour, 5-minute segments might be possible. After all, the TV comedies measure their time in seconds. □

Operation Shirtsleeves

by
Leo L. Cram
Program Coordinator, Special Projects
University of Missouri
Extension Division

Many of America's rural people still suffer from hunger, poor health, substandard housing, limited transportation opportunities, illiteracy, and unemployment and underemployment.

On the other hand, many private and public agencies have the resources to solve many of these problems.

Recognizing the need for getting the two parties together, Missouri has created a demonstration program called "Operation Shirtsleeves." Its purpose is to quickly mobilize at the county level the resources of the USDA; Department of Health, Education, and Welfare; Department of Labor; Office of Economic Opportunity; other Federal, State, and local agencies; and the University of Missouri Extension Division in a concerted action to combat these problems.

Through "Operation Shirtsleeves," the county representatives of various agencies can meet with representatives of the poor to:

—jointly identify pressing problems facing the rural poor;

—review the vast array of programs which are immediately available; and

—suggest ways to coordinate these programs to immediately allocate resources to the problems.

Within 60 to 90 days after the shirtsleeve problem-solving exercises, the programs initiated through them begin to show results.

Getting the project started took a lot of cooperation. Working through a State rural poverty advisory committee, the Missouri Extension Special Projects Director chose 70 low-income rural counties in which to try the program. The committee consisted of regional and State representatives of USDA, HEW, Labor, OEO, and representatives of the poor. Most of the counties they chose were located in Missouri's eight multi-county regional planning commission districts.

A "train-the-trainer" format helped get the action started at the local level. Representatives of the agencies on the advisory committee selected qualified members of their county staffs to attend a 2-day regional training workshop. Participants were chosen on the basis of their interest, motivation, and aptitude for initiating and conducting an action program.

The workshop showed them techniques for conducting 1-day "shirtsleeves" workshops in their counties, involving agency representatives and poor people.

All counties and all agencies were equally involved, to insure that no one was expected to shoulder major responsibility—this made it a true interagency effort. Representatives of the poor were carefully selected from throughout the region and were hired as "citizen consultants" to the regional workshop.

The regional workshop format included:

—representatives of the poor identifying the immediate serious problems facing the rural poor;

—agency representatives reviewing services they can provide;

—development by the entire group of a model plan of attack for the major problems which had been identified; and

—discussing methods and techniques trainers could use to reproduce the district workshops at the county level.

The 1-day county workshops are much like the regional workshops, only on a smaller basis. Often the participants discover a problem which cannot be solved by one agency—but the ensuing dialogue usually creates an interagency solution which might never have been developed by one or two individuals working independently.

To date, six regional training workshops have been completed and about 30 county workshops have been conducted. The quality of the county workshops has been varied.

Some have been dominated by agency representatives who smothered the poor with information but did not provide an opportunity for them to respond; in these instances there has been no commitment to immediate action.

In other workshops, the poor have been given the floor immediately, and agency representatives have confined their attention to offering resources to solve the problems they pointed out. In these cases, immediate action was taken and some of the problems were solved.

These are also the counties where the agency-poor relationship has blossomed and additional programs and services continue to flow to those in need.

Some examples of the programs generated as a result of the county workshops include:

Transportation — Families with transportation problems are being identified by the county welfare staff and the Community Action Agency. Names are being referred to the local ministers' association, who will arrange for church members to "adopt" specific families and provide them transportation to commodity distribution centers, doctors' offices, etc. In some counties, the Extension homemaker clubs are providing the transportation.

Medicare Sign-Up—Agency staff members, using a list provided by the Social Security representative, will encourage their eligible clientele who have not already signed up for Medicare to do so. They will also arrange meetings between these persons and the Social Security representative.

Commodity Food Program—Workshop participants in one county agreed to unite in an attempt to initiate the Commodity Food Program in their county. As a result, the USDA Consumer and Marketing Service is investigating the possibility of extending this service to the county.

Day Care Center—An FHA supervisor and a county welfare director met with a local person who wanted to establish a day care center for children of working mothers. The welfare director reviewed the regulations for such an operation, and the FHA supervisor is investigating the possibilities of obtaining a loan to remodel a home to provide the proper facilities.

County Health Unit—Workshop participants agreed to attend meetings to organize a county health unit. The workshop chairman is serving as a liaison between the health unit planning committee and the State district health personnel.

In addition, the various agency staff members often made appointments with the low-income participants after the meetings in order to help solve their particular problems.

After 6 months of experience, the "Operation Shirtsleeves" demonstration project has yielded the following findings:

Low-income citizen representatives at the Scott County, Missouri, Operation Shirtsleeves workshop discuss a strategy for alleviating poverty in the area.

—the most important pressing problems identified by the rural poor, in addition to low income, are shortage of transportation, inadequate or dilapidated housing, insufficient health services, insufficient supply of nutritious food, and limited employment opportunities.

—The "train-the-trainer" strategy is effective, if the agency representatives at the State level commit themselves to cooperate with the program, transmit this commitment to their regional and county staff members, and carefully screen the staff members they choose to lead the county programs.

—Representatives of the poor are a vital ingredient in both the regional and county workshops. Their observations, ideas, and charisma are the catalyst which keeps the meetings relevant and often ignites action. For best results, these low-income representatives should be persons who feel comfortable in a group setting and are able to identify problems and articulate needs to the group.

—The workshops have proven valuable in that the Federal agricultural agency personnel have learned much about the economic, welfare, rehabilitative, and social programs of State agencies. The State agency personnel have become familiar with the resources available through the USDA. More referrals are being made between Federal and State agencies as a result of the meetings.

—The principle of inviting a large number of different agencies into the program and equally apportioning the commitment of manpower to conduct the county sessions has worked successfully. Best results, however, have occurred in counties where co-chairmen have been selected from the Technical Action Panels and the Community Action Agencies, and the planning and administration of the workshop has been a shared experience. The TAP representative is effective in recruiting the agency personnel, and the CAA designee assumes responsibility for identifying and inviting the representatives of the poor to the session. □

"... teach him to fish ..."

The recommendations of the Long Range Joint Study Committee on International Extension and sending the team of county agents to South Vietnam to help increase food production will likely go down in history as landmarks in the war on world hunger. The first is an expression of felt responsibility. The second is an example of successful application of the principles and practices of Extension work in the United States to a situation in an entirely different environment.

The success of Extension in the United States is legend among those familiar with its growth, development, and accomplishments. Extension was the solution to the riddle of how to move scientific know-how from the Experiment Station fields and laboratories to the farm. With this, plus their own ingenuity and drive, American farmers moved from a "forgotten society" to the mainstream. Our international efforts are designed to show developing nations how to do the same thing.

The basic concept of international Extension is to assist local officials to organize their Extension services, train local Extension officials and workers, and develop the necessary local action programs. There are many examples of the successes of this concept.

The Vietnam effort is more intensified than our other international projects. U. S. workers assist Vietnamese farmers directly as they help train the local Extension workers. The urgency generated by the war demands the intensification.

This effort also provides the opportunity to test the U.S. Extension concept on a large scale in a different environment. The Vietnam Agricultural Advisory Corps has proved dramatically that farmers in developing nations and subject to a different culture are receptive to improved production practices, use of improved varieties, and modern management techniques.

The teaching methods successful in the early days of Extension in this country are equally effective in Vietnam. They include starting with the farmers where they are, result and method demonstrations, and then helping and encouraging farmers to do the same thing on their own farms.

Examples of success include the introduction and growing of a new rice variety, Than Nong-8 (IR-8 developed in the Philippines). In just a little over 2 years, plantings of this variety have grown to about 118,000 hectares. The new variety yields about three times as much as native varieties.

Better poultry production methods promoted by workers in the VAAC have helped Vietnamese farmers reduce the growing time of broilers by 10 to 15 days.

With the joint expression of responsibility by both U.S. Department of Agriculture officials and land-grant college officials, along with a proven concept for increasing agricultural production, the Extension idea has the potential to help developing nations build a productive farm economy with all its benefits just as it has done for the United States.

It will no doubt become one of the decisive factors in "when" and "how" the world hunger problem will be solved by once again proving the truth of the adage, "Give a man a fish and he'll eat for a day; teach him to fish and he'll eat for a lifetime."—WJW

EXTENSION SERVICE

REVIEW

U.S. DEPARTMENT OF AGRICULTURE ✲ AUGUST 1969

Federal Extension Service

A GREAT NEW CHALLENGE
See Page 16

VOL. 40 • NO. 8 • AUGUST 1969

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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Who are you talking to??

Generally speaking, consumers in New Castle County, Delaware, have a favorable, though uninformed, image of agriculture. This was the conclusion of Delaware Extension workers following a survey to determine consumer understanding of agriculture's importance and condition in the State. Surveyors warn against inferring conclusions of this limited survey to other areas of the country. The specifics below, however, raise two questions for all of us.

Seventy-five percent of the survey respondents thought food prices were too high. Most attributed rising costs to general inflation rather than to farm profits.

Most agreed that farm incomes have improved in the past 15 years, though not as rapidly as non-farm incomes. More than half felt that farmers were not receiving a fair return for their investment, labor, and knowledge. Again, 75 percent said they would be dissatisfied with the average farm income.

Consumers' answers to survey questions indicate they do not understand the cost-price squeeze. They seem to assume that since everyone else is living better, farmers must also be living better.

A group of legislators who participated in an identical survey disagreed with constituents on many issues, but they also were grossly unaware of the importance and condition of Delaware agriculture.

These prompt two key questions concerning efforts to help the people of the U.S. understand their agriculture. Have we as an educational agency, and the industry, been talking to the right people, about the right things, in the right package, at the right time? Could we have spent too much time talking to ourselves—those of us directly concerned with the production, processing, and distribution of our food supply?—WJW

Cooperation against rootworms

by
Harold Brinkmeier
Extension Adviser
Carroll County, Illinois

Farmers in northwestern Illinois will spend more than $1.5 million this year on soil insecticides—and will insure themselves sizable savings as a result.

Their choices of materials are being guided by the results of an Extension research project last summer which answered some important questions about chemical control of rootworms.

Corn rootworms were a limiting factor to successful corn production on many farms in the area during 1968, and the problem is expected to increase dramatically in 1969.

With no soil treatments, yield losses could amount to several million dollars. The multi-county Extension research project is helping the farmers make the best use of the $1.5 million they will spend to combat these losses.

The project involved Extension advisers in Ogle, Carroll, Stephenson, and JoDaviess Counties, with the cooperation of the University of Illinois entomology staff and Natural History survey. Purpose of the study was to determine:

—the comparative effectiveness of different chemicals;

—the best rates and methods of insecticide application;

—the optimum planting date and time of insecticide application.

The field chosen for the Extension project was on a farm in Forreston township. Because it had a count of 8 to 10 million worm eggs per acre, it was an ideal spot for field testing corn rootworm insecticides.

In 1967 the corn in the field was severely lodged because of the vicious root feeding habits of the resistant but aggressive northern and western corn rootworm. These small white larvae, which are resistant to the traditional chlorinated hydrocarbon insecticides, appear in late June and early July and can be found only by digging and sorting through the soil around the corn plant.

The plot area, divided into 76 eight-row plots 1/3 acre in size, created a tremendous amount of interest. Over 500 farmers, insecticide dealers, and chemical company representatives, helped count rootworm larvae, dig plants and carry them from the field, and wash them for damage rating. Tours on the plots attracted everyone from housewives to legislators.

Special activities on the plots included a "rootworm party" in June when root samples and soil were placed on hayracks covered with polyethylene for rootworm counting. Six plants per plot were examined for larvae. More roots were dug and washed to reveal insect damage about 2 weeks later for the purpose of giving each chemical a "root rating."

Some problems were encountered with high populations of seed-corn beetle and seed-corn maggot. These insects reduced corn emergence on some plots by 3,000-4,000 plants per acre.

The tests successfully pointed up the importance of using the proper insecticide—a plot treated with one of the better chemicals, for example, yielded 36 bushels more than an untreated check plot.

The research also showed that one larva per plant in a field with 22,500 corn population can reduce yield from 100 bushels per acre to 99.1 bushels per acre. Therefore, farmers using soil insecticides could increase yields by .90 percent for every larva per plant they eliminate.

And the tests were significant for another reason, too — they showed what can be accomplished through the teamwork of Extension, industry, and farmers. □

Volunteers search soil samples for rootworm larvae.

Increasing livestock production

Annual income from livestock and livestock products has increased by about $8 million in Freeborn County, Minnesota, since 1954. A major cause of the increase has been the concentrated livestock improvement program conducted by the county Agricultural Extension Service.

"Freeborn County has an abundance of feed grains, so we decided to concentrate on developing livestock production to its fullest potential," says Eldon H. Senske, county agricultural agent.

To get the cooperation needed to carry out the program, the following objectives were set:

—reduce the cost of producing farm products,

—help people understand the marketing system,

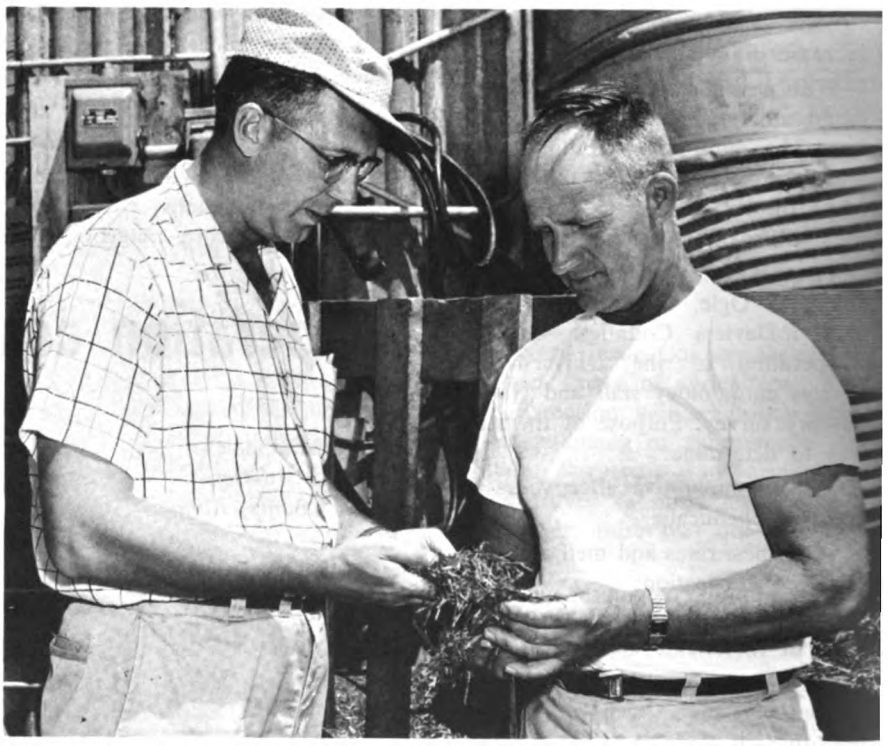
—expand the market for farm products.

"Increased efficiency of the entire agricultural marketing system is one of the major needs of our farm economy," Senske says. "Any organization which accepts responsibilities aimed at such a goal needs to work with producers, distributors, retailers, consumers, and a host of others to the mutual advantage of all."

The Freeborn County Agricultural Extension Service worked with many groups on educational programs to improve the production, marketing, distribution, and utilization of farm products. For example, Senske works closely with a major meat packing company located in the county seat.

"We're fortunate to have this resource in our county," Senske says. Extension works closely with the company on a number of educational programs, such as livestock institutes, western lamb projects, barrow shows, youth tours, and meat quality programs.

The general manager of the plant says his company attempts to supplement, not duplicate, Extension's work. He feels his company can provide timely information to producers on market demand, grade, quality, disease, and optimum market weights.



County Agent Senske, left, examines a haylage sample with one of the first Freeborn County dairymen to go on a drylot feeding program.

Another avid promoter of area livestock programs is the chairman of the board of an industrial development corporation located in Albert Lea. He feels that increasing livestock production to fully utilize area resources would add considerable local employment to an already large food processing industry.

Other cooperating organizations are the Freeborn County Swine Improvement Association, which promotes meat type hogs among both purebred and commercial swine producers, and the Minnesota State Spring Barrow Show. The barrow show includes a number of counties in southern Minnesota and Iowa and promotes meat type hogs and multiple farrowing.

Fall livestock outlook meetings cover outlook information on cattle

by
John M. Sperbeck
Extension Information Specialist
University of Minnesota

Senske discusses a meat quality program with the manager of the meat company which helps sponsor it.

and hogs, feeder cattle selection, and recommended feeding programs for various grades of feeder cattle. The meetings are usually held at a local sales barn, and include live cattle grade and feeding demonstrations.

Extension sponsors an annual all-day cattle feeders tour, where three or four county feedlots are visited. Visits usually are made to feedlots which have expanded recently. Management and feeding practices, as well as facilities, are discussed.

Senske organized a 3-day bus trip to the Sandhills of Nebraska to acquaint county cattle feeders with ranching problems and stocker-feeder production.

Management seminars concerning both hogs and beef emphasized production, management, nutrition, health, and marketing. Faculty for the 20-hour seminars consisted of research and Extension personnel from the University of Minnesota, as well as the county agent.

Freeborn County was one of the first Minnesota counties to develop confinement feeding units. Senske works closely with hog men to develop better farrowing programs.

Lamb production isn't a large enterprise in the county, but it could be expanded — especially commercial lamb feeding, Senske points out. This could help use part of the 6 million bushels of corn exported from the county each year. Interest is developing through the 4-H western lamb feeding project, where club members feed out nearly 1,000 lambs per year.

About 10,000 beef breeding cows could be supported on grassland in Freeborn County that is not being used by other livestock species. In many cases this land is not producing much economic wealth, but is assessed rather high for tax purposes. Although many farms could support only about 25 cows on such acreage, this would be good use of the land. Extension is encouraging establishment of these units, and a number are now underway.

Poultry is a $2 million enterprise in Freeborn County. It's a highly specialized industry—flocks are becoming fewer but larger. Extension's educational efforts are directed towards keeping producers abreast of new research findings, market information, and industry trends.

Several 20-hour dairy seminars emphasizing nutrition, management, breeding, and herd health have also been organized by Extension. A quality milk production program was initiated as part of the statewide abnormal milk program. Senske worked with a committee of cooperative leaders to improve the marketing structure for the county's dairy products.

Without control of insects and diseases, no program can really succeed, Senske explains. "We worked hard in this area and now have a modified certified brucellosis-free area. Dairy mastitis control is in the initial stage, and hog cholera eradication is in phase three. We've been emphasizing effective and safe use of chemicals and pesticides both in crop production and livestock.

Freeborn County maintains an active 4-H livestock program. About 1,300 members are enrolled in county 4-H programs, and two-thirds of them carry livestock projects in beef, hogs, dairy, and lambs.

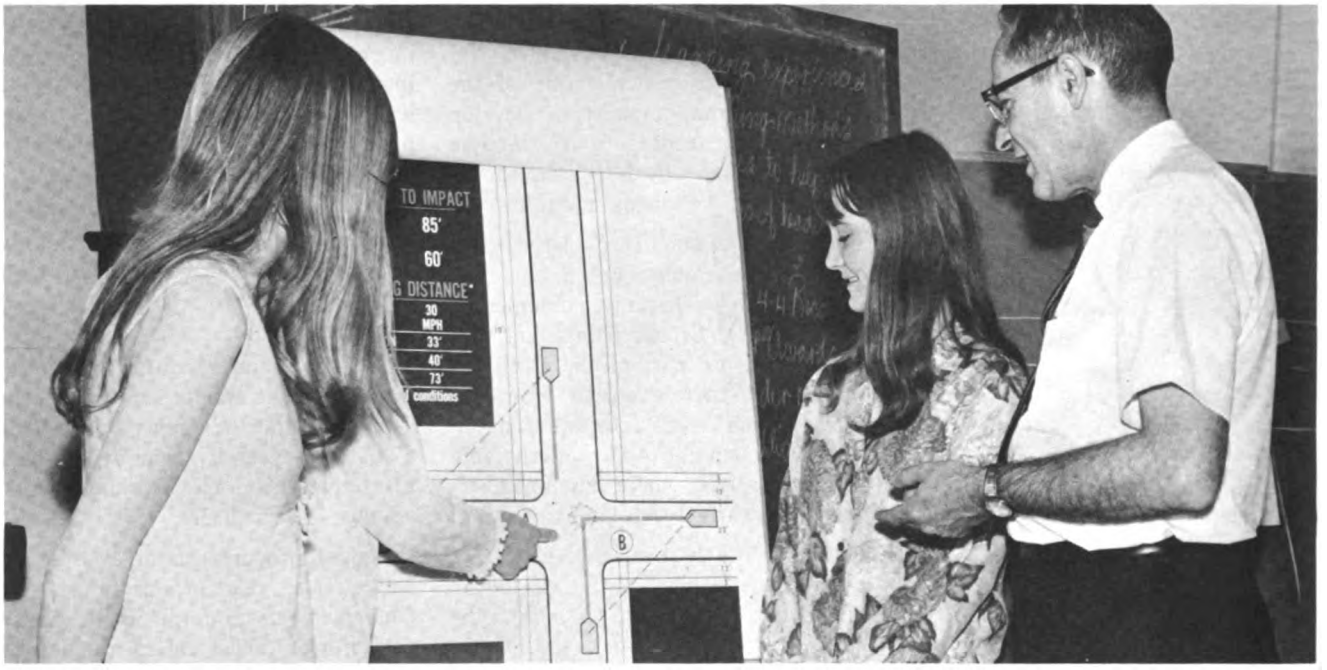
Business and industry interests throughout the county support a local 4-H auction at the county fair. About $7,000 per year is spent by business firms to encourage livestock work among 4-H members.

Senske procures about 100 feeder calves each year to encourage 4-H Club members to enroll in the feeder calf project. These calves are bought in the Sandhills of Nebraska from quality herds at a small premium above market. Calves are then brought to the county fairgrounds and members draw for choice and select their own calves.

"To fully utilize our excess feed grain production," Senske stresses, "we would need to have an additional 400 new young farmers each producing 1,000 hogs per year. This increased hog production would take approximately 100 days to process and would provide more jobs for people in the county. Our goal is to further develop and maintain a varied and active livestock production program among producers and bring them the latest technical and research findings." □

by
Dave Mathis
Information Specialist
Nevada Extension Service

Raymond C. Cox, Nevada 4-H leader, and 4-H girls enrolled in the Defensive Driving Course discuss causes of accidents at a busy city intersection.



4-H'ers learn 'defensive driving'

A car is being driven down a highway. Another car is following close—too close—behind. If you were the driver of the lead car, what would you recognize as hazardous in the situation? How would you analyze it, and what actions would you deem appropriate?

Such questions are being put to a number of Nevada 4-H members, some of driving age and some predrivers, as part of a new Defensive Driving course for older 4-H'ers in the State. The course is a joint effort of the Nevada Cooperative Extension Service and the Nevada Safety Council. Materials used have been prepared by the National Safety Council.

"The course has been conducted in various areas of the State for 4-H junior leaders and others 14 years of age and older, and is scheduled for more presentations," said Raymond C. Cox, Nevada State 4-H Leader.

If the course is effective and young people continue to accept it, it will be considered for inclusion in a regular 4-H program such as Automotive Care and Safety.

"Our interest in the course," said Cox, "stems from the fact that carnage on the highways remains a serious national problem, taking many more lives each month than Vietnam."

National statistics show that nearly 30 percent of all accidents are caused by or involve persons under 25 years of age.

While educational and other pro-

grams aimed at accident prevention have increased rapidly in the last several years, not much effort has been directed to beginning drivers or those who will be driving tomorrow, Cox pointed out.

"We think 4-H can play a role in this respect," he continued. "We have the vehicle for reaching pre-driving age individuals, we are interested in saving lives, and we have the resources to do a competent job."

This type of defensive driving program is among the first to be tried. Calvin Cartwright, a regional representative for the National Safety Council, has observed the course being presented to the young people. He has been especially interested in their response to it, since the kit used in the course was developed by the National Safety Council primarily for adults.

The course takes a somewhat different approach than driver education in the schools and acts as a complement to it.

The Nevada program started through an Instructors Training Program, set up by the Nevada 4-H office and the Nevada Safety Council. The Nevada 4-H Foundation purchased the kit and paid the fees for training the county agents in Defensive Driving. Mrs. Jennie Meals, of the Nevada Safety Council, and Mr. Cartwright provided instruction.

The staff who were trained have since taken the course to the 4-H junior leaders and other members. Adult 4-H leaders, representatives of homemakers clubs, and even experienced truck drivers and safety engineers from industry have been involved.

So far, courses have been presented in five Nevada counties. Ron Gustafson, assistant county agent in Washoe County, has helped conduct courses in his county and in Storey County. "The course is geared almost exclusively to automobile accident prevention and the defensive driving posture," he said.

The course involves 8 hours of class work including lectures, demonstrations, movies, and other visuals. It has been taught in Nevada 2 hours a night for four different evenings. A team of instructors, usually two, participate in the teaching.

The two-car accident, said Gustafson, is dealt with at some length in the course. Particular attention is paid to recognizable conditions that could develop into an accident. Such situations as the intersection collision, the head-on collision, the car behind, the car ahead, the passing car, or the car being passed are analyzed according to six conditions — driver, light, weather, traffic, road, and vehicle.

Accident situations are presented in film and are simulated by the instructors. Students discuss probable causes of the accidents and how they could have been prevented.

"By assessing such problems," said Gustafson, "the students soon realize that most accidents are preventable. They learn to look for little things leading up to accidents. One rule of thumb they learn, for example, is how to determine whether you are driving too close to the car ahead. Pick a spot on the highway, and as the lead car passes it, start counting 'one thousand one'. If your car passes the same spot before you have reached 'one thousand two', you're too close."

Special emphasis during the course is directed to the single-car accident, since this type is so common in Nevada and other Western States. During 1968, 15,167 car accidents occurred in Nevada that resulted in 6,076 injuries and 219 fatalities. Many of these were the single-car type which occurred on open road and in the absence of readily discernible reasons.

Nevada drivers may travel over distances as far as 100 miles without passing any marks of civilization, not even a roadside gas station. Such traveling, flanked by the pastel shades of the desert country, can become monotonous. Speed over such stretches becomes a habit, and senses can be lulled by the sameness in the scenery and road conditions.

An additional hazard in the West can be grazing livestock as well as wildlife. In an open range State, many roads have not been fenced and cattle are free to wander across them at will. Many a Nevada accident and some fatalities have resulted from hitting a cow.

"So far," said Gustafson, "we think the response has been especially good. Often we don't hear too much from the young people, but parents tell us how much talk they have had around the house about safe driving from their son or daughter who took the course."

"The young people have appeared very alert and interested in the sessions," said State 4-H Leader Cox, "and have asked pertinent and penetrating questions of the instructors."

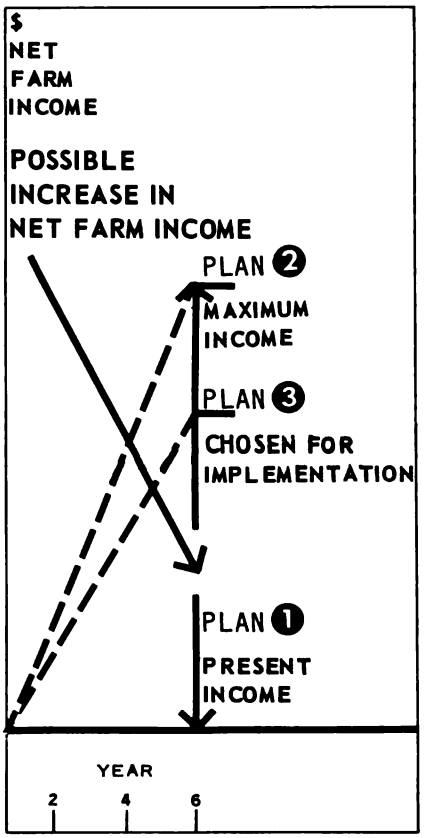
It is noteworthy, too, that the percentage of completions in the course have been high. Most classes have not had a single young person fail to attend sessions or participate through the full 8 hours.

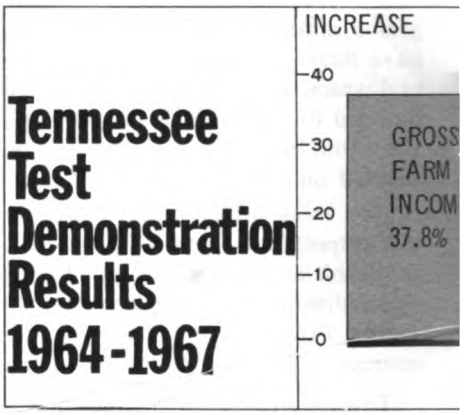
A number of persons in the State having something to do with the problem of automobile accidents, such as those in law enforcement, have observed the classes. They have all been complimentary of the presentation.

"We do not know how the Defensive Driving Course is going to influence the young participants when they get behind the wheel," said Cox, "but we are hopeful that it may help prevent an accident and save a life." □

Tennessee intensifies farm management education through — Test demonstration farms

by
Troy W. Hinton
Associate
Agricultural Economist
University of Tennessee





Test Demonstration farms have been around for several years, and most Extension workers are at least somewhat familiar with their purpose. But this is the kind of program that takes time to show results—and the news these days is in the results that are beginning to become apparent.

Tennessee, for example, has recently evaluated the progress made by the group of Test Demonstration farmers activated in 1964. The evaluation covers the first 4 years of the program—1964-1967. It shows, among other things, that the Test Demonstration cooperators have increased their family farm income from an average of $2,161 in 1964 to an average of $2,817 per year in the three following years.

What sort of program does it take to achieve such a result? The principle of the Test Demonstration program is this: county Extension agents establish whole-farm demonstrations to serve as examples for others in developing a successful farm business.

The Test Demonstration farm is a laboratory for teaching farm management principles and encouraging the adoption and efficient use of improved technology.

This educational program is concerned with bringing about adjustments in the farm business that will result in an increased net farm income. The program is sponsored jointly by the University of Tennessee Agricultural Extension Service and the Tennessee Valley Authority. Similar programs are underway in 27 other States.

For the Test Demonstration program to make the maximum contribution to the Extension educational program, the farms selected must have problems which are common to today's agriculture.

Tennessee's main criterion for selecting a Test Demonstration farm is that the development of the farm will contribute to the solution of county-wide problems. Consideration is also given to avoiding overlap of problems covered by the various demonstration farms, and to insuring that all major problems are included.

About 100 farms are selected each year to participate in the Test Demonstration program for 6 years.

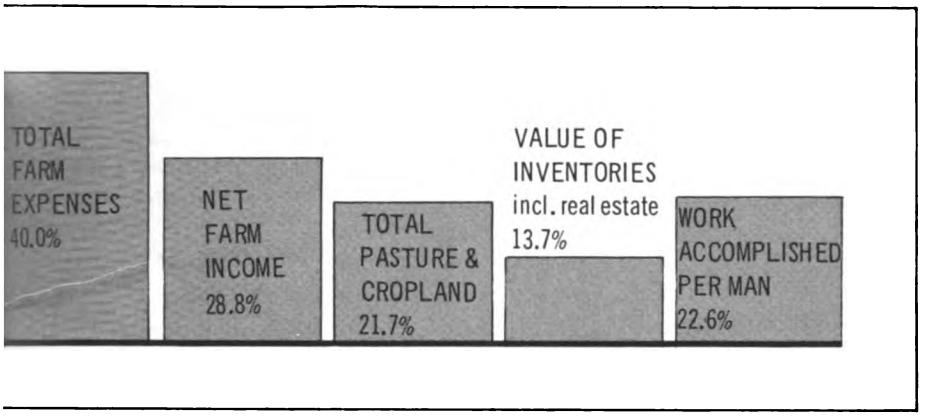
The Test Demonstration program is farm management oriented. This approach provides the necessary scope for teaching economic and production information needed by commercial farmers. One of the most difficult problems facing commercial farmers is keeping the farm resources organized to secure the maximum net farm income.

To teach farm management principles, to identify alternatives, and to accelerate the rate of adjustments, Extension helps each newly activated Test Demonstration farmer develop at least three farm plans.

This planning leads the manager to evaluate his present operation, makes him aware of other alternatives for using his resources, and acquaints him with new technology. The time spent in farm planning provides an opportunity for the farm manager to become aware of the problems impeding progress in the farm business.

The first plan developed is based on present use of the farm resources. The plan is developed to reflect the net income from the available resources as they are presently organized and to serve as bench mark data to be used in evaluation.

The second plan developed is a maximum income plan. It is based on the available resources with little con-



sideration given to the farmer's likes and dislikes. The plan is developed to make the farmer aware of the net farm income possible if the farm resources were organized with a maximum of efficiency and improved technology.

Plans 1 and 2 provide information to indicate the approximate increase in net farm income possible through efficient use of the resources. The information also permits the manager to relate the increase in net income to the risks involved.

Of course, not every newly activated Test Demonstration farmer adopts plan 2 without some changes. Plan 3, a compromise between plans 1 and 2, is the plan the manager chooses to put into operation. It is developed to maximize farm income giving consideration to the farmer's individual circumstances and his likes and dislikes.

This plan indicates the major adjustments the operator expects to make in combining enterprises and in improving production efficiencies. This is the long-run plan the Extension agent helps the farm manager implement through the Test Demonstration program.

The teaching of management principles and the development of long-run farm plans require increased time in activating a Test Demonstration farmer. However, records indicate that the rate of return on the time invested is extremely high.

The analysis of farm records provides information which is used in evaluating the progress of the Test Demonstration farmers. Some results of the recent study of Test Demonstration farmers active in the program since 1964 are shown in the table above.

A special agent in test demonstration work helps a test demonstration farmer develop farm plans. This farmer adopted the maximum income plan.

The table indicates that during the 4-year period the demonstrators increased their net farm income, increased the size of their farm business, and made more efficient use of their labor. Farm records also reveal that Test Demonstration operators have intensified their farming programs and increased rates of production.

Test Demonstration farms and results secured from them are used by Extension personnel in helping local farmers solve their agricultural problems. Adoption of recommended practices has been greatly increased by the use of data obtained on the Test Demonstration farms.

The analysis of Test Demonstration farm records provides valuable information for:

—making future management decisions and developing plans for future operations on individual farms,

—illustrating in countywide and statewide educational meetings the results that can be expected by improved resource management and adoption of improved technology.

Test Demonstration results are disseminated through farm tours, mass media, and group meetings. Besides helping to increase the rate of adoption of improved technology by commercial farmers, the results are effective as an in-service training tool for Extension workers. The Test Demonstration program has helped to keep the professional staff aware of the important economic and production problems facing commercial farmers.

The Test Demonstration program is showing that improved resource use and improved technology can lead to increased net farm income. □

by
E. M. Trew
Assistant Director
Kentucky Extension Service
and
Evaluation Committee Members*

Evaluating area Extension work

Cooperative Extension work in Kentucky was changed from a county to a multi-county basis on July 1, 1965.

This shift was made to provide Extension educational programs which serve more people, have broader scope and greater depth, are less personal-service oriented, and allow better use of staff and other Extension resources.

With the reorganization, county Extension agents received area specialization assignments on the basis of their subject-matter preference and competence and the particular needs of the area. Few of the field staff changed office locations, but each extended his operation to a multi-county area.

An area Extension director was given responsibility for supervising the field staff in each 8- to 10-county area. This supervisory arrangement replaced a three-person team of supervisors in each of the six former Extension districts.

In October 1967, the late Dean and Director W. A. Seay named the authors to a committee to evaluate the area approach.

The evaluation was to determine staff and volunteer leaders' estimate of the progress made toward reaching the objectives of the reorganization. We also wanted to know their attitudes toward the area approach and their understanding of it, as well as their views on its strengths and weaknesses.

The ultimate objective was to obtain information for strengthening the Extension organization and procedures.

Group discussions were held with field and resident staff and area and State Extension councils. Many individual interviews were held with staff members and volunteer leaders. The discussions focused on the advantages and problems of the area approach and suggestions for a more effective Extension Service.

Items mentioned in the discussions were used in the development of staff and leader questionnaires. The staff questionnaire was given to the Extension staff in group meetings, and the leader instrument was mailed to the 3,150 members of county Extension councils. Leaders returned 1,454 usable questionnaires.

Response to the questionnaire items was in terms of agreement, disagreement, and no opinion. Staff and leader responses by item were translated to percentage response in each of these three categories for both groups and for various staff and leader groupings.

Acceptance of the area approach by staff and leaders appeared related to the degree they felt it was needed. Both groups agreed that a specialization approach is correct in Extension work and is the best way to handle complex problems.

Eighty-eight percent of the staff said the Extension Service can realize its goals to a greater extent through the area approach; two-thirds of the leaders felt agent specialization is the best approach because one agent cannot keep up with all subject matter; three-fourths of the leaders said the area approach will become more necessary as future problems become more complex.

Most staff members and leaders felt the area approach is workable, that it has improved and will continue to improve with time. Staff felt the success of the area approach depends on agent desire to make it work and said their resistance to change was a real problem in implementation of the approach.

Similarly, leaders said peoples' resistance to change caused problems in implementation and that people need to be better informed on the area approach.

Most staff members and leaders said Extension now is getting more educational work done and is working on more of the important problems of people.

Leaders agreed that Extension programs are now sounder and have broader scope and greater depth and that Extension agents can be more effective in marketing work under the area approach. Staff members in general felt that educational opportunities have been improved for all clientele groups, except for families on limited-income farms.

Most staff members and half the leaders felt that more people can be reached under the area approach. Leaders and staff agreed that it permits Extension to serve non-farm groups in addition to groups traditionally served.

Area Extension work with respect to staff member role, competence, and performance was examined in relation to job satisfaction, security, and prestige; professionalism, job responsibility and role understanding; and staff effectiveness.

**Isobel Crutchfield, Area Specialist in Home Management; Faye Atherton, Area Agent in Agronomy; and Stephen Q. Allen, Farm Management Specialist.*

Kentucky Extension staff and volunteer leaders agree that Extension can reach more people through the area approach. These leaders, for example, will take back to their clubs what area Extension agent Patricia Everett is teaching them about preparing and serving luncheons and dinners.

With the change to area approach, area agents felt generally they gained prestige with the public, more opportunities for job satisfaction, and a greater realization of personal goals. But leaders did not feel that agents gained prestige with the change. Area agents said they felt more comfortable and more secure in their area roles than they did a year ago.

Most staff felt that area agents functioned more as professionals than did county Extension agents. Leaders said agents do their jobs better now that they can concentrate on more specific subject matter. However, handling certain county duties in addition to area specialization assignments has been a major field staff concern in implementation of the area approach.

Both leaders and staff felt staff effectiveness has increased and that agent teaching ability has improved since the change. Staff agreed that agents now make more effective use of their time; leaders said the present system allows Extension to have a better trained staff and requires more competent and efficient agents.

The area approach was studied from the standpoints of volunteer leader involvement and effectiveness. Staff and leaders felt strongly that local leaders should play a more important role in Extension program planning and implementation.

Both groups were about evenly divided on the question of whether leaders have served more effectively under the area approach. Some leaders, particularly in 4-H, felt they were being asked to perform tasks which should be done by Extension agents.

Extension youth work under the area approach was examined in terms of program effectiveness, influence of the area approach, and volunteer leader recruitment and training. Some 4-H leaders and staff members felt 4-H is less effective under the area approach.

County 4-H council members seemed to accept the area approach to a lesser degree than most other leaders; but 69 percent of all leaders felt there is need for more contact between staff members and 4-H Club members.

Part of the youth work problem appeared to be disagreement regarding both staff and leader roles. Some leaders felt they were doing part of the professional's job and that too much was being asked of them.

Extension has re-defined part of the volunteer leader role, but some leaders have not fully accepted the role that Extension perceives for them. Further study indicated insufficient awareness of the factors affecting 4-H work. However, staff and leaders indicated by two to one that factors other than area approach contributed to the difficulty of doing youth work today.

The area approach was examined with respect to staff numbers and pattern. Staff and leaders agreed that addition of a few more staff members would do a great deal to improve the area approach. However, two-thirds of the staff felt that filling all area staff positions would not solve all of the problems with the area approach.

About half of the leaders seemed to prefer a county Extension staff to an area staff. Those having a strong connection with 4-H work were a little more inclined in this direction. Two-thirds of the staff disagreed with the idea of returning to a county staffing pattern. About three-fourths of the field staff felt that someone is needed to handle county duties, but more than 70 percent of them did not want county generalist jobs.

The evaluation provided a great deal of information that will be helpful to the Kentucky Cooperative Extension Service. Many of the good suggestions made by staff and leaders have been implemented, and more will be implemented with time. Such an evaluation, perhaps done periodically, likely would be helpful to every State Extension Service. □

By the wise use of the mass media, plus strong supporting activity, you can increase your 4-H program with a minimum expenditure of time. In a county of 20,000 population we have increased the number of 4-H leaders from 14 to 60 and junior leaders from 7 to 29 in a year and a half. We have created the image that 4-H is for everyone.

The Mountain Home Air Base, which has been in existence for 25 years, had never had a 4-H Club. Today it has nine clubs and 15 leaders. Mountain Home had five clubs in 1967; today it has 15 clubs with 27 leaders. Glenns Ferry, King Hill, and Hammett had eight clubs and now have 12 clubs with 14 leaders.

First, with the help of a cooperative 4-H Council, we analyzed the situation. We needed dynamic leaders, new projects and activities, and to touch every segment of the population. Even though the Air Base has Negroes, and Mexican-Americans are working in the potato and sugar beet harvest, none were in our clubs.

After we determined the image we wanted, we turned to the mass media for their help. Lloyd Waters, editor of the Mountain Home News, devised an excellent format for my weekly column of Extension material. All club reporters were encouraged to send in reports of their meetings for a special column of 4-H news.

The weekly column, which takes 4 hours to prepare, is sent to the Mountain Home News, the Mountain Home radio station, the Air Base newspaper, the Glenns Ferry newspaper and correspondents for two metropolitan newspapers in the area.

We submit pictures of club activities from time to time, averaging one picture a month.

Occasionally I list my need for 4-H leaders. I try to be specific in what I want. An article on the dog project caused a 4-H leader from another State to volunteer to start a dog project in Elmore County. We now have four dog projects.

Another excellent source for obtaining leaders is the Daily Bulletin at the Air Base which is required reading for all military personnel.

Thirty new leaders volunteered after reading or hearing of the need in the mass media. It takes a great deal of courage by an individual to either visit the office or call and inquire about the need for leaders. They are sure they will not have enough training or will not be able to do a good job. The slightest rebuff will cause them to retreat and never offer again.

Each person who calls or visits the office is welcomed. Everyone can be used someplace in the 4-H program. We feel there is no such thing as too many leaders, even though I had to steer one prospective sewing leader into a home beautification project recently. We did not need another advanced sewing group at the time, but I'm sure we will be able to use her next year.

What do you do when your material is discarded? When this happened to us, we turned to other methods. For example, I hit on the idea of obtaining a list of new arrivals in the community. Possible sources of such a list are: Welcome Wagon, telephone companies, city offices, schools, and county offices.

Many of these new arrivals were happy to help us. They wanted to get acquainted in town, and they hadn't had time to become involved in many activities. Some had children who had been in 4-H in other areas.

We now had the leaders—the next step was to find the members. We proceeded on the premise that 4-H is for everyone. I took two or three leaders with me and we presented a fast moving 15-20 minute school assembly program.

In the grade schools the assembly was for the fourth, fifth, and sixth grades; everyone in the junior highs was included. After a brief introduction to 4-H, I presented the leaders, who told of their projects in glowing terms.

This was followed by a 5-minute question period, and sign-up sheets were given to each teacher. These were collected 3 or 4 days later. Previously we had only 125-150 in our county 4-H program. More than 500 signed up, although our total enrollment will be nearer 300. Another year we plan to investigate this tremendous drop and try to correct it.

We found a direct correlation between the leaders I introduced and the areas in which the prospective members signed. A dynamic leader

by
Marilyn Jordan
Extension Home Economist
Elmore County, Idaho

A key to 4-H growth in Elmore County has been, as shown above, interesting activities which are offered to all county youth. At right, Editor Lloyd Waters of the Mountain Home News and Mrs. Marilyn Jordan, county Extension home economist, discuss ways to promote 4-H through her weekly column.

4-H reaches out to new youth, leaders

will draw in the boys and girls.

Each leader received a list of those who signed up for his project area. When the first meeting date was set, an announcement was made in the mass media. Individual cards were sent to each child who had signed up for the project. Some leaders called the members personally when they did not come for the first meeting.

In many subtle ways we emphasize that belonging to 4-H gives prestige. One of the best tools to do this is the publicity in the mass media. The material sent must be newsworthy. Some of the things we have publicized which we feel fit this category are: presentation of charters to new clubs, installation and initiation ceremonies, community projects such as having a valentine party for the nursing home, recreational activities such as camp, and pictures of scholarship winners.

4-H must be fun. Each club is encouraged to have parties, go on field trips, and do other activities which will broaden the child's horizons. On the return trip from a visit to the art gallery, museum, and zoo in Boise, one little girl remarked, "I haven't had so much fun since we went on our vacation last summer."

Elmore County's formula has been:

—Create the image of 4-H as being a group for all youth wherever they live.

—Recruit leaders through the mass media.

—Keep a steady flow of 4-H news in the mass media.

—Introduce 4-H to all the youth through school assemblies.

—Use sign-up sheets so leaders have definite names to start a club.

—Notify members through direct mailings as well as by the mass media.

—Provide new projects and activities every year.

—Encourage community projects and recreational activities.

With the wise use of the mass media we have found new leaders. By presenting the 4-H program to all the pupils in the schools we now have Negroes and Mexican-Americans in many of our clubs. We have increased the number of clubs in the county from 13 to 36 in a year and a half.

The mass media will prepare the soil for you, personal contact with all the youth will seed it, and enthusiastic leaders will cultivate it. You will reap the harvest of enthusiastic members, willing leaders, and proud parents who can point to their children's accomplishments. □

by
Patricia G. Koons
Assistant Extension Editor
Kansas State University

Clothing leaders — valuable help

"When are you going to teach another beginning clothes construction class?" "When are you going to have one of those tailoring workshops again?"

Kansas County Extension home economists like Mrs. Trella Currie, Cloud County, hear these questions often. Mrs. Currie wondered how she could continually provide the homemakers such workshops, yet offer educational programs in other subject matter areas.

Then Miss M. Christine Wiggins, Extension clothing and textiles specialist at Kansas State University, began offering "Clothing Leaders" training.

The specialist designed this training for experienced seamstresses who agree to teach others in groups. Participants learn subject matter and methods of teaching and develop their community leadership qualities.

In the Clothing Leaders I training, Miss Wiggins offers subject matter in knowing the sewing machine and caring for it, beginners' projects, pattern selection, and alteration.

Emphasis is on fitting and simple garment construction in the Clothing Leaders II training. Clothing Leaders III training includes advanced fitting and advanced clothing construction with emphasis on methods of obtaining fashion finishes and the "custom made" look.

Mrs. Currie encouraged Mrs. Louis Cool, a Cloud County homemaker, to take this series of training from the specialist. Training Mrs. Cool received from Miss Wiggins a few years

earlier had enthused her to sew more for her family and to teach sewing to 4-H'ers.

As Mrs. Cool participated in the Clothing Leaders training, she learned the importance of teaching adults to sew.

The county Extension home economist helped Mrs. Cool organize 6-day clothing construction workshops for women. Because of the great clothing interest in Cloud County, workshop enrollments were high from the start.

Mrs. Currie said she was especially interested in getting Mrs. Cool to teach these sessions because it offered her more time for other Extension education programs. The Extension home economist just attends the preliminary meeting of each workshop and helps the group set dates for the six workshop sessions and make other definite plans.

Mrs. Dean Holbert and Mrs. Lee Wright, who participated in some of

Mrs. Cool's first workshops, took more training and taught workshops themselves.

With the Extension home economist's assistance, the two enrolled in the Clothing Leader I and II training. This year they'll take the Clothing Leader III training.

Mrs. Currie says that according to her records 121 women have participated in seven tailoring classes since fall 1966. Thirty-nine homemakers have been in three different basic

At far left, Extension home economist Mrs. Trella Currie (standing) helps clothing leaders with their plans. At left, a homemaker who is taking the clothing leaders training exhibits a western jacket she is making for her husband. The Catholic sister, below, says she saved about $22 by making her habit rather than buying it ready-made.

clothing construction workshops. Thirty-two have participated in two intermediate workshops.

The clothing leaders charge enrollees a small fee for participating in any workshop. Each workshop is 6 full days plus the half-day preliminary meeting.

Who is in a workshop? Participants range from the newly married young homemaker to the 75-year-old grandmother. Women come from town and country. Some are from other counties. Some want to learn to sew because they are on limited budgets and can provide more clothes for the family if they sew. Others want to learn because they want to use their leisure time profitably.

Women may find they can have clothes that fit better if they make them than if they buy them ready-made.

The Cloud and Republic County Extension councils jointly own a complete set of basic blouses representing sizes and figure types from each pattern company. Women can check the one that fits best before they buy their patterns.

Also, at the beginning of each workshop, the leaders offer guidelines for the women to follow as they shop for fabrics, linings, interfacings, interlining, trim, and notions.

Individual help is a goal during each workshop. Leaders like to keep enrollment to less than 20 so they can give each person necessary help. Mrs. Holbert and Mrs. Wright work together on basic and intermediate workshops so the women receive even more personal help.

Each leader says teaching others to sew is most rewarding. They say they feel a real satisfaction when a woman who doesn't even know how to use a sewing machine learns quickly and makes a garment during one workshop.

All of the clothing leaders do have home and family responsibilities, but they find time for this satisfying opportunity to help other women improve their own sewing techniques.

Other States might need to adapt the Kansas system to fit their own needs. With limited State specialist personnel, for example, the leader training might be done by an area specialist or the county home economist. However the details are handled, the Kansas County Extension home economists recommend this method highly as an efficient means of reaching more people. □

A great new challenge

People throughout the country are showing increasing concern for the quality of our environment and the effects of pollution on it. Until recent years, only those living in areas of high population densities and heavy industrialization and a few "idealists" recognized pollution for what it is.

Even then, for the most part, it was excused as a component of industrialization and a part of the price for progress and the abundance of material goods this progress produced.

That something can be done to improve the quality of environment is no longer confined to the minds of idealists. It's being recognized by people deep in the ghettos and people in the hinterlands, as well as by national leaders of all interests. All are fast coming to the conclusion that if this is the price of progress, then it's too great — indeed, unabated pollution may destroy that abundance which it helped to create.

In earlier days, people avoided the problem and made little attempt to solve it. They just moved on to "get more elbow room." But there are few places left with "elbow room," and the people in those places have seen the problems unabated pollution creates and want no part of them.

Nearly all who have studied the problem and some who haven't offer solutions—some entirely too simple and too "pat." It's not simple. There is no "pat" solution.

Too often the goals promoted by idealists are too stringent. A pristine society is out of the question. The extent to which we pursue the pristine environment must be a compromise. Society must determine how much pollutant-causing activity—of both industry and food and fiber production—it is willing to forego to bring the environmental quality up to a level it considers acceptable. So what we're looking for is that balance and ways to achieve it.

The sources of pollution are so widespread geographically and diverse in origin that only a broad attack from every front will yield any significant improvement in environmental quality. Pollution cannot be defined with physical or idealistic boundaries in a way that permits a single individual, group, or agency to deal with it as an entity separate from our normal everyday activities.

The key to maintaining an environment that is pleasing and healthful lies in adding the environmental quality dimension to all our recreational, social, and productive activities. This means that every decision must be tempered by the question "How will this operation or activity, its product, by-products, and wastes affect the quality of our environment?" Only in part can this question be answered by edict or decree. Rather, it is a matter of broad and continuous education. Herein lies the challenge to Extension.

The first part of the challenge is to show organizational leadership by making environmental quality improvement a part of all our educational programs rather than something separate and apart. The second part is more obvious—keeping people aware of the problem, making them conscious of the nature of pollution and the threats it poses and ways to keep it to a tolerable level.—WJW

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U.S. DEPARTMENT OF AGRICULTURE ✲ SEPTEMBER 1969

Federal Extension Service

4-H: Opportunity for all
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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.

CLIFFORD M. HARDIN
Secretary of Agriculture

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4-H: Opportunity for All

The title above is the theme of the 1969 National 4-H Week observance. Opportunity in 4-H has never been greater. The last few years have been particularly fruitful in adding new dimensions to 4-H activities and projects. These new dimensions are helping the 4-H concept and philosophy keep pace with the changing social and economic environment our youth know.

One change is the additional flexibility in 4-H. It permits tailoring projects to suit the individual's needs, resources, and interests. This flexibility makes 4-H more attractive to 9- to 19-year-olds. Projects which have less rigid timetables and are judged on a wide range of accomplishments allow members to develop a greater measure of self-discipline.

A second innovation is the added emphasis on the "why." This element broadens the member's perspective and makes the "how" more meaningful. The "why" helps youth understand the world they live in. It also helps them keep pace with the social and scientific innovations they soon must relate to and make decisions about.

The third innovation is that of going beyond the formal "club structure" to include such things as informal groups and self-determined individual projects. Another good example is the short-term projects or activities designed to provide group activity while teaching a skill related to better living. These meet a very special need for a very special audience—that group of youth who previously have experienced only limited social contacts and group action.

These innovations indeed have a powerfully positive influence on the opportunities of 4-H. They deserve to be made especially visible in your forthcoming observance of National 4-H Week.—WJW

Outdoor conservation classroom

This burl, above left, is one of the many educational features of the forest. At right, James Halm (left), 4-H agent, and Michael Moore, area forester for the Department of Natural Resources, examine wildflowers growing near the nature trail.

by
Dean C. Bork
Extension 4-H Editor
Michigan State University

A 135-acre conservation classroom near Saginaw, Michigan, is fast becoming a reality, thanks to an Extension 4-H agent and an area forester. They have enlisted the help of many interested agencies and individuals to provide this educational feature for local youth groups, as well as the general public.

The site of the developing outdoor conservation classroom is Price Forest, located 3½ miles south of the Saginaw city limits.

The land was deeded to the Forestry Department of Michigan State University in 1940 by James and Emily Price.

In a 1940 letter to MSU's president, James Price said that the purpose of deeding the land to the State was "to assure its continued use to the public for public purposes."

Until now, the forest has been used only for research studies by the MSU Forestry Department. But Jim Halm, Saginaw County Extension 4-H and youth agent, and Mike Moore, area forester with the Michigan Department of Natural Resources, thought the forest could be developed to provide more public use, especially to youth groups.

Moore and Halm plan a 1-mile self-guided nature trail through the forest. There will be 18 nature stops, and Moore is developing a pamphlet to explain the natural history of the forest and each stop of the nature trail.

Wood chips are being used on parts of the trail to prevent muddy spots from developing in low-lying areas.

In addition to the nature trail, Moore and Halm hope that a well, toilets, and a fire circle will soon be built.

Day camping is the immediate goal of Moore and Halm, but they believe that overnight camping may be possible in the future if facilities are developed.

Moore and Halm foresee the outdoor conservation classroom as being used by schools, 4-H groups, Girl Scouts, Campfire Girls, Boy Scouts, the Saginaw inter-city recreation department, and the general public.

Trees in the forest include balsam fir, Douglas fir, white spruce, white pine, cedar, ironwood, birch, red oak, beech, red and sugar maple, sassafrass, black cherry, and hickory.

"Aspen are taking over an area that was once farmland," points out Moore. "This is the first step in a climax forest.

"There are at least 35 species of birds in the forest, including rushes, flickers, cardinals and martins."

Moore also plans to scatter wildflower seeds along the nature trail.

"The great thing about this project is the cooperation between so many individuals and agencies," he adds.

In addition to Halm and Moore, the steering committee for planning and developing the forest consists of representatives from the Saginaw County Soil Conservation Service, the Saginaw Field and Stream Club, Girl Scouts, area schools, the Saginaw city recreation department, Campfire Girls, and the Bridgeport Road Commission.

"With the rapidly growing urban and suburban population of this area, there is a real need for a facility of this type," says Halm.

If everyone involved in developing the outdoor conservation classroom is as enthusiastic as Halm and Moore, today's and tomorrow's youth of this area should benefit greatly. □

by
Kenneth Copeland
Extension magazine editor
Auburn University

Alabama's limited-resource farmers benefit from

Whole-farm demonstrations

Take what you have and make the most of it through wise planning. That's the goal behind the Whole-Farm Demonstrations on 135 limited-resource Alabama farms last year.

In setting up Whole-Farm Demonstrations, the county Extension chairman or farm agent helps the farmer determine his available resources. Then the agent, with the assistance of Extension farm management specialists from Auburn University, helps the farmer plan his entire operation to get maximum returns from each resource.

Demonstrational farms are used for tours, farmer meetings, and mass media releases to inform others of opportunities that exist.

Charles Maddox, Extension farm management specialist, states that problems on limited-resource farms are numerous. Solutions are complex and long-run. Most studies show that inadequate training in the principles of management and decisionmaking is possibly the major contributing factor.

Limited-resource farms are usually characterized by small cropland acreage, limited capital, low production, and inefficient use of family labor. They are often operated by a poorly educated person who is nearing retirement.

In Marengo County, where 30 to 35 percent of the farms are within the limited-resource group, here's how improvements have been made on two farms.

John B. Richardson of the Gallion community will soon move into a new house. Willie Hackworth of the Shiloh community is farming with a tractor for the first time this year.

Richardson's 1968 net farm income was $5,770 as compared to $802 in 1966. His cash expense rose only a little over $1,000 in that time. His cows are now averaging 6,000 pounds of milk each, compared with 4,000 pounds in 1966.

At the beginning of 1967, Farm Agent C. S. Foreman, who is responsible for the limited-resource work in Marengo County, analyzed Richardson's operation. He immediately helped Richardson set up a program of culling low producing cows and replacing them with higher producers, growing more and better grain and forage, and making wiser use of his labor.

By soil testing, which he had never done before, and applying the proper amount of the correct plant nutrients, Richardson increased per acre corn yields the first year on 15 acres from 30 to 70 bushels per acre.

Soil test recommendations called for a ton of lime per acre plus a complete fertilizer—50 pounds of actual ingredients of nitrogen, phosphorus, and potassium. In the past Richardson had used only superphosphate.

Passers-by, seeing that Richardson's is often the only farm with green grazing, sometimes stop and ask how he does it. They wonder how he can afford to buy fertilizer.

At a recent meeting at one of Auburn University's substations, Richardson said, "I want to tell you something. Money spent on fertilizer pays me the greatest return of anything I do. It works for me day and night and even on Sunday."

By clipping his pastures, he has found that he can control most grasses and weeds. Fertilizing and managing his pastures add up to more quality grazing and more milk. End product —more money in his pocket.

To improve the quality of his cows, he now uses better bulls.

Having too many jobs to do during various weeks of the year once presented Richardson a problem—but not any more. Foreman helped him make a work calendar listing jobs to be done each month. "This helps prevent a pileup of jobs," Foreman said.

An average of two tours a year has been held on Richardson's farm. A group of dairymen from another county visited his milk processing plant.

Other farmers in the communities are already latching onto new practices after seeing how well they work on these demonstrational farms, reports Farm Agent Foreman. Many farmers in the community are soil testing, applying a complete fertilizer, and moving pastures for the first time. Dairymen with less than 10 cows have seen that six or eight good cows are more profitable than 12 or 14 low producers.

Richardson, who has owned his 161-acre farm for many years, has even changed his idea about credit. "Borrowed money," he said, "can work for you just like fertilizer. But when you borrow money, you must

Extension Farm Agent Charles Foreman, at left below, looks at John Richardson's record book to check the year's income. Willie Hackworth, in picture at right, discusses his first tractor with Farm Agent Foreman.

have a good use for it. You can't frolic it away."

"We're going a little further in planning with Richardson," Miller said. "We know that this 62-year-old man isn't going to be able to dairy for many more years. So, when he gets his new house finished and paid for, he may need to change to an enterprise which doesn't require as much labor. In his setup of grazing and cows, he can convert to a beef operation by buying a beef-type bull."

"Foreman has helped me keep records," Richardson said. "That way I know which enterprise is paying me a return. I am older than Foreman, but he has certainly been a daddy to me when it comes to giving me advice."

Of all the improvements, Mrs. Richardson is proudest of the new house they will soon be moving into. "We've been planning this house all of our lives," she said. Richardson, through Foreman, got the house plan from the Auburn University Extension plan service.

"Live and make a living at home," is Willie Hackworth's philosophy in life. The most diversified farmer in Marengo County, Hackworth grows 5 acres of cotton, 1 acre of general garden, 1 acre of cucumbers, 3 acres of peas, 2 acres of butter beans, 8 acres of corn and has one sow and five brood cows.

Budgeting of his time was Hackworth's main problem. Miller and Foreman helped him solve this problem. By simply budgeting his time, he increased his income by one-third —from $1,946 in 1967 to $2,583 in 1968 with only an $83 increase in expenses.

Last year, for example, Hackworth lost his cucumber crop because he had too many perishable crops to harvest at one time. But by working out a time calendar for planting the different varieties of cucumbers, he solved this problem. The calendar enabled Hackworth to fully use all of his summer labor—one 16-year-old child of his own plus four grandchildren.

Weeds and grasses presented Hackworth with an expensive problem last year. Miller and Foreman knew that it wasn't practical for him to buy expensive equipment for his small acreage. "What about a 3-gallon back sprayer?" he asked.

He walked off 100 feet and then sprayed this area with water. After determining how much water he applied, Miller and Foreman figured out how much preemergence chemical for him to mix with 3 gallons of water.

"I walked and sprayed my cotton land in about half a day," he said. "I figure that saved me at least 10 days or more of hand labor in cleaning out cotton. Cost of chemicals used was about $16, but that investment saved me at least $75."

"Somebody is touring his farm every week," said Foreman. "He's a leader and everybody is always trying to keep up with what he is doing."

All of his vegetables, with the exception of cucumbers, are sold to people coming to his farm to buy them. □

Extension, county government respond to community opinion

If you want to know what people think about public affairs issues, ask them!

The Deschutes County Court (Oregon) determined public opinion last year through a 100-question survey entitled, "Your Opinions of Deschutes County." Over 8,000 of the 11,000 questionnaires were completed and collected—a response of nearly 73 percent.

The results gave county officials a better idea of the people's attitudes toward land use planning. Extension found out how its programs were regarded by the county citizens and immediately began making adjustments to serve them better.

Deschutes County's sunny, healthful, and invigorating climate is favorable to many crops and inviting to tourists and sportsmen. It also attracts summer-home owners and land speculators—good and bad—who are putting a strain on the county's resources.

Many people realize that something must be done, but resent regulations. The elected officials and many agency people realize the need for services and regulation. The survey was a means of communication between the two groups.

County voters had repealed county zoning and subdivision and building code ordinances by a narrow margin in 1966. This left the county government with no land use regulation during a period of rapid expansion. The rural population increased about 40 percent between 1960 and 1968.

Previous Extension-sponsored community meetings on the need for long-range land use planning were poorly attended and were disrupted by representatives of a minority group opposed to zoning. Later, the Extension resource development staff presented to the County Court surveys of public opinion Extension had developed for several small western Oregon towns.

The court decided to develop a countywide public opinion survey on public affairs issues as a means of finding public attitudes and identifying needs. In addition, the survey involved hundreds of people in distributing the forms and in collecting and tabulating the results. It also provided a public forum for a divided county.

With help from Extension resource development specialists, a committee of 30 persons representing various interests in the county developed the survey questions. It was printed at Oregon State University at county expense.

A member of the County Court supervised the distribution of the 11,000 questionnaires and the collection of the 8,500 that were completed. She solicited assistance from community groups.

The collected reports were tabulated by high school students. The machine processing class of Central Oregon Community College determined the percentages and made the printout.

A firm of planning consultants, retained earlier to develop a county comprehensive plan, analyzed the survey. The analysis was distributed to a limited group of county officials and community leaders and was printed in several issues of a local weekly newspaper.

The results of the public opinion survey, being analyzed here by two members of the Deschutes County government, are helping both Extension and the county government to better meet the needs of the people.

The 100 survey questions were divided into five topics: recreation, water, planning and development, county government services, and education and employment. The first 47 questions were answered by rating existing services as "good," "average," "inadequate," or "no opinion." Most of the remaining questions were an-

by
Robert Sterling
County Extension Agent
Deschutes County, Oregon
and
Ted Sidor
CRD Program Leader
Oregon State University

swered "yes," "no," or "no opinion." There were a few fill-in questions.

The high rate of return indicated broad interest of county residents in the affairs of local government. In response to questions relating to planning and development, 61 percent favored countywide planning, yet 49 percent were opposed to land use regulation by zoning. The planning firm analyzing the survey results concluded that the people tended to confuse the two concepts. Many citizens did not understand the means of achieving control over what is generally considered undesirable development. The need for information programs on land use planning was indicated by 71 per cent of the respondents.

Thirteen questions in the survey concerned adequacy of various aspects of education in the county, including four on Cooperative Extension Service programs. The firm analyzing the survey reported that "specific note should be taken of the generally high ratings of adequacy (above 68 percent) given to the four Cooperative Extension programs of Oregon State University."

Several communities, however, where recreation subdivision development has been expanding rapidly, predictably indicated a large percentage with "no opinion" of Extension programs. And county Extension staff members were not satisfied with the relatively small number (19 percent) rating Extension programs as "good." They were concerned with ratings of "inadequate" of over 40 percent in two rural communities.

Examination of the population of the areas in which Extension received the greatest percentage of "inadequate" ratings shows that with one exception, a high proportion of the heads of families work off the farm or are retired. They have few contacts with Extension.

One community has some commercial agriculture. Most farms in the area change ownership frequently. Many are under-financed and marginal. Coarse soils and a short growing season have an adverse effect. As with all farm land in the county, pressure of rising land values brought about by development of recreational homesites and purchases for speculative purposes is being felt.

Following the survey, Extension began meeting with representative groups in the rural communities which gave a high "inadequate" response to Extension programs, in an effort to better meet their needs.

They decided to strengthen existing youth and family life programs in these communities. They also met with committees of representative residents to determine needs for agricultural programs. As a result three meetings have been held for farmers to discuss farm organizations and adaptability of new crops. Experiment Station staff and Extension agents served as discussion leaders. About half of the farmers attended.

A four-meeting shortcourse for part-time farmers was held after mailing a letter to over 700 such farmers asking for their suggestions for educational programs.

About 60 responded, indicating a preference for instruction on pastures and other forage crops, sprinkler irrigation, raising feeder cattle, garden production, and rural domestic water development. This subject matter was covered by Extension specialists, Experiment Station staff, and Extension agents.

Evaluation of these meetings by those attending indicated that they received valuable assistance.

The Extension staff talked with some residents of the areas where dissatisfaction with Extension programs was expressed, and also with Extension leaders in those areas. They found that many farmers would like more personal service from county agents than it is presently possible to give. Some people expressed resentment at Extension's role in controversial public affairs issues. The survey indicated a need for further study of attitudes toward Extension, particularly among the non-farm rural population.

Citizen attitudes on planning and development, revealed by the survey, have influenced governmental officials' decisions concerning land use regulation. Development of a comprehensive plan was started. A citizens' advisory group was formed to work with a new planning commission. They began studies of the county to develop land use and subdivision regulations which would meet local needs and be acceptable to the majority of citizens.

The county had two planning programs. The first was a "Congress for Community Progress" carried out by a chamber of commerce and a private utility firm. The second, the "Deschutes County Long Range Planning Conference for 1968," was conducted by Cooperative Extension in cooperation with about 200 committee members. These programs brought attention to public affairs issues and probably increased participation in the survey.

In final analysis, the survey served two purposes. It provided a means of communication between the elected official and the citizens, and it gave the people an opportunity to help develop a policy for their local government.

Because of the success of the program, two other Oregon counties are developing similar programs, and other counties are considering the idea. □

Eastern shore health council gets action

Above, Mrs. Doris Smith (standing at right) helps with a training session for Health Aides, who are a liaison between migrant workers and the agencies which serve them. At right, the public health director speaks at the meeting called to discuss the formation of the health council.

by
Mrs. Doris Smith
Extension home economist
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and
Mrs. Ann W. Frame
Home Economics Program Leader
Virginia Extension Service

Virginia's Eastern Shore peninsula—Accomack and Northampton Counties—is a land of history and a popular recreation spot. The lush farm land lying between the Atlantic Ocean and the Chesapeake Bay is a large vegetable production area for the northern market. But until a few years ago, the area lacked adequate health services.

This garden spot of 178,000 acres had some unusual health problems, partly because of the large number of migrant workers who come each year to harvest the crops. Also, before the Chesapeake Bay bridge-tunnel was built, the Eastern Shore was somewhat isolated and was reached from the rest of Virginia by ferry.

The migrant workers were known to have a high incidence of tuberculosis and venereal disease. Communicable disease facilities were limited. Treatment in some areas was not locally available, and migrant workers lacked hospital insurance. Each year the county had to pay for the cost of the treatment of many of the migrant workers.

Housing and sanitation of migrant workers was inadequate. It was difficult to follow them and their many children as they moved about.

Mrs. Doris Smith and Miss Emma Bratten, the two Extension home economists on the Eastern Shore, knew about both sides of this land of pleasant living. They had recognized some of the area's health problems, but it took a health workshop at Virginia Polytechnic Institute to show them what to do about them.

The workshop was sponsored by the Virginia Federation of Home Demonstration Clubs at their annual meeting. Health had been a long-time goal of these Extension cooperators. Their emphasis was on helping members get knowledge about existing health facilities in the State and community, use them, and help improve them.

One of the suggestions at the workshop was the creation of a Community Health Council. The agents decided on the way home that such a council was needed for the Eastern Shore.

They consulted with leaders of organizations and agencies and arranged for the local Public Health Director to call a public meeting. Doctors, nurses, and nutritionists attended, as did the health chairman from each home demonstration club and other interested people. They studied the advisability of forming a health council and took information back to their clubs and agencies for further discussion.

At the second public meeting, the Eastern Shore Health Council was organized. It was composed of 30 representatives from civic groups, voluntary agencies, government agencies, churches, and schools. Also included were the health chairman of each home demonstration club in the two counties, and individual citizens interested in the health problems that confronted the area.

Over a period of years the council was divided into working committees to investigate problems and resources. Programs included films; lectures; discussions; and reports by leaders, doctors, and others. The Council held public meetings four to six times a year. Officials from the State Health Department in Richmond said that the Eastern Shore of Virginia was, beyond a doubt, the most health conscious community in the State.

One of the first accomplishments was securing hospital insurance in two migrant labor camps. The Council also helped establish a home for the aging, mobile X-ray unit, school dental clinics, an approved nursing home, and assistance for the physically handicapped and the mentally retarded youth of the two counties. Classes on weight control were set up. Mental hygiene and child guidance clinics were established.

About 2 years after the Health Council began, Mrs. Catherine Revell took over as home economics agent in Northampton County, and Dr. Belle Fears became the new Public Health Director. They continued with the Health Council work.

As the council accomplished its many health purposes, it gradually became inactive. Individual former council members and others, however, have carried over into other fields the successful cooperation initiated by the Health Council. The resident population does not change rapidly, and most of the original members of the Health Council have continued their leadership in the community.

Home Demonstration Clubs have the ability to inspire cooperative effort on the part of the people of a community. And each successful project leads to other types of cooperation. The cooperative endeavor which made the Health Council possible has had influences reaching far beyond the field of health. Cooperation among agencies was strengthened and this is helping the Eastern Shore make progress in many directions. The Health Council's efforts on family and community living, for example, made it easy to initiate the Expanded Nutrition Education Program. Twelve Extension Technicians were employed and trained and are now helping families with nutrition and related problems.

Many of the community-wide health programs are continuing by their own efforts. The agents keep in touch with them, but the transition to citizen leadership has freed them to spend more time on other phases of Extension work. □

Safety fair — a surprising success

by
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Information Specialist
Montana Extension Service

Charles Egan, Extension agent in Stillwater County, Montana, had some negative thoughts when the idea for a Safety Fair was born at a USDA Defense Board meeting. He realized that many people consider safety like taxes—something to think about only when it can't be ignored any longer.

The county agent went ahead, expecting to have trouble getting exhibits and feeling sure that the people who came would quickly "go on about their business." Egan was partly right.

At first, people were not very enthused about taking part. There appeared to be little more interest among government agencies on any level. But as time went on, "individuals and organizations became more and more interested and brought up more and more ideas for possible displays," Egan said.

Initial planning was based on the idea that State, Federal, and local safety programs often fall far short of their goals because they fail to involve people in finding out how they best can help themselves avoid disaster or cope with it. So a number of people were urged to help from the start.

This worked. More people, more agencies, and more ideas got involved. Soon local search and rescue organizations, ambulance services, first aid classes, fire departments, sheriff's posse, youth groups, and individuals got interested and busy. Interest soon reached a county, district, and State level.

The American Red Cross, departments of the Montana Civil Defense organization and Cooperative Extension Service, rehabilitation centers, artificial limb supplier, and private companies asked for the opportunity to show what they had to offer.

The Columbus school board pledged full cooperation. The Safety Fair was held during district teacher conferences, so eight classrooms, the entire Future Farmers of America department, and the gymnasium were turned over to the Safety Fair. The high school Honor Society had members on hand to serve coffee at a Red Cross booth and to serve as guides.

The FFA chapter was under a handicap, with their adviser gone to

Among the first aid equipment exhibited at the safety fair was this plastic air splint.

the teachers' meeting. How well the boys did anyway was evident months later when the chapter won the National FFA Foundation's State farm safety award.

They set up a "farm and shop" safety demonstration which included proper use of power shop equipment. Members showed how to use a tool bar mounted on a tractor. People were kept away from the unsafe ladder, unguarded machinery, and other "bad examples," but were encouraged to try the safe method with safe equipment.

This "audience participation" idea, used wherever possible, was one reason that many people who obviously expected to attend only a few minutes might be there for 2 or 3 hours. And as the word spread, far more people came than had been expected.

There were things to do, to see, to learn, to taste, touch, hear, and benefit from immediately. The community hospital set up a new electric bed unit and an electronic device able to measure heart operation "while you wait." Few passed up a chance to take a look at their heartbeat.

Blood type tests of most visitors will form the nucleus of a county blood type record, which eventually could save time and lives.

The learning process had been going on some time before the actual fair. Every grade school in the county entered a poster contest offering trophies in the fields of home, water, fire, hunter, and school safety.

More than 100 posters were entered, which meant an impressive display and a lot of people coming to see who won.

The local fire department brought in an urban fire prevention bureau team to provide the latest information, show new equipment, and demonstrate ways to eliminate or cope with fire hazards. Their presentation included explosions of various magnitude, started with different fire sources, as well as a demonstration of how to put out actual fires. People left remembering why not to use carbon tetrachloride extinguishers, never to store gasoline in anything except metal containers, and that all fires are not alike.

A chance to taste wafers and "candies" stocked in Civil Defense shelters stopped people long enough to see at least part of a film, look over a display, or ask a question about some phase of disaster protection.

The ability of continuous films on highway safety to hold an audience was in direct proportion to their shock power. Most told effectively a dramatic but factual story of needless accidents.

The one-performance highlight of the Safety Fair was a program on the North American Air Defense Command (NORAD) disaster warning system, presented by Mountain States Telephone Company.

After an explanatory film was shown, a call was completed to the national warning headquarters in Colorado Springs. The audience could hear both the interrogator and the commanding officer. He explained how the system works, commented on its importance, and then answered questions for 20 minutes.

This program, along with Civil Defense displays from Montana State University and the State Civil Defense organization in Helena, brought a sense of reality to the threat of nuclear disaster. The State organization displayed a portable hospital setup. Visual aids told how it can be set up and used in event of natural or nuclear disaster.

Egan is planning another fair this October. Groups who participated last year have promised to do more, or to come back with something new. Additional groups are asking for a chance to get into the act. Egan knows it won't be tough to increase the attendance, which was more than 1,000 last year.

So it appears that his big job will be finding space for everything and everyone. The county agent admits that he—and others with negative ideas—were wrong.

"I found out that it's a fair bet—a safe bet—that if you tell anyone interested in safety what you hope to do, he will be ready to help do it," Egan said. □

A member of the local fire department urges fairgoers to prevent fires, and tells them the proper extinguisher to use in case a fire does start.

Teaching the use of soil surveys

by
W. D. Rogan
County Extension Chairman
Waukesha County, Wisconsin

Conducting a soil survey is an important job. Getting people to understand it and use the results is equally important.

When the Southeastern Wisconsin Regional Planning Commission undertook a detailed operational soil survey, a major part of the project was an Extension demonstration to help citizens see the survey's value.

The commission consists of three members from each of the seven counties in southeastern Wisconsin. It has carried out 11 other major planning programs in addition to the soil survey. The Wisconsin Extension Service has been responsible for much of the educational phase of the Commission's programs.

In the early stages of the development of the soil survey, Extension agents felt that this could be an important educational program in land use planning. As a result, an educational project was developed for the whole southeastern Wisconsin area to emphasize the importance of using soil survey information.

The intent of this project is to provide the public with many different learning experiences to help them see why the soil is an important factor to consider in planning for the future land uses.

The detailed maps resulting from the soil survey project show the locations of more than 300 different kinds of soils in the region. Information on their limitations is available in interpretive tables or from discussions with conservationists and scientists.

As an aid to understanding, the Waukesha County Soil Demonstration Farm Project was developed. The information from the detailed soil map was used to plan alternative uses of land on this farm—involving agriculture, housing, industrial development, and recreation.

The soil map was used to develop a farm conservation plan. We identified sloping soils and selected appropriate erosion control practices. The soil map shows location of wet soils. Interpretive tables show suitable drainage systems for agriculture and facts about their installations.

Two large plan maps show how residences can best be fitted to the farm land. One is based on installation of private wells and septic tanks. The other is based on installation of public sewer and water supplies.

The maps identify wet subsoils where basements must be equipped with sump pumps. They also show where septic tanks and seepage fields are a poor risk because of wet soils, flooding, slow permeability, or shallow bedrock.

Other large plan maps of the farm show how the land could be used as an industrial park and as a recreation area. The recreation plan is fitted to the land on the basis of both soils and topography. A zoning district map fits the soil and topography and integrates land uses with those already existing around the farm.

The Waukesha County Extension Service led in the development of the project, but several agencies cooperated. Waukesha County institutions made the land available. The Soil Conservation Service made and interpreted the detailed soil survey. The Southeastern Wisconsin Regional Planning Commission and the Waukesha County Park and Planning Commission developed many of the land use plans. The University provided technical and advisory assistance.

An interagency memorandum of understanding has been developed between the U.S. Department of Agriculture, Soil Conservation Service, Extension, Southwestern Wisconsin Regional Planning Commission, and the seven county soil and water conservation districts, to help achieve the full value of the survey. This agreement gives Extension continued educational responsibilities—the demonstration farm, it seems, is only the beginning. □

As part of Extension's educational program on soil surveys, a group of local Realtors observe a soil pit and study the role of soils in planning.

by
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and
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'Feeder-finance' 4-H projects

During the last decade, more than 100 Marshall-Putnam County 4-H'ers have learned the principles of money management and feeding for a profit in their feeder-finance livestock projects.

For many years, not all 4-H'ers had an equal chance at the winner's circle. The $25 calf was poor competition in the show ring against a $200 calf purchased by a large breeder. And not all 4-H'ers could even afford a $25 calf.

In 1959, Assistant Farm Adviser Jon Ellis and his county committee laid the blueprint for a feeder-finance beef project. It called for members to:

—Borrow money from a registered lending institution at the current interest rate to finance the purchase of the calves,

—Show from one to five calves at fair time,

—Feed the calves however they chose.

It also called for the county 4-H committee to:

—Obtain all calves from one place,

—Offer the calves to members at the same current market price,

—Distribute calves to project members by drawing numbers out of a hat,

—Determine the champion animal of the feeder-finance project by giving equal consideration to rate of gain and live placing.

An important aspect of the program is the opportunity for the youngsters to learn, not only the mechanics of a loan transaction, but the reasons for borrowing money and how to handle credit. Each 4-H'er enrolled in the project goes personally to the bank or other lending institution to apply for his loan.

The feeder-finance calves are vaccinated and tattooed before 4-H'ers take possession.

Results of the project's initial years have been encouraging. On more than one occasion, the champion feeder-finance calf has been grand champion steer of the county 4-H show.

In October 1967, 20 county 4-H'ers purchased 35 calves weighing from 400 to 460 pounds. By fair time in July 1968, the calves' weight ranged from 780 to 1,125 pounds—gains from 345 to 685 pounds during the 278-day feeding period.

Contest winner of the 30 calves shown last year placed first in rate of gain and fourth on foot. This year, 28 4-H'ers are feeding 45 calves for show.

Assistant Farm Adviser Bob Harris expanded the project in 1968 to include feeder pigs. Nineteen 4-H'ers enrolled the first year—each purchasing 10 pigs.

The feeder pig project was set up using the same requirements as the feeder-finance beef project—4-H'ers must borrow the money to finance the pig's purchase, and judging was split between rate of gain and live placing.

Each of 11 4-H'ers exhibited two of his 10 pigs at the Marshall-Putnam 4-H fair in July in a special feeder-finance class. The champion pair placed first on rate of gain and on foot. In 1969, the rules were changed so that each 4-H'er could borrow money to finance 5, 10, 15, or 20 pigs. This year, 16 4-H'ers have 225 pigs on feed.

Two county farmers, Francis Boyle and Wilbur Doyle, who are on the 4-H council and who have had children in the dual-county 4-H program, feel that the feeder-finance projects aid the county 4-H'ers in developing a realistic approach to livestock production. Not every 4-H'er has made a profit every year, but thus far all loans have been repaid without difficulty. As a whole, the feeder-finance project has been realistically profitable.

Inherently the project places more emphasis on feeding ability, wise use of borrowed money, and rate of gain than on animal quality in the show ring.

Most important, the project helps the leaders of tomorrow recognize the importance of credit in a business operation. □

EMIS — as Iowa sees it

Had Benjamin Franklin been a Cooperative Extension worker, that famous remark might have come down to us as: ". . . in this world nothing can be said to be certain, except death and taxes and some kind of reporting system!"

Most Extensionists today know that a new system is in use in pilot States, already adopted by numerous others, and being readied for still other States. It goes by many names, most based on the unique acronym EMIS —Extension Management Information System.

The Iowa staff is well into its second year with EMIS. We've all had opportunities to review the wealth of data that a computer can provide when inputs are available; we've also studied and used its potentialities for planning.

Although we in Extension have not conducted a popularity poll concerning staff acceptance of EMIS, results of a study by a graduate student shed some light on it.

Assuming that some sort of reporting system is an administrative necessity for management and evaluation, he asked County Extension Directors which system (EMIS or the previous system) they would prefer. About 75 percent said EMIS, and 16 percent said "the previous system." Evidently, 9 percent didn't accept the assumption and said they preferred none.

EMIS, as the Iowa staff is learning to live with and profit from it, is more than a replacement for FES-21. It was derived from a concept of management as resource mobilization; staff motivation; and planning, organizing, and directing activity toward known goals.

That concept is put into operation as a system with three main interrelated parts:

—Planning,

—Reporting of activities as numerical data,

—Narrative reporting of substantial accomplishments.

From a director's viewpoint, it is not the perfect system. It doesn't tell him everything that he would like to know when he'd like to know it. Neither is it perfect from the standpoint of administrative management functions, program leadership, or specialist or generalist standpoints.

But it does have a lot going for it from all these standpoints—particularly in helping to define and in supporting the planning functions and in reporting staff member and group activity.

EMIS brings a positive pressure for improved planning. It helps the individual and the staff group achieve better planning. This alone, many of the Iowa staff believe, would justify the system.

Planning under EMIS can be frustrating, no question about that. It seems to frustrate most those who really dislike planning, those who have no deep appreciation for the value of planning, or those who—frankly—have limited skills in planning.

The EMIS approach to planning brings key elements together: *purposes* to be achieved; *clientele* to be the target of program efforts; *subject matter* relevant to the purpose and clientele; and—the vital element—*manpower* inputs necessary to achieve the purposes.

Each State—for that matter, each staff unit—uses its proven methodology, techniques, and procedures for involving committees and clientele to identify needs and develop program thrusts. EMIS gives a better way than we have had before to relate and interrelate the manpower commitments and the subject matter, purposes, and clientele. EMIS does not plan a pro-

by
Marvin A. Anderson
Cooperative Extension Director
Iowa State University

gram, but it certainly helps describe what is being planned.

The data support rigorous analysis to set priority and balance of effort; the more specific and refined the plans, the greater the opportunity for decisions that effectively organize and direct resources.

The EMIS approach enters at the point where the staff develops plans. It brings in the capacity of the computer to sort, combine, separate, and report out data with ease. This ease and efficiency helps the planner concentrate on his tasks of judgment and decision, rather than on the clerical tasks.

The management information system provides a framework of purposes, subjects, and clientele. It is broad in scope and logical in organization; it is compatible with the organizational style of Extension work. Thus, in a State, data are additive from different units—geographic, staff group, etc. State adds to State to give national data.

The national code lists offer the highest level of generality that will provide a meaningful, useful aggregation of effort throughout the Nation. States can derive their State purposes, subjects, and clientele, relating to the national lists.

In our own State, this second time through the planning function under EMIS has been smoother and more meaningful than the first. There is every reason to believe that we improve our skills in using the system as we gain experience and make modifications.

We have more and better information on our current program position and plans than was possible before EMIS came to Iowa!

For example, we know that in the first 6 months of this year our total staff reported over 850 days devoted to swine programs. These efforts emphasized production, diseases, nutrition, and outlook. We know the manpower input related to each purpose. We know that about one-third of these days were devoted to work direct with producers. The data conversely show how much time was devoted to work with those other than producers who relate directly to the industry.

The second major component is activity reporting. The time inputs of staff members are related to purposes, subjects, and clientele.

Activity reporting does not tell anything about changes that result in the clientele as a result of time inputs; it does not evaluate the teaching or organizing ability of the staff member.

EMIS does collect activity data for individuals that can be aggregated readily into successively larger blocks to yield time devoted to certain purposes, to certain subject matter, and to certain clientele. The efficiency of the computer makes it reasonable to retrieve and analyze individual and group activities from an almost infinite number of vantage points.

Activity reports generate an immense volume of data. The activity reporting phase of the information system deals almost entirely with time. We have been surprised at the amount of time reported against some State purposes and with some audiences. Naturally this raises the question, "Should we purposely set out to make major changes?" This is the kind of decision which data from EMIS activity reporting can support.

Plans for the swine program show that for the coming year we'll be increasing efforts in this area by 10 percent. Because of the data mentioned above, we know we're increasing the effort. We know that these increases will be devoted to production, disease, nutrition, outlook, and records in that order. You might say EMIS helps us know where we're going.

One of the attractive aspects of EMIS, we believe, is the flexibility: within the broad guidelines of the system that will yield information essential nationally, each State can build the system that provides information to specifically fit its management needs.

The third major component of EMIS has nothing to do with the computer. Rather, its function is to highlight and record the qualitative accomplishments of the individual and staff group. It provides the opportunity for the staff member to tell his colleagues—and his administrative and program leaders—what results he's seeing.

The computer is a useful ally in narrative reporting, too. It can provide the time, subject matter, and clientele data that put a solid base of credibility under the qualitative, evaluative description of the human aspects of education.

Two decades ago the editor of a well-known national magazine made a speech under the title, "You don't edit a magazine by arithmetic."

State directors of Cooperative Extension, we think, would agree with a paraphrased version: You don't operate an Extension Service by arithmetic.

On the other hand, we are finding that the arithmetic of EMIS (and particularly the increasingly sensitive and precise planning and reporting that it encourages among staff) helps the administrator meet the challenges of his task. In Iowa we believe that the system more than repays the time and attention that individual staff members and staff groups invest in our Extension Management Information System! □

A test of our will?

Use of non-professional aides supervised by professional home economists to provide personal educational services to help our Nation's unfortunates enjoy better nutrition is one of the exciting pieces of ingenuity to originate in Extension in recent years.

The concept has enjoyed tremendous success through both the test stages and the initial phases of going nationwide. For all practical purposes, Extension's goal of putting 5,000-plus aides in the field helping 200,000 low-income families by July 1, 1969, was right on target. The aides themselves have received national acclaim. Representative aides have described their work, their needs, and their successes, as well as the needs of the people they help, to officials of the Department of Agriculture and the Bureau of the Budget.

This concept is just the latest example, among many, of Extension's flair for ingenuity in getting the most for the least—giving the most service to the public for the least public cost. The service in this case deals with nutrition and involves helping low-income families expand their private resources, make increased use of other resources and services available to them, and get maximum satisfaction (nutrition) from the total package of resources they are able to obtain.

This success should not be viewed as an end. Rather it should be viewed as a springboard to the future.

The thing that has become most apparent in the movement to take the Expanded Nutrition Program nationwide is the extent to which the total need surpasses our ability to meet it with present resources and ingenuity. It is highly improbable that the legislators can or will provide sufficient resources to meet the total need with present ingenuity. It is equally improbable that Extension can develop sufficiently effective ingenuity that, coupled with present resources, will meet the total educational need to win this war on hunger and malnutrition.

At this point the key to meeting the total need to the maximum feasible extent appears to revolve around both additional inputs of resources and new flashes of the ingenuity for which Extension is known.

Surely bringing together the resources and developing the needed ingenuity to win this war on hunger and malnutrition is not too great a task. Rather it appears to be a test of our will.

After all, our Nation did put the first man on the moon.—WJW

EXTENSION SERVICE REVIEW

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PROGRESS THROUGH PEOPLE

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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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REVIEW

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How hard does your county fair work?

The institution of the county agricultural fair predates the Constitution of the United States. It was established originally as an educational medium for farmers and farm homemakers. From it they learned what a prize calf, horse, potato, and grain looked like. The homemakers learned what a well-made garment, cherry pie, and other products of the kitchen looked like. Silently the onlookers admonished themselves to go home and do likewise.

The county fair served and continues to serve well the educational functions outlined above. But in these days when fewer and fewer people have a natural appreciation for agriculture by being brought up on the farm, the fair is in a unique position to serve an additional function. It can help to impress upon the non-farm public the role of agriculture in our society and the contributions it makes to the U.S. economy.

The fair attracts a great deal of attention from non-farm people. It is the vehicle where many non-farm boys and girls learn that the original form of steak is neither rare, medium, or well-done. They may also learn that the original container for milk is neither glass nor cardboard. Neither of these bits of information contributes much to an overall understanding of agriculture. But with the animals and other exhibits to attract the non-farm audience, the fair can get across many subtle messages to help develop a healthier appreciation for the role of agriculture in the United States.

Your 1969 fair is probably over. Now is a good time to review it with the idea of making the 1970 fair better while the strengths and weaknesses of the one just past are fresh memories. It is also a good time to survey opportunities to make the fair more communicative and serve the educational needs of the non-farm audience as well as provide it an interesting family outing.—WJW

by
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Extension Information Specialist
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Teenagers' gardens upgrade family diets

Although reports of malnutrition continue to crop up in South Carolina, residents of Edgefield County's Pleasant Lane community want no part of them.

Their family diets are being improved by the labors of a dozen teenage boys who are harvesting bountiful supplies of beans, cucumbers, corn, okra, tomatoes, and squash.

Most of these are going directly to their family tables, but some are being canned and frozen.

The vegetables are the products of 12 adjoining gardens, promoted by Clemson's Extension staff in Edgefield. The idea is a brainchild of Curtis Tuten, associate county agent.

"With all the other things going on, I couldn't possibly meet all these boys on an individual basis. But since the gardens are adjoining, we can get together as a group," says Tuten.

Assembling the group for instruction on fertilization and insect and weed control is easy. Tuten simply calls William T. Fuller, 16, who is one of the leaders. Fuller rounds up the other boys, who range in age from 11 to 16.

Key workers are Pearl Fuller, Extension program assistant; Mamie Rearden, field worker, local neighborhood referral center; and W.D. Butler, local leader. They live in the community. J. W. Gilliam and Dorothy Herlong, leaders of the county Extension staff, give their support.

Tuten says benefits of the project are greater than the value of the vegetables being provided, and the improved nutrition.

"The knowledge and skills the boys are getting won't be forgotten. This knowledge will mean a lot to the boys and their families in later years," says Tuten.

Most of the boys had never used chemical herbicides and insecticides, and had never really learned the fine points of fertilization or plant disease diagnosis. Most knew how to use hand tools, but they had to learn to use the push plow, mix wettable powder, and use the pump-up sprayer.

"After this," believes Tuten, "they'll make pretty good gardeners. And they'll be able to transmit their knowledge to others."

Mrs. Fuller was a real help in the organized effort. She is one of the eight program assistants in Extension's expanded food and nutrition education program in Edgefield County.

"Having someone located in the community to motivate, teach, and organize is a big help in our work," says Tuten, who has a wide range of countywide responsibilities.

Several local businesses donated materials for the effort. 4-H Clubs donated the tomato plants and the push plow. And W. D. Butler allowed the boys to use his land.

Tuten believes this teaching technique can be successful in other Edgefield communities, and perhaps in other counties.

The love of gardening, like a seed, can produce fruits. The most beneficial of these, Tuten believes, are fruits of knowledge. □

More vegetables for their family tables are being provided by a dozen boys in Edgefield County. From left to right are five of the boys; Pearl Fuller, Extension program assistant; and Dorothy Herlong, Curtis Tuten, and J. W. Gilliam, of the county Extension staff.

Electronic data processing

aids Arizona farmers

by
Clay Napier
Extension Information Specialist
University of Arizona

Bob Colvin of Eden, Graham County, Arizona, is a college student who does his homework so intently you'd think it helps pay his bills.

It does.

Like other Arizona farmers and ranchers in the University of Arizona Cooperative Extension Service's farm management classes, Colvin will tell you the time he spends in the classroom makes money (or avoids losses) just as surely as harvesting the crop.

"If every farmer had exact records, they could have better management and make more money. Otherwise, a farmer can go broke and not know it," said Colvin.

Colvin says he has learned exactly what is happening on his farm.

His homework consists of applying information gained from classroom lectures and questions to his own farm operation. Abstract economics quickly become reality as Colvin makes his decisions based on the facts. This earthy approach by Extension and the farmers is credited with much of the program's success.

The classes are not necessarily limited to the UA campus in Tucson. They are held at various locations throughout the State, wherever it is convenient for the farmers.

Alerted in advance as to the nature of the course, the farmers come armed with their present, usually outdated, records. Soon, they are making a switch, and many a shirtpocket system goes out the window.

All roads in the class lead to and from the computer, which has come to the farm at a time when more farms reportedly fail because of poor management than lack of knowing how to grow the crop.

Along with the computer has come a new language, including such phrases as "electronic data processing," "E-MAP," "computerized farm management," and "linear programing." This trend has progressed so far that the average city man no longer understands much of what the farmer says.

The new language of the soil has gotten a swift boost from Extension, which moved into computerized farm mangement to help farmers meet the challenge. Dr. Ramon W. Sammons, farm management specialist, conducts the courses.

Here is what a few other Arizona agriculturists say of the program:

Pima County rancher John W. King —"I've learned more practical, useful knowledge about farm management in these six sessions at the University of Arizona than I had learned in all of my prior training."

Fertilizer firm manager Ed J. Schur of Marana—"This training is a big asset to me in helping other farmers make management decisions. I know one man who replaced $25,000 in hand labor costs with $7,000 worth of chemicals such as weed killers. Proper management records can isolate situations like using $12 for chemicals to replace $40 for weed chopping."

Max Green, who grows cotton, sugar beets, alfalfa, and grain sorghum —"I didn't really know how many hours I was putting in on my tractors until I took the farm records course. I learned that my bigger, more powerful tractor was saving me money in spite of the fact it was using more fuel. A machinery time study I made as part of the course showed me how much work each tractor ought to do."

Walter Foote of Safford—"I've enjoyed the training, and I've learned plenty in it. The most important thing is that it made me take a closer look at my farm operation and analyze it."

Pete Brauley, manager of a ranch in Graham County—"I've learned much useful information in this course. Getting deep into the homework increased my interest in the course."

Ted Larson of Solomon—"This linear programing will, I think, make or break us farmers in the future."

Bob Colvin, right, and Mrs. Colvin, surrender their shirtpocket records to Dr. Ramon W. Sammons, Arizona Extension farm management specialist.

John L. Sears, county agent in charge in Graham County, summed up the situation in these words: "One of the big benefits of this is that it spreads the idea that there is a precise and orderly way to run a farm and that it pays off in dollars and cents."

"The computer can tell how much of which crop to grow for maximum profits. It can give all of the alternatives available to the farmer at the speed of lightning," said Sammons.

David A. Brueck, Extension farm records specialist and one of the pioneers in the farm computer field, tells of the experience a Casa Grande farmer had with the program after otherwise failing to figure out on his own why his cotton profits were so low.

Fed a solid diet of information, the computer quickly isolated water costs as excessive. Further checking revealed that his natural gas pumping units, which supplied water for more than 400 feet of irrigation, were faulty and using more fuel than the average.

In the blink of an eye, the computer had found the culprits.

"As a result of pinpointing the problem, the farmer was able to negotiate with the landowners, and they agreed to replace his pumping units and lower the cost of his lease," said Brueck. "He was a good farmer and the landowners wanted to work with him to keep him on their farm."

"The result," added Brueck, "was an approximate $12,000 drop in the farmer's cost for the same production the following year. This was added income in his pockets."

In another situation, near Florence, said Brueck, a hog producer was not making any money on his animals. The computer ferreted out excessive feed costs. The farmer then bought a custom mixed feed which cost $30 a ton less than the feed he had been buying.

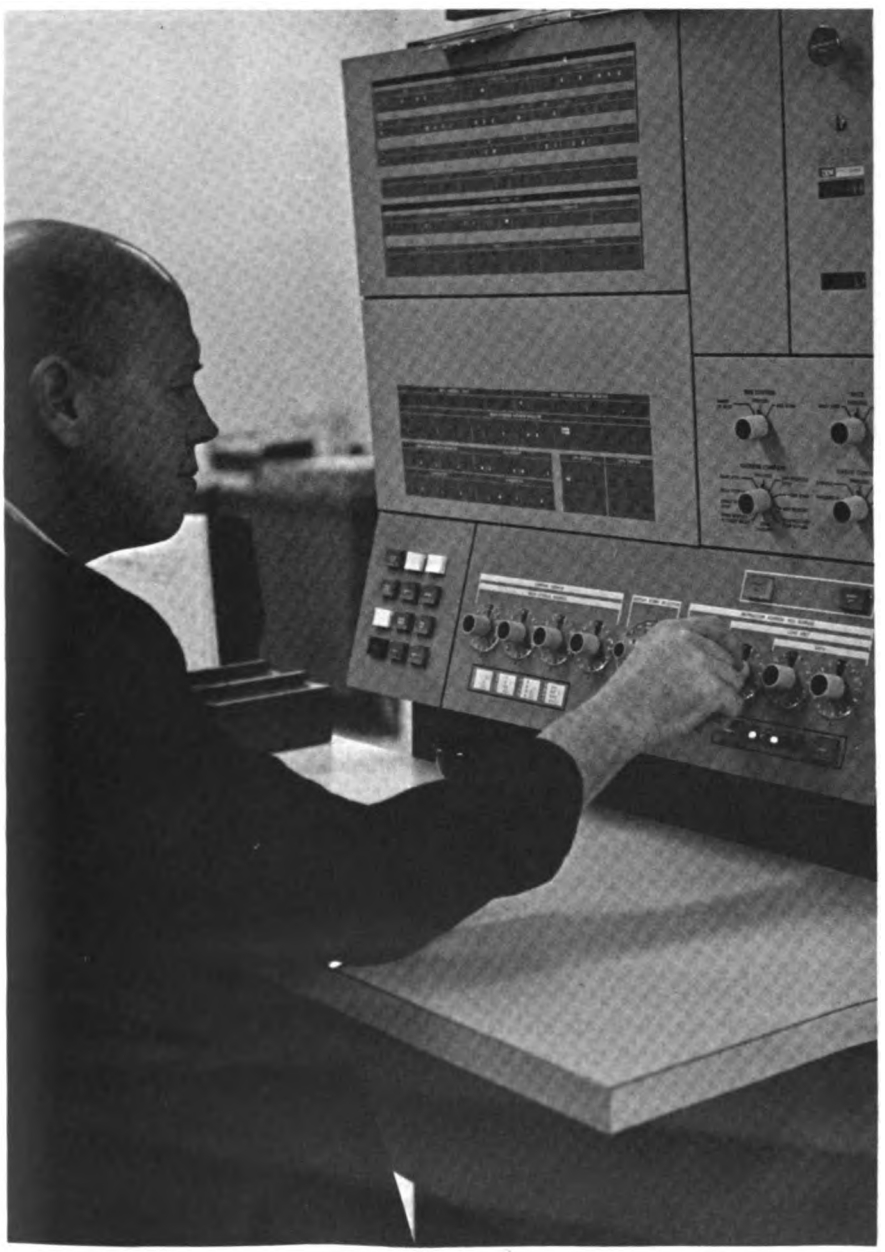
The farmer also changed male hogs, bringing in new breeding stock. Consequently, he received a profit of about $4 per hog on the 2,000-head-per-year operation.

Arizona's Extension farm computer program, which has won recognition throughout the Nation, was born in Pinal County. Things began to happen after three farmers there approached County Agent Charles E. "Chuck" Robertson on the subject back in 1958.

The farmers wondered whether their records could be processed by the computer to help them in making farm management decisions.

Robertson reckoned they could and proceeded to lay the groundwork for the program, which caught on and continues to grow in popularity among the State's farmers and ranchers. □

Guided by Extension farm records specialist David Brueck, the computer system tells farmers such things as when a cow quits making money, what crop to grow, and when to fertilize.



Landlords—a growing audience

What are the ingredients of a happy agricultural landlord-tenant relationship?

Although tenant farming has always existed to some degree, this question has assumed new economic importance in recent years.

As even the most efficient farmers come to grips with the inevitability of increasing the farm size in order to achieve or maintain financial success in agriculture, the economic significance of rented acreage increases.

By being able to lease highly productive land, the potentially prosperous farmer can make the needed transition. Otherwise, he might even be forced off the farm by his inability to purchase the necessary land.

The significance of the landlord-tenant relationship was particularly evident to Hugh Reinhold, county Extension administrator in Porter County, which is located in northwestern Indiana.

Working in a historically rural county which is now giving up its northern end to urbanization and industrialization, Reinhold could see firsthand the need for better understanding between the growing number of agricultural landlords and tenants.

Jobs in industry have taken many rural families out of farming, while those remaining in farming are confronted with the need to get bigger or get out. Although some of the landlords had themselves farmed previously, they did not fully appreciate the new demands recent changes in agriculture are making upon farm management.

Immediately above, Aaron Schmidt, left, area Extension farm management agent, discusses some broad management recommendations with two Porter County landlords. At top, landowner Robert Benton, left, talks over his needs with Extension staff members Hugh Reinhold and Aaron Schmidt to help them in planning the series.

Other landlords, who had bought up available agricultural land for investment purposes because of the rapidly developing industrial complex, had expressed concern about the annual return from farming, even though their primary objective was anticipated growth in the value of their land due to nearby industrial development.

Insecure feelings had developed between some of the landlords and tenants. Reinhold saw that the real need was for the landlord to learn what he could reasonably expect from a tenant and for the tenants to feel that the new farm problems created by technological change were fully understood by the landlords.

Reinhold's observations led to organization of a committee of landlords and farm personnel. This committee held two meetings with Reinhold and Aaron Schmidt, area management agent.

Committee members understood the agricultural problems which were encountered by landlords and made recommendations on subject matter to be taught. Then each committee member was contacted individually to give his viewpoint on details in the outline for three evening meetings.

Priorities for teaching landlords were established as follows:

To give some emphasis to the importance of landlord-tenant communications and how this could affect profits of both parties.

by
Aaron K. Schmidt
Area Management Agent
Marshall County, Indiana

To teach some fundamental farm business organization principles applying to the landlord as well as to the farmer.

To create an understanding of farm management problems so landlords would be motivated to learn more about technology but not to become farm managers or try to learn the many details in technology.

The committee felt that the landlords should become aware of the agricultural services available and how to utilize resource information.

It was decided that no one subject or enterprise in agriculture should be discussed except to give a summary on crop production.

It was agreed to start the series of three evening meetings by enrollment. Names of landlords were obtained from lending agencies and farm management services. The letter of invitation with an enrollment card was sent to 73 landlords.

A variety of literature from the Extension Service was made available for the people to pick up at each meeting. Refreshments were served during a short intermission.

Most of the presentations were outlined and presented on the overhead projector, so people could get a visual impression. An attempt was made to start each subject with some questions to stimulate audience thinking. A summary of the questions and answers were written on the easel or blackboard to help lead into the presentation.

It was difficult to get much discussion during the first evening. The instructors, in fact, did not know if they were reaching the people. During intermission and after the second meeting, however, some of the people stated that their lack of response was due to their need for a better understanding of the subjects being discussed. They stated that the language was new to them and that is why they came to the series of meetings.

The last evening, devoted to landlord-tenant relationships, got the biggest response. In the future, this topic may be presented first to encourage more active participation in the series. At the beginning of the last meeting, each participant was asked to write on one side of a paper a problem he had with his tenant or in their agreement, and on the other side a statement on what he had expected to get from the meetings.

These statements were then summarized by the county administrator for presentation by the area management agent. The questions and statements related closely to what was in the outline and made it possible to make the evening program more personalized. The questions and statements were unsigned to avoid any embarrassment and also to get full cooperation.

The Extension personnel involved feel this series of landlord sessions was successful in helping Extension reach an important new audience. A total of 33 individuals were contacted or reached in the three-part series. The names of those who attended any of the meetings were put on mailing lists to receive regular mailings such as "Economic and Marketing Information".

All those attending the last meeting expressed their personal appreciation and said that the sessions were interesting and informative. Several of the landlords have since been to the county Extension office for additional information on farm leases and specific details on production practices. The indications are that the county agent was accurate in his appraisal of the landlord-tenant problem, and the need for Cooperative Extension help. □

4-H cabins unite a community

by
Jack Owen
Information Specialist
University of Maryland

A chance remark can spark a whole community to a flurry of activity.

"Wouldn't it be great if the Talbot County Agricultural Center had cabins for camping?"

This is just about how quickly the idea took hold in this Maryland Eastern Shore county. In less than a year, five bright, new, clean concrete block cabins were "home-for-a-week" to nearly 100 young people.

And before the last brushful of paint was splashed on the last cabin, all the bills were paid, a tidy sum for maintenance was in the bank, and not a cent of tax money had been spent.

How does a community go about getting everybody involved?

"There has to be a spark plug," says Charles Broll, a post office employee and 4-H parent. "Ralph Adkins, the 4-H and youth agent, was that spark plug, but the whole community caught fire."

Broll was chairman of the painting committee, but also helped with the fund drive and turned the first shovelful of dirt. "Young and old alike smeared paint," he said.

Richard Stinson, who works for the telephone company in Easton, the county seat, also gives Ralph a lot of credit. "People like him. His enthusiasm draws people in and gets them involved."

Ralph Adkins himself says, "This project would have been worthwhile even if we had never occupied the cabins. People who never helped with anything before came out and worked. August Behrens, our carpenter, donated all his labor on the first cabin, and gave us a real bargain on the other four."

Behrens, a retired contractor's foreman, said, "People donated their time, and that made it enjoyable."

At the first meeting, Mrs. James Spencer volunteered to help in any way "except on the fundraising." But after some gentle "arm twisting" she agreed to take the fundraising job.

Would she do it again? "I'm ready to start tomorrow," she says.

What caused this turnabout? What happened in this mostly-rural county on the shores of the Chesapeake Bay?

Ralph Adkins tells it this way:

In 1965, six organizations formed the Talbot County Agricultural Center, Inc. They bought an 18-acre tract of scrub timber and weeds and began a campaign to raise local money for a 40- by 100-foot building. In the summer of 1966 the building—including kitchen, shower rooms, and toilet facilities—was completed for about $70,000.

The camping facility is strictly a 4-H project, but is a part of the Agricultural Center.

"Interest in camping was high enough that we thought we should have permanent cabins," Adkins says. "We talked about it all summer and fall, but just didn't get anything started."

At a February 4-H leaders' meeting to introduce a new 4-H agent, Mrs. Jean Baker, the subject of cabins came up again. There seemed to be agreement that the cabins were needed, and the leaders were in favor of trying.

They appointed a committee, which investigated the situation and reported back in favor of building concrete block cabins.

Then things began to happen!

In March, one 4-H Club sponsored a square dance—all proceeds to go to the cabin fund. So many people turned out that they had to take turns on the dance floor. And the cabin fund had a total of $125.47.

A few days later, Mr. Behrens offered to build the first cabin.

A prominent Talbot County woman visiting the Center asked what other projects were underway. When told about the cabins, she said, "I like camping for young people. I'll build the first cabin. How much do you need?"

With this much incentive, the fund committee really began to move.

On May 1, Mr. Behrens drove the stakes and a crew of volunteer laborers began digging the foundation for the first cabin.

"We had enough money to build one cabin," Ralph recalls, "but we started five before the first one was finished."

What would have happened if the contributions hadn't come in? "We just never thought about that," says Mrs. Richard Stinson, secretary of the fundraising committee.

4-H'ers, above, load blocks on a pickup truck at the "block party." The girls at left are painting the mortar between the blocks so others with wide brushes can cover the blocks faster.

All of the 4-H Clubs contributed to the fund. One club held bake sales; one sold refreshments at farm auctions; one sold miscellaneous items such as aprons and potholders that members had made.

The County 4-H Council parked cars and sold refreshments at a cooperative picnic; the county All Stars served a meal; another club had a square dance and pie auction; and one girl contributed her entire summer's babysitting money.

By May 16, the fund drive was well on its way. To be sure every 4-H'er was involved, a "block party" was organized. Each 4-H'er was urged to buy a concrete block for 35 cents (three for a dollar) and carry it to the cabin site.

Nearly 200 of the county's 214 members took the advice. They bought enough blocks for one complete cabin. This cabin will be painted 4-H green, and a plaque will list the names of all members who bought a block for "their" cabin.

"Our fund drive was scheduled to run for a month," Mrs. Spencer said, "but within 3 weeks we had $5,000 and called a halt."

"We paid all bills as they came in," Ralph remembers. "We never ran out of money."

While cabins were growing out of the rich woods dirt, Ralph was not idle. In addition to helping with the construction, he was on the lookout for furnishings.

"I contacted Mr. Conrad Liden, assistant to the Dean of the College of Agriculture, and he put me in touch with the surplus property section. We got 10 beds and a bureau for each cabin."

Choptank Electric Cooperative donated a large security light and "settled" the poles for the electric lines. The electricians furnished all supplies at cost and donated some of their labor.

By August 12, all five cabins were complete, and 23 boys moved in for 4 days of camping. The next week, 31 girls had their turn.

But just whose cabins are they? Do Talbot Countians look on them as Ralph Adkins' cabins?

"They're OUR cabins!" everyone proclaims.

"Our daughter feels that she owns a share in them," says Mrs. Spencer.

"Both our daughters have a personal interest in the cabins," echoes Mrs. Stinson.

"I hope that more groups will use the cabins," Mrs. Spencer adds. Maybe most people think they are only for 4-H members, but many other groups could use them—and we hope they will."

Ralph Adkins summed up his feelings like this: "I'm sure those cabins will be kept in good shape for many years, because so many young people had a part in putting them there. This is my hope for the future." □

by
Bernice Strawn
Home Management and Equipment Specialist
Oregon State University

A step toward independence . . .

Oregon's project 'RISE'

Potato chips and ice cream in the grocery basket may not be cause for exhileration to the average American family. But to a mother of two who has just received her first paycheck after several years on welfare, this is splurging to feed their souls as well as their bodies.

Through the help of the Oregon Extension Service, many mothers who were receiving Aid to Dependent Children have gone off welfare rolls and onto payrolls of hospitals, motels, nursing homes, and other firms.

A project called RISE (Reach Independence through Self-Employment) is a joint effort of Extension and the State Public Welfare Commission. The overall goal of the training program is to help welfare women take the first step toward independence.

For some, this step consists of a full-time job. The biggest step some of them can take is part-time work or on-the-job training. Others realize they must have high school equivalency in order to prepare for the work of their choice. The welfare caseworkers say the women would not have been motivated to go to school or work without the RISE training.

At the outset, it was expected that most of the trainees would do housework and be self-employed. As the program developed, however, other possibilities became evident. The women like the name RISE—it seems to give them a "lift."

This is the way the project works:

The State Public Welfare Commission contracts with the Cooperative Extension Service to train up to 20 welfare clients with Non-Disabled Vocational Rehabilitation funds.

The county welfare office, responsible for recruiting trainees, selects women who are not qualified for other types of training and generally are not motivated toward employment. One welfare supervisor described them as "stay-at-homes."

The Extension Service employs a home economist to work full-time for the duration of the project. Two aides and a half-time secretary are hired from the welfare rolls. Aides receive 2 weeks' training prior to the beginning of the regular training.

Trainees spend 6 weeks, 5 hours a day for 5 days a week, in training.

To keep the training informal and different from school, a vacant home is used as laboratory and headquarters. In addition to housekeeping methods, the women are taught grooming, family relationships, food buying, nutrition, use of plentiful foods, clothing selection, time and money management, good work habits, and how to secure and effectively perform a job.

Actual classwork is kept at a minimum, and the emphasis is on action. Trainees thoroughly clean the training center, which they refer to as "our house." Then they clean each other's homes before being assigned to a homemaker sponsor who is an Extension unit member.

They acquire additional skills at their sponsors' homes. Sponsors have been instructed to work along with them and compliment work well done. They are teachers on a one-to-one basis and send an evaluation of the trainees' work to the agent.

In the meantime each trainee has a free hair styling through the cooperation of a beauty school.

A lesson on clothing selection includes a trip to a local store to select foundation garments. The small clothing allowance, provided in the training budget, also permits buying suitable work clothing at thrift shops.

Then they are ready for work experience at cooperating nursing homes, hospitals, motels, day care centers, and similar establishments. Each trainee works from 10 to 12 days to get experience in two or more types of work and to build up her self-confidence. Often these prospective employers hire the trainees as soon as they have completed the RISE project.

Aides help in transportation of the trainees, supervise their work experience, and assist the agent in various ways. They also make home visits to check on absences. Many would-be dropouts are kept in the training through the work of the aides.

To say that trainees are reluctant to attend at first is an understatement. Therefore, the class sessions stress attitudes. Discussions arise from various sayings such as "They conquer who believe they can." "We cannot choose what comes to us; we can choose how we meet it." "Years wrinkle the skin, but to give up en-

thusiasm wrinkles the soul." These and others are posted on the walls of the training center.

Group experience is of utmost value to trainees. Many friendships are made. They learn that they have similar problems and often help each other. One woman who had reared 11 children made two dresses for a fellow trainee. Other talents are discovered. Some are adept at setting hair and help others who lack the knack.

The climax of the training program is graduation day. Certificates from Oregon State University are presented to each "graduate." Their families, cooperating Extension unit members, welfare caseworkers, county commissioners, and Extension workers attend.

One or more of the trainees tells the audience what this experience has meant to her. Here is part of what one woman said:

"We can't really tell you exactly what the RISE program has done for us. You have to know how we feel in our hearts. In the past 6 weeks we have found we are capable of doing things we weren't even aware of.

"We were used to staying home all the time, and like myself, I had no education or experience. We more or less found ourselves giving up until we found out about RISE. It is really rewarding to help others and learn and not expect to get paid for it.

"We do have lots of pride, but we really didn't have much of a way to prove it until the last 6 weeks. RISE has opened our first door."

This 28-year-old mother of two is now working part-time while she goes to school to get her high school diploma. On her own initiative she wrote to the State Welfare Administrator and the Governor of Oregon to tell them what RISE meant to her.

Her letters were effective in helping expand the RISE program. One county has trained three groups, and three other counties have each completed training for one group to date.

All but a few have taken a step forward. A welfare representative and the employment office cooperate in placing the women. One lady who took a full-time job in the housekeeping department at a hospital was a little discouraged after the first week. Her children wouldn't let her quit. They were proud to have a working mother. She is still on the job and eligible for a raise.

RISE trainees gain work experience at a nursing home where a registered nurse demonstrates bedmaking.

This is typical of most of the trainees. RISE has given the entire family a boost in self-esteem and a positive attitude toward themselves and the future.

Housekeeping and other starting jobs are not high paying, of course, but these women have one foot on the first rung of the ladder and are reaching for the next. □

Disposing of a problem

Extension helps set up garbage collection service

by
Kenneth Copeland
Extension Magazine Editor
Auburn University

Great things often happen when people sit down and discuss their mutual problems. People in Calhoun County, Alabama, are convinced of this.

Countywide garbage disposal was their concern, but not any more.

The garbage problem was pointed out at an Extension Service Council meeting in February of 1968. And when the full extent of the problem was known, someone said, "Let's get the ball rolling." The county commissioners said that the county would defray the expense.

A three-phase plan of action was developed: an educational program; county government providing facilities for garbage collection and disposal; and a countywide cleanup campaign.

"Now," says County Extension Service Chairman A. S. Mathews, "every rural household in this county has a container within 3 miles where they can empty their household garbage. The service was started in June 1968. The 'sore eye' spots along the roadsides where people once emptied their garbage have been eliminated, too."

Joey Urso, a user of the service, said, "That garbage disposal service is the finest thing that has ever come our way. I use it every day and so do about 25 others."

Located throughout the county are 45 containers—each holding 8 cubic yards—for people to use in emptying their household garbage. The Calhoun County Commission signed a contract with a private sanitation company to empty the containers twice a week, or more often if needed. Two spots are picked up daily.

Garbage is hauled to existing city dumps at Anniston, Jacksonville, Oxford, and Piedmont. The sanitation company also polices the container sites for litter dropped by the cleanup crew or for unauthorized littering. They spray the containers and adjacent area with germicide-insecticide solution.

Cost of service—renting and emptying containers—which the county pays, runs between $30,000 and $35,000 a year.

Based on the amount of garbage picked up—half a million gallons a month—it is estimated that half of the county's 105,000 rural people are using the service.

Rural families who want their garbage picked up at their homes can get this service by paying $2 a month. More than 1,500 are so doing.

"In my 30 years as an Extension worker," said Mathews, "I have never been associated with a program where as many people were involved and you had as much cooperation as we have had.

"This program has brought everyone—county and eight cities and rural and urban people—closer together. Not only will the development of this close working relationship pay off in this project, but I pre-

Below, Goode Nelson, left, Extension farm agent, and W. W. Roland, owner of the sanitation service, admire the sign on the garbage truck urging people to keep the county clean. At left, a Calhoun County resident uses one of the county's 45 disposal containers.

dict that it will reap great returns on future projects."

"In the beginning," said W. T. Ponder, county Extension council chairman, "I expected this project to go over, but not to the extent that it has. I think its success is due to the extensive educational program that was conducted and is still in operation plus the cooperation of everyone and the various organizations in the county."

An awards program and luncheon is planned to recognize those who have made outstanding contributions.

Mathews and his Extension Service staff, working closely with county officials, the county Technical Action Panel, and community leaders, directed the educational program.

Let's take a close look at how this project got organized and how it continued to operate:

To determine the exact extent of the problem, a countywide mail survey was conducted. Each person was asked to list five good and five bad things about his community. First on the list of bad things was garbage disposal—unattractive sites along roadsides. Then, each person listed five leaders in his community.

"When this information was in," said Mathews, "the Extension Council selected anywhere from 8 to 20 leaders per area. Then each group met, selected the site, and elected a contact person."

The council decided that the sites must be easily seen, public places acceptable to large numbers of people and be safely accessible from the highway. Also necessary was oral permission of the owner for use of the sites.

The contact persons check the container regularly and if at any time it becomes full, they call the sanitation service.

There have been several other helpful effects of this program.

An educational program was conducted to make people aware of keeping the county clean. Children in the 30 schools in the county got individuals of all ages to sign a commitment called "My Proclamation" that they would not throw out litter. More than 25,000 people signed the commitments. Each school was given a certificate for participating. Each city in the county and the State Highway Department also put on litter collection campaigns.

The State Highway Department in the county conducted a special campaign to clean up sides of highways.

Before this project began, rural people were forbidden to carry anything to the city dumps. Now, they can dispose of old appliances and other items which they can't put in the garbage containers.

Beautification projects are also being planned in rural communities.

Working together, as in this Calhoun County example, people can solve their mutual problems and make their area more livable. □

In the kitchen of their new community center, Mrs. Irene Schrader, right, Wythe County Extension home economist, and Barren Springs homemaker club members review suggestions on selection of small electrical appliances.

Working together—a new experience

by
Mrs. Irene Schrader
Extension Home Economist
Wytheville, Virginia

A small road sign on Highway 100 is the only indication that one has been to Barren Springs—a small community nestled on the eastern boundary of Wythe County, Virginia.

At the crossroads just over the hill is a small community school no longer used for classrooms. Today, the building is the Home Demonstration Community Center for all the neighborhoods in the area.

When the school was closed in 1960, the club purchased the building from the County Board of Education in order to establish a community center.

The recorded deed states: "The home demonstration club shall have complete control and shall dictate how this building will be used. If the home demonstration club ever ceases to exist, then the Wythe Board of Education must be given first priority before sale of property. . . ."

The determination of the faithful, small club membership made it possible to raise funds for increased expenses in building upkeep such as taxes, fuel, lights, and repairs.

The club's first goal was to provide recreation for the community youth. They provided meeting facilities and adult supervisors for such youth get-togethers as cookout suppers and teen dances. They also sponsored community pot-luck suppers, family reunions, birthday parties, and bridal showers.

Fire soon brought tragedy to the Barren Springs community—the local Methodist church burned. The club extended an invitation for the church services to be conducted in the community center. For 2 years, the building was a temporary church. The club members said, "We are just fulfilling our roles under the Homemakers' Creed."

Today, a modern brick church replaces the old wooden structure, thanks in part to the recommendations of C. D. Wheary, Extension housing engineer.

During the 1968 Christmas season, a young family with several children lost their home in a fire. Assistance was not available from fire departments in neighboring counties; when the nearest volunteer fire fighters arrived, it was too late to save the home.

Seeing the need for a community fire department, a committee of homemakers club members and other concerned citizens came to the Extension home economist for help.

Community organization was almost an immediate result. A community volunteer fire department of 35 men, and a women's auxiliary of 31 women are now established. They are actively promoting the purchase of a fire truck and are constructing a building on the community center lot. Since January, more than $1,000 has been raised by the people working together for the first time.

The Barren Springs volunteer fire department has received:

—ladders from the Roanoke Fire Department.

—fire fighting tools from the Virginia Forestry Service,

—a new electric range for the center from the Appalachian Power Company,

—and demonstrations by the Pulaski Fire Department on emergency life-saving practices.

The Extension home demonstration club, for many years the only organization in the community, has proved its vital role in community development. With the help of the county and State Extension staff, the members have helped Barren Springs develop a unity of purpose. □

Doing radio spots?

Try cartridges

by
George K. Vapaa
County Agricultural Agent
Kent County, Delaware

George Vapaa, Kent County agricultural agent, uses the facilities of a local radio station to tape one of his weekly cartridge spots.

Spot radio is fun and valuable. I rate it just behind my weekly news column as a means of doing a mass media job.

But what is the best way to prepare radio spots? In our county, cartridge tapes, rather than reels, have been the answer.

Cartridges save the announcer time because he does not need to cue in on a tape holding several spots. This can be especially important if you happen to be commercially sponsored.

My cartridges circulate among three stations on a weekly basis. Each cartridge has three spots of about 3 minutes each, which is as long as a spot should ever be, unless it has unusually broad appeal.

The cartridge holds 10½ minutes of tape and is larger than the usual station advertising or home stereo cartridge for two reasons: mechanical problems are less because there are fewer sharp bends, and there is less chance of a mixup at the station because they keep fewer large cartridges on hand.

Our stations like us to make the tapes at their facilities; the station I use is a little over 4 miles from town. I usually prepare for 2 weeks at a time, generally between 9:30 and 11 a.m. on a Monday or Tuesday. This fits the station's use of taping equipment.

I start with six ideas, three for each cartridge. At least one of the items has a general homeowner appeal. I work from scratch notes and only read if I'm quoting. If you can't explain the material in your own words, don't try to use it.

Most spots should follow the same basic format. Introduce the topic to draw interest, and immediately identify yourself for credibility. Justify the pitch with facts, and close in the last half minute with a course for action.

You can say a lot in 3 minutes. It's tougher in a minute or less. But stay with one topic on a spot.

What about announcements of meetings or other events? We put them on cards to be reported by the station announcer. Since it takes 3 weeks for the cartridges to get to the third station, the cards do not necessarily travel with them. Nor are they always used at the same time as the cartridges.

One other advantage of cartridges is that it is convenient to repeat the message often, since the tape is in a continuous loop and does not have to be rewound. This is especially valuable for publicizing special events, such as field days and farm and home weeks. □

Progress through people

Cooperatives' contributions to farming and communities based on a farm economy here in the United States are legend. Farmers and smalltown businessmen know well the benefits their cooperatives have provided.

Only in recent years, however, has a nationally coordinated effort been made to show other segments of the Nation's people the role of cooperatives in this business of producing, processing, and distributing the national output of food and fiber. This effort is conducted under the title of "Co-op Month" throughout October. The theme of the 1969 observance is "Progress Through People."

There are, among many, three major reasons for telling the story of cooperatives.

For one, the majority of cooperatives are small, locally owned businesses. They do not individually attract widespread attention or public interest beyond the scope of their operations. As a single business they make little impact on the total economy. Their impact comes from the combined contributions of the many thousands located throughout the country.

Secondly, many present day members' appreciation for the influence of cooperatives in the marketplace is a product of history. Their experience does not include the initial impact that the typical cooperative brings to bear at its founding. Therefore, such observances are essential to their understanding of the cooperative role in the national economy. This understanding is essential to sound guidance and development of the recent surge in new cooperative formation.

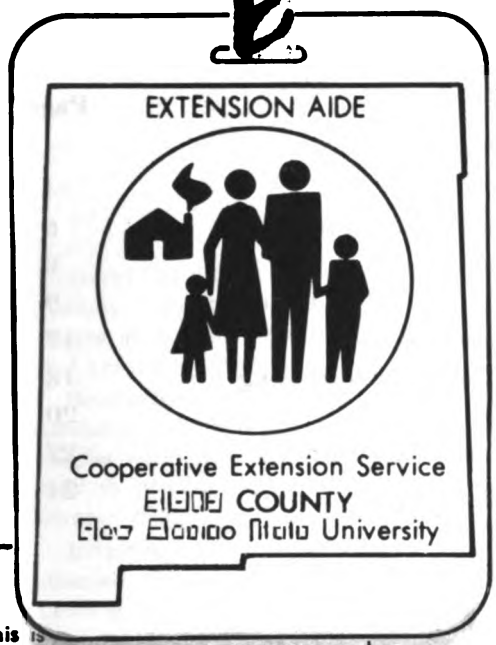
Thirdly, cooperatives exert a tremendous pressure to maintain and improve product quality. This interest in quality has made many trade names famous through the world. Sunkist, Donald Duck, Diamond walnuts, Ocean Spray, Sunsweet, and Sun-Maid are just a few hallmarks of quality that grew out of a quality conscious cooperative effort on the part of the producers.

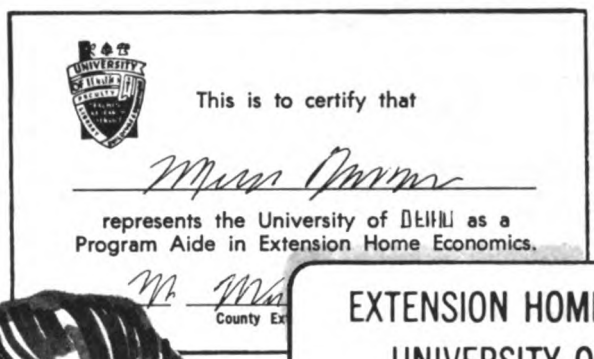
And then cooperatives have made a tremendous impact on business and society in general. They have served as innovators and leaders in technology, and as pacemakers on pricing and services. They have given producers a stronger voice in the marketplace, and have provided communities a larger tax base. They also have served as community models of true democracy in action.

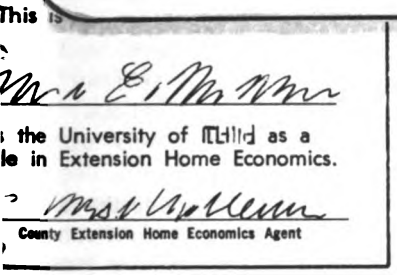
"Progress Through People" is a fitting theme for the 1969 observance. There are few, if any, in this country whose lives have not been positively affected by the cooperative effort. This is the story your Co-op Month Committee can tell as part of your local observance activities.—WJW

EXTENSION SERVICE
REVIEW
U.S. DEPARTMENT OF AGRICULTURE * NOVEMBER 1969

Federal Extension Service







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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.

CLIFFORD M. HARDIN
Secretary of Agriculture

LLOYD H. DAVIS, *Administrator*
Federal Extension Service

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REVIEW

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There were no losers

Congratulations are in order for the six individuals selected to receive the first place awards in the national communications contest for county agents. They were honored at a banquet as part of the annual meeting of the National Association of County Agricultural Agents recently in Atlantic City, New Jersey.

Those receiving first-place awards and the classes in which they entered are: Von H. Long, Oklahoma, radio solo; Norman J. Smith, New Jersey, single news photo; Nicholas Ptucha, Virginia, slide series; James D. Hansen, Wisconsin, direct mail; James L. Taylor, Tennessee, news column; and Lowell M. Gobble, Virginia, feature news story.

Mr. M. B. Turner, in presenting the awards on behalf of the company co-sponsoring the contest with the NACAA, aptly pointed out that there were no losers in the contest. The purpose of the contest was to provide a learning experience, and all who entered learned. The importance of this contest takes on added significance when we consider that anything we do that improves our ability to communicate increases the effectiveness of our Extension work. This applies to all forms of communications as well as those that use the common media. All have many fundamentals in common.—WJW

by
Robert Boardman
Extension Information Specialist
University of California

Teaching about TURF

The University's turfgrass research plots, above, being sprayed by a landscape contractor-graduate student, provide material for the seminars. At left, Farm Advisor John Van Dam, right, consults a laboratory technician about the adaptation of Poa to golf course greens.

University of California farm advisors (county agents) are helping a lot of people grow and harvest a huge crop that never goes to market.

Boondoggling? Not a bit. The farm advisors—and their UC research colleagues—are providing instruction in how to produce what may be California's biggest crop—turfgrass.

Irrigation, fertilization, control of diseases and pests, frost protection, pruning, recordkeeping, species identification—all of these are covered in Los Angeles County's year-round "turfgrass seminars."

Attending the monthly seminars are employees of bowling greens, golf courses, parks, highway departments, churches, factories, industrial centers, Federal-State-county units, and cemeteries.

The seminar's hosts are Farm Advisors John Van Dam and Carl B. Downing, Los Angeles County. They regard the program, now in its third year, as one of the more important services Cooperative Extension can render in an area as urbanized as Los Angeles County.

"There's an enormous amount of greenery that must be maintained," said Van Dam, "even in a city like Los Angeles that seems to be mostly buildings, concrete, and asphalt.

"California has a billion dollars' worth of turf. It costs a third of a billion dollars a year to maintain all this grass."

According to Extension Ornamental Horticulturist William B. Davis, who conducted a recent survey, golf courses alone make up one of California's most intensive "farming" enterprises. More than 50,000 acres of greenery are provided by 500 courses ranging from par threes to 36 holes and larger.

Downing and Van Dam note that Los Angeles alone has 85,000 acres of turf. An increasing percent of this is being supplied by sod growers who sell turf by the square foot, already grown. They cut the crop into squares or roll it into strips, truck it to where it's needed, and simply lay it in place.

Whoever grows or uses turf—plus the trees and ornamentals that go with it—needs a constant flow of information on new scientific findings. The seminars supply this need by bringing in UC scientists specializing in economics, fertilization, irrigation, soils, plant pathology, entomology, and weed control.

The turfgrass seminars, started in 1967, have doubled in attendance. The size of the seminars this year has ranged from 60 to 80. Some drive as far as 50 miles to attend the 3-hour sessions.

Van Dam and Downing have found that lectures by experts, followed by a very informal question and answer period, get the best response from those attending the seminars. The experts present their information on a high level, according to the farm advisors, because their audience is predominantly supervisors, not the crewmen who work under them.

The seminars have been publicized through monthly newsletters put out by Van Dam and Downing, direct announcement to participants, and periodic mention of the seminars in various golf course and park recreation media. □

In Bladen County, N. C.—

PEANUTS fill the bill

by
Woody Upchurch
Assistant Extension News Editor
North Carolina State University

Two bankers and a county agent were posing for a picture in front of one of Elizabethtown's two banks. They were looking over a half-mature peanut plant the agent had brought. The bankers understood that it all had something to do with an article this fellow from Raleigh was writing to send to Washington.

Lonzo Robinson approached the group from down the street. No one knew he would be there. He, too, had a peanut plant in his hand. The plant, loaded with maturing pods, was representative of his crop and he was anxious to show it off. He particularly wanted one of the bankers—a longtime acquaintance—to see it.

Lonzo is black, 74, and handicapped by a severely clubbed right foot. In his faded denim overalls, he offered a sharp contrast to the businessmen. But Lonzo, the bankers, and the Extension agent had a lot in common.

"I'm too old to be farming any more," said the farmer. "But I've got 5 acres of the best peanuts I've ever grown," he added with a grin.

Turning back down the street to show off his peanuts to others, Robinson left the impression that despite his 74 years and physical handicap, he most certainly would plant another peanut crop in 1970.

The episode illustrates the unusual interest in peanuts that is building in Bladen County, N.C., among farmers and businessmen alike. It's a new situation and one which County Extension Chairman Ralph Sasser and his staff have been working toward for a number of years.

Although peanuts are by no means a new crop to the area, this is the impression one might get by watching the commotion a couple of plants create on Elizabethtown's main street at midday on an August Monday.

Anyone who knows southeastern North Carolina knows that when you talk about farming around these parts, you're bound to be talking about tobacco.

But things are changing. Tobacco is a high labor crop. Pressure is mounting on small farmers to find additional sources of income or leave the farm.

Peanuts, although it is an allotted crop, was the most likely field crop to fill the bill. This the Extension Advisory Committee and county staff agreed on in 1966 when they were helping map a 5-year plan as part of the Extension Service's statewide Target 2 program.

The problem was in getting tobacco farmers interested enough in peanuts to discard outdated production practices for Specialist Astor Perry's proven all-practice program.

Gene Sullivan, then associate county agent, began working with local businessmen and farmers to get the peanut program off the ground in 1967. The businessmen were receptive. They foresaw what could happen to the economics of the county if the present pressure on small tobacco farmers continued—and it most certainly would continue.

An information campaign was launched using all the time-honored Extension teaching methods. Virtues of the all-practice program were extolled time and time again, often using for emphasis how the same program had sent peanut yields skyrocketing in the State's major peanut area of the northeast.

There, yields had gone far beyond the 2 tons per acre that once represented the ultimate in production. Yields of 5,000 pounds were commonplace.

Lonzo Robinson, below left, 74-year-old farmer, shows off a sample of his peanut crop to Corbett Padgett; Assistant County Agent Jack Cullipher; and Clyde Jordan. Padgett and Jordan are bankers and members of the county peanut committee. At left, Cullipher helps cooperating grower Truman Gillespie identify an insect problem on a peanut demonstration plot.

In Bladen, where peanuts have been a second class crop, yields sagged around 1,400 to 1,700 pounds on the average with a few "peanut-minded" farmers ranging upwards to over 3,000 pounds per acre. Many farmers didn't make the cost of production.

One innovation that introduced businessmen to the peanut program was the use of a full-page ad in a local newspaper. The feature of the page was timely production information from the Extension office. At the bottom were listed the underwriting firms who paid for the page.

This helped, but it soon became apparent that farmers had to be more than told how to grow larger peanut yields. They had to be shown.

This was uppermost in the mind of Jack Cullipher, who replaced Sullivan when the latter became State seed specialist at North Carolina State University.

Cullipher started a demonstration program and helped firm up a peanut production committee composed of representatives of nine business firms. The committee is actually a subcommittee of the Extension Advisory Committee. Represented are two peanut processors, two banks, two hardware stores, two farm equipment dealers, and a farm supply firm.

These men quickly became the most highly motivated group concerned with the program. They are interested in staying abreast of what is going on. Some make frequent phone calls to Cullipher and occasionally visit an all-practice demonstration.

This group pays the bills of the demonstrations.

Six demonstrations were put in on the farms of cooperating growers in 1968. Every practice recommended by Specialist Perry was used. The cooperating farmer did some of the work. Many of the tasks he couldn't handle, either because he didn't have the necessary equipment or because he was tied up with other tasks—often in his tobacco crop.

To provide insurance against any task going undone or being done too late, a farmer was hired by Extension through the support of the underwriting businessmen. Craven Brisson had crops of his own. But he agreed to be on call at any time to work with Cullipher in tending the peanut demonstrations.

The benefits exceeded expectations. Brisson, with his background and practical interest in growing peanuts, had a special kind of appreciation for local conditions and traditions.

"It gave us a team approach and put us on a common ground with the farmers," said Cullipher. "It improved communications for all of us."

The first demonstration effort was an instant success. The results of practices used in growing these peanuts opened many eyes to the true potential of the crop in Bladen County. Even in the first year the county average yield climbed 321 pounds to 2,046 pounds per acre.

The 1969 crop is expected to go even higher. A ride through the county provides plenty of evidence that the Extension demonstrations are getting results.

The businessmen who are underwriting the program are more enthusiastic than ever. Their costs may exceed $1,000. They seem convinced that the investment they are making in the county's agriculture will pay dividends.

Farmers definitely have a changed attitude toward peanuts. In brief, what the demonstrations have shown them is that the estimated $200-per-acre investment required to make top peanut yield is easily justified by the additional returns.

"Before, some of our growers didn't gross $200 an acre and had no idea of investing that much in the crop," explains Cullipher.

Lonzo Robinson, even at the age of 74, has changed his attitude about peanuts as a cash crop. He is enthusiastic enough to bring a sample of his efforts to town to show his banker friend.

Perhaps unknowingly, this farmer has been affected by the Bladen County Peanut Production Program.□

Some folks may still think the bull sale held in the western South Dakota community of Kadoka last spring was just another opportunity for ranchers to obtain herd sires. But to the enthused ranchers and townsmen of this small prairie community, the establishment of the South Dakota Badlands Bull Testing Station has provided a liberal education.

It has been a real education for the ranchers who had guts enough to enroll beef sire stock in the facility. It has had a marked effect on ranchers who had never taken production testing of beef cattle seriously until this year. It is also a remarkable example of how people can work together at the task of community development.

It all started when Keith Crew, an area rancher, wanted a small feedlot operator to feed out some bulls that he had planned to haul to Wyoming to a testing facility. Henry Wolfe, the feedlot owner, said he didn't know anything about feeding bulls but he would consider it if he could handle at least 30 at a time.

A few days later Crew dropped by the tri-county Extension office in Philip to visit County Agent Chester Peterson. A meeting of area ranchers was arranged. When the meeting was over, 34 bulls had been consigned to the feedlot.

Mick Crandall, area livestock specialist for the Cooperative Extension Service and secretary of the South Dakota Beef Performance Testing Association, was contacted to work out some technical details. For example, he was asked to develop a ration that could keep bulls growing without cutting down their usefulness after the test was completed.

Within a month the testing facility was organized and the bulls were standing by the feedbunks. To begin with, at least, the Board of Directors wanted the local Cooperative Extension staff to supervise the weighing and send out the information.

County agents Peterson and Howard Knuppe agreed because they could see in it an opportunity to encourage ranchers in the area to upgrade beef operations. The benefits of this project have been much broader than that.

Feedlot manager Henry Wolfe and Associate County Agent Howard Knuppe tend the scales during a typical weighing period, as Chester Peterson, tri-county agent, records the weights.

To say community interest has been high would be a gross understatement. Almost every day people stop at the feed yard to see how things are going. There was even a noticeable effect on the coffee and lunch trade in the Kadoka cafes.

When county agents started posting the weigh sheets there, the coffee conversations became honest to goodness "bull sessions." And the well-smudged weigh sheets attest to the fact that the average producer discussing the latest information about the facility was a lot more interested in statistics than in somebody's opinions about them.

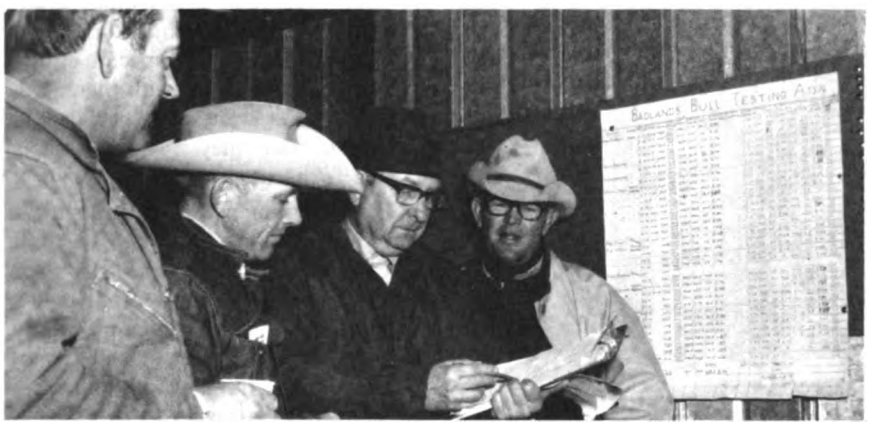
At first, Kadoka businessmen were curious and politely interested. But after seeing the amount of attention the facility was getting and the magnetic way the feedlot seems to attract ranchers from hundreds of miles away to the community, they were quick to look for ways to help promote it.

The Kadoka Community Development Association began serving free coffee and doughnuts to the unbelievable number of people who stop by the feedlot on the weighing dates. Between 50 and 75 ranchers have usually been on hand. Some bring families, others a neighbor. Many are ranchers who have animals in the test.

But the community really responded to the challenge of providing a spot where the association could hold its first sale last spring. Since there is no livestock sales facility in Kadoka, it

by
John L. Pates
Extension News Editor
South Dakota State University

Bull testing—opportunity for education



Area ranchers are eager to get a look at weigh sheets after the 28-day weighing periods. Here, three ranchers with bulls on test look over new information with Chester Peterson, third from left, tri-county agent.

was thought that the bulls would have to be hauled to another town. But that idea was quickly scrapped when enthusiastic townsmen pitched in to help convert the city auditorium into a sales arena.

This proved to be no small undertaking. The floor had to be planked; sand and bedding had to be hauled; pens were made; and the group had to take care of a host of other details for handling the event.

Of much interest to Cooperative Extension Service personnel such as Peterson and Knuppe are the educational benefits that the project has provided.

First the project has given a real boost to the idea of keeping production records on beef herds. Two years ago only about 20 ranchers in the three-county area were interested in performance testing calves, even though this has proven to be an excellent management tool for cow-calf operators.

"At least 10 more have joined the performance testing program this year, and the number of calves enrolled will be increased by at least 25 per cent," says Knuppe. "As far as we can tell, the interest has grown because of this bull testing station."

Officers of the association point out that the idea of production testing is catching on, even among the most conservative minded ranchers in the area. Crew, who is chairman of the Association, put it this way: "A lot of these fellows insist they are not impressed with performance testing of bulls, but I notice that most of them are carrying around our weigh sheets in their back pockets."

Forrest Ireland, who is chairman of the Tri-County Extension Board, says, "We have provided more rancher education as a result of this facility than with anything I have ever been connected with."

A Kadoka rancher, Bud Weller, who doesn't have any animals in the testing station, expressed another educational aspect of the project this way: "The records are showing us that there are a few good cattle in every breed."

And as he rummaged through the weigh sheets, he remarked, "Look here, some of the poorest bulls entered by one breeder are as good as another man's best—and all of the animals are from the same breed."

If you measure success in terms of business only, you've got to be impressed. They started out with 34 bulls 3 years ago. This year Wolfe is feeding 235 and he has plans for expanding still further. This fact indicates something else—the vigorous interest among ranchers in the area in knowing more about how the sires they intend to use perform in the feedlot.

4-H leaders see the possibility of tying in another type of educational experience for 4-H members with the operation of the testing station. According to Knuppe, they are toying with the idea of providing some kind of judging experience for livestock club members where they can judge these bull calves before they go into the lot and then analyze their judgments after the bulls have completed the test.

Time will determine how this is developed. For now, the South Dakota Badlands Bull Testing Association is off to a solid start mainly because some enterprising ranchers had a need and some small-town businessmen were concerned enough about the future of their community to help both themselves and their rancher customers prepare for it by lending an enthusiastic hand. There is little doubt in this community regarding the success of this kind of community cooperation. □

by
W. L. Strain
Extension News Editor
Auburn University
Auburn, Alabama

A chance to participate

Rina Grace, above, left, models the dress that won third place in the Talladega 4-H dress revue. Watching are other club members, also wearing the dresses they made for the revue. At right, Mrs. Marie Player gives Rina some advice as she demonstrates a sewing technique.

"In my hometown they had a 4-H Club, and I wanted very much to be a member, but because of the lack of communication I could not join," says Rina Grace.

Rina's dream has come true. She and 14 other girls now have a 4-H Club and are enjoying many activities held by the Talladega County Extension Service.

What kept the 15 girls from joining 4-H Clubs at their homes? Rina and her 14 clubmates are deaf and mute. Their only means of communication are with special signs and gestures learned since coming to the Alabama State School for the Deaf, at Talladega.

Rina is president of the club, which was formed with the help and interest of Mrs. Maude Hill, home economics teacher at the school, and Mrs. Marie Player, Talladega County Extension home agent.

The girls are 13 to 16 years of age, and they come from different towns and cities throughout Alabama.

"Working with this club has been a real challenge," says Mrs. Player. "The enthusiasm, interest, and determination shown by these girls are evidence that the club has real meaning to them."

Mrs. Hill, a former Extension Service home economist, started the Club in 1963. She realized what 4-H has to offer youth.

"The 4-H program," she says, "makes it possible for girls and boys to help themselves, and that is just what these girls are trying to do—help themselves."

"Many programs aren't made available to handicapped individuals, because people feel that special efforts must be made to work with them. But our girls don't want any special consideration. All they look for is a chance to participate."

The achievements of the girls prove they are working. During the past 5 years they have had a second place winner in the county apron revue, first place winners in the county dairy foods contest and bread exhibit, and for 2 years a third place winner in the county dress revue.

Also, they have made over 100 dresses, blouses, skirts, slacks, rugs, aprons, pillow slips, curtains, dish towels, and other garments.

Besides taking part in the clothing and food projects some of the girls have completed home improvement, leadership, and safety projects.

What happens to the items made? Many are used personally, and others are sent to parents as gifts.

Most of the girls are totally deaf, but with signs and gestures they have their 4-H Club opening ceremony and pledges to the American and 4-H Club flags. They have learned to sing many of the 4-H songs using their signs and gestures.

"Not being able to interpret their signs, I thought it would be hard working with these 4-H girls," says Mrs. Player. "But the job has been very easy."

Because they do not live at home, these 15 girls don't get parents' help with projects, but Mrs. Hill spends long hours after school and at night helping them. □

Program aides—

New answer to old problem

by
Helen Turner
Deputy Assistant Administrator
and
Sue Kleen
Home Economics Editor
Federal Extension Service

The Extension program aide crosses the barriers which keep many low-income families from benefiting from traditional methods of Extension education. She is accepted into homes because she is from the community in which she works. Her basket of teaching aids and toys to be used during her visit contains not a handout, but a helping hand. Both mothers and children welcome her visits eagerly.

Some of the women at a welfare rights meeting complained that Welfare didn't give them enough money to have a well-balanced diet. But one woman said that she had been fixing her family a balanced diet during the last month because she had "a little home ec lady" coming to her house to help her plan better meals.

Some people don't have a balanced diet simply because they lack food. Others lack the knowledge to achieve adequate diets from the resources available to them. In this case, obviously, part of the cause was the lack of knowledge. Like many other disadvantaged homemakers, these were afraid to seek education in meal planning.

The "little home ec lady", an Extension program aide, is Cooperative Extension's answer to this problem—take the education to them. Less than a year ago, the Expanded Food and Nutrition Education Program was introduced in 50 States, Washington, D.C., the Virgin Islands, and Puerto Rico. Last November, the USDA allocated $10 million to the Cooperative Extension Service for hiring and training aides to help improve the diets of low-income families through education.

The funds were given to the States on the basis of the percent of the poor in the State. This percent was determined by the Office of Economic Opportunity formula for poverty in the United States. The sites were selected by the State Extension Services. Some States have enough money for only one site, while others were able to start the project in many needy areas.

The program aide concept was first tested when a pilot project was initiated in 1964 in four Alabama counties. This project tested the feasibility of using paid part-time nonprofessionals to reach and teach young homemakers and members of their families. The county Extension home econo-

mists trained and supervised these aides. Concurrently, several other States also had similar projects in rural and urban settings in different parts of the country.

The pilot showed that paid part-time nonprofessionals, working under the direction of Extension home economists, can help homemakers become motivated to improve the quality of living of their families. They also demonstrated that personalized informal learning experiences are important if homemakers who are geographically isolated or socially, economically, and educationally deprived, are to be motivated to raise their level of living.

As a result of these projects, Extension is making wide use of its "program aides" in many educational efforts across the country. The Expanded Food and Nutrition Education Program is applying the aide principle to a high priority problem in America today—that of malnutrition. The program's primary objective is specific—to help low-income families have adequate diets.

The program aide is the key figure in this program. She inspires confidence and trust. She has many faces, many and varying talents. The one big point in her favor is that she comes from the community in which she works. She understands the people and is familiar with the resources available to them.

To achieve the program objective, the aides start working with the families "where they are." They visit homes and teach the homemakers ways to improve their cooking, shopping, and meal planning and teach them the foods needed daily for good nutrition. Since Extension is an educational organization, the Extension aides are teaching aides, as contrasted with service aides of some other agencies.

The aides are quick to spot problems and plunge right in trying to correct them. Recently one aide found a very young homemaker washing baby bottles in the tub with the dirty clothes. The next working visit, of course, was on washing baby bottles and handling baby's milk.

The aides find a variety of ways to take the nutrition information to the individual family members. The best known method, of course, is the one-to-one demonstration or teaching that most of the aides use. Quite often the homemaker invites a neighbor in to learn about a new way to cook foods to get the most food value. The aides also find that relatives who live in a close proximity often like to get together to learn more about nutrition and food preparation.

Some aides have interested homemakers in learning more about food and nutrition through exhibits and demonstrations in supermarkets or donated foods pick-up centers. In one area, a nutrition and food tasting display were set up aboard the Welfare Department's mobile unit which serves isolated areas. An aide mans the display and tells the local people about the Expanded Food and Nutrition Education Program.

Food and nutrition education does not always start directly with food. One aide found that the greatest need one elderly couple had was "someone who cares." Up until the last year, the couple managed quite well, gardening, canning, and preparing their own food. Now they are unable to do the strenuous work connected with those tasks, but still like to have a sense of doing for themselves. The aide hit upon the idea of planting a mini-garden.

The old man and the aide dug soil from the garden plot and filled several

Some call the program aide the traveling teacher. Above, left, an aide introduces herself and the program to a homemaker in a city housing project. She offers to share knowledge about money management, nutrition, and food preparation. The program aide is well trained. The initial training period is about 3 weeks. Weekly sessions, such as the one above, right, keep her up to date on the things homemakers want to know.

pails. They added fertilizer and then planted the tomato plants. Now the homemaker, who has only one leg, can easily care for her tomatoes from the doorstep. The fresh tomatoes will provide an easily obtainable vitamin C source.

Aides in one urban area are teaching low-income homemakers about better nutrition by putting a new twist to an old method—cooking schools. The aides go door to door inviting women to attend the demonstrations, which deal entirely with foods received through the commodity distribution program. One participant commented, "Now we won't have to throw away any of this food. It's a shame to waste it. And nutrition is what we need to know about."

The cooking schools begin at 11 a.m. and continue until the food is cooked and served. The women watch the aides prepare the dishes, and they are given recipes to take home.

The aide's classroom may move from place to place. She teaches what the homemaker needs to know at the time, and this sometimes entails a trip to the local grocery store.

One woman visited by two program aides was 21 years old and had three preschool children. Her husband, a construction worker, had little work during the winter.

"We offered to take her to the grocery store to give her some tips on buying, and she agreed," said one of the aides. "We followed her and offered suggestions on quantities and prices. For example, she picked a pound package of cheese for 67 cents; we found another brand of two 1-pound packages for $1. When she came to juices, we explained the differences between fruit drinks and juices. We feel we helped her save considerable because we were there."

Several aides were working with another group of homemakers in their local grocery store. They were comparing the price of cut-up and whole chickens. They determined that they could get more chicken for the same amount of money if it was whole. "But I don't know how to cut up a

A home economist and program aide, at left, meet to discuss achievements, problems, and better methods. Regular conferences build rapport and keep agent and aide planning together. The agricultural agent, above, gives aides pointers on vegetable selection as part of the on-the-job training program.

Food preservation and storage are important to every homemaker. Storing foods properly to insure their freshness and usability is the topic of this program aide's demonstration.

The program aide, above, explains the Expanded Food and Nutrition Education Program to a homemaker at the Welfare Department's mobile unit. At right, the aide shows homemakers how to figure food costs.

chicken," remarked one homemaker. The butcher overheard the statement and promptly gave the entire group a demonstration on cutting up a chicken.

The aides have found that teaching meal planning not only brings better nutrition to the families but it can also help out a great deal on family finances.

One family has made much progress after only a few visits from the aide. By planning her meals and grocery list, the homemaker saved enough in one week to buy sweaters for two of her seven children. She began serving them orange juice for breakfast after the aide taught her that it was cheaper and more nutritious than the soft drinks they were accustomed to.

Some Extension program aides are able to make their time and talents go a little further by training volunteers to carry on similar programs. The program aide working directly with families in one urban area reports that 159 girls from a low-income housing unit are being reached, with the assistance of adult leaders from the housing unit and 10 4-H junior leaders. The program aide conducts weekly training meetings for the adult and junior leaders. The aide has gained full acceptance in the unit and is even provided meeting facilities by the management.

Extension program aides also serve as recruiting officers to get low-income youth enrolled in out-of-school education programs. The aides in one State were the chief contact people to locate youth for a special summer youth program which included nutrition and other projects.

The aides try to enroll children from the families they are visiting under the Expanded Food and Nutrition Education Program. Most of the direct teaching of the youth in this project has been done by Work-Study students available for the summer.

One man gardening and sanitation aide says that one way he has gained acceptance in a family is to work through the children first. He visited one home countless times but was never invited inside the door. He finally interested several neighborhood children in a gardening project and was invited into the home on his next visit.

In addition to their teaching duties, the aides also need to be aware of the other public services available to the families with which they work. If a family has no food, no money, or some other urgent problem, it will be impossible for the aide to teach. The aides must therefore work closely with agencies that can help them bring adequate diets to the families. This

This aide and homemaker check over the week's menus. After careful planning, the homemaker fed her family of 14 for a week for $37.51. She says that making only one 12-mile trip to the store each week, instead of several, has saved money.

often means that they must refer them to one or more other agencies before their teaching actually begins.

Sometimes these families are brought to the aide's attention by other concerned citizens. A supermarket clerk asked a program aide to help a family that was trying hard but just couldn't keep from getting in debt.

On her first visit, the aide talked with the family about their children and finances. She suggested Food Stamps. The homemaker said they could not afford to pay for the Food Stamps out of their $124 Social Security check. After securing a loan, the family applied at the Food Stamp Office and found they could get them for half price for the next month. "They had a good Easter dinner, which they gave me credit for" reports the program aide.

Primary responsibility for the aides' training rests with the Extension home economist. It is her job to teach the aide the purpose of the program, help her to understand how people learn and change, and teach her how to provide suitable learning experiences for the families.

Through training, the aide improves her ability to develop empathy with the families and to determine and report signs of progress.

The home economists teach the aides how to make effective home visits and conduct small group meetings. The basic nutrition, food preparation, and homemaking and management skills, of course, are also an important part of that training.

The training program was explained

The program aide above shows a homemaker how to make Spanish rice using donated foods. At left, the aide works with teenagers as the first step in working with the whole family. They are using donated foods to make peanut butter candy, a nutritious treat for young and old alike.

by Dr. Evelyn Spindler, Federal Extension Service Nutrition Specialist, at the annual meeting of the American Home Economics Association last spring.

She said, "It is very important that the person who trains the aides also has supervision of them. This helps the aides know to whom they answer. The home economist, who we call the trainer agent, selects and trains the aides in her unit. . . .

"When we use nonprofessional aides to improve the diets of the poor, the training of these aides is of greatest importance. We suggest a minimum of 3 weeks for their induction training, of which at least 15 lessons or about 30 hours is training in food and nutrition. This is certainly little enough to give them some background in nutrition.

"In addition to this induction training, the aides will receive weekly in-service training for half a day each week. At the weekly meeting they turn in their logs and records, discuss their problems, and receive another lesson in food, nutrition, or related subjects such as sanitation, or selecting and buying food.

"We selected material for the 15-lesson induction period which we had previously tested over 4 or 5 years—the Food for Thrifty Families series. Many of the home economists had used it and were already familiar with it. This was very important to getting a program off the ground quickly. Although Food for Young Families was designed for five lessons, we expanded it to 15 lessons for the aides.

"Since the aides often have very little education, you need to limit the amount of information you give in a single lesson. Since the aides have no specific training in nutrition, this is a background course for the aides. . . .

"As they go into the second phase of the training, they will receive lessons that they use directly with the families. This is based on our Food for Thrifty Families Federal Extension Service Packet B. It has a guide for the trainer agent for six lessons to give to the aides at their weekly meetings. These lessons are based on the four food groups. The six lessons are sufficient to get the trainer agent started. After that, feedback from the aides will show her the direction that the training needs to take. She will probably want to be including additional material on buying and sanitation."

The training can employ many different methods. One State tested the aides' skills in a situation not unlike one they might be faced with in the homes. The aides were asked to prepare a balanced meal using the unprepared foods left over from the week's demonstrations. They called this their day-before-payday lesson.

In another attempt to relate nutrition information to everyday life, the aides in one locale were asked to prepare their boxed lunches from donated foods each day that they attended class. The lunches were checked and discussed during the training session.

Training is not enough. The aides need reinforcement and recognition

Some aides are men. This one helps homeowners with their gardens and sanitation problems. A good garden can often stretch the food dollar to improve the diet; without proper sanitation, good nutrition practices are to little avail.

for a job well done. Many States have given certificates upon completion of the initial 2- or 3-week training. Others held graduation ceremonies and college days. Many aides have been recognized through appearance on panels and television and radio programs and by being asked to speak about the program at group meetings.

One State honored their aides and gave them additional training at the same time. The group was welcomed to the university campus with a reception. Then they toured the home economics building and the preschool laboratory. They were also given the opportunity to learn about the university's educational and consumer resources that would help them in their work with families.

Some of the recognition has been localized. In one area, two counties went together and presented a program at the completion of the initial training. Highlights included a panel discussion of the Expanded Food and Nutrition Education Program by the aides and the presentation of certificates to the aides. Guests for the program were family and friends of the aides, nutrition advisory committee, county commissioners, and executive committee presidents.

On July 1, 1969, the program was operating in 650 counties and independent cities. The 4,844 program aides were serving over 597,000 persons in the 126,000 participating families.

To date, 144,000 families have been enrolled in the program and have received some food and nutrition instruction from the program aides. In addition, considerable program aide activity has been devoted to contacting or visiting families which have not officially enrolled in the program.

A total of 214,063 families have been contacted or worked with. Of those families enrolled in the program on March 31, 71 percent are of minority races.

The $30 million appropriation for 1969-70 allows the program to continue at the present level with some expansion in most States.

These program aides set up a display in their local grocery to show how wise shopping and food stamps pay off. Notice that the food stamp basket has about twice as much food as the other.

The success of the Expanded Food and Nutrition Education Program is best reflected by the many children in participating families who are better fed because of the things their mothers have learned from the program aides.

The program's success stories speak well for the efforts of those involved. The conclusions and recommendations made by Datagraphics, Inc., the firm evaluating the program, give Extension more encouragement, along with constructive suggestions for improvement.

They point out that the program has come into being with impressive speed and a minimum of false starts, but they caution us to improve our management skills and develop better working relationships with other agencies.

They are pleased with the client acceptance of the program and note that the program is in the position to achieve its stated objectives. Some of these objectives are being achieved, and none of them appear to be unrealistic. They say that the use of low-income people as program aides has worked well and has great potential.

They note that the program differs a great deal from site to site and attribute this to existing situations and varying experience of trainer agents with low-income families. They caution us to plan for maximum growth and development.

An evaluation of this type gives us encouragement for a continuing program and helps us to make the adjustments to meet our objectives. With the continued development and expansion of the program, many more low-income families will be visited by "little home ec ladies" who will help them to improve their diets. □

by
Mrs. Lillie B. Little
Housing and House Furnishings Specialist
North Carolina Cooperative Extension Service

Extension-industry cooperation

As education and income levels rise, consumer demands for quality and variety in products increase. To keep pace with the resulting proliferation of products, there is a continuing need for education and re-education for those who produce, those who sell, and those who consume.

The North Carolina Extension Service has worked successfully with two of the State's largest industries— textiles and furniture—on several educational endeavors. Training programs, preparation of educational materials and teaching aids, industry tours, and demonstration housing are a few examples.

Extension home economists with home furnishings responsibility from each county in the State attended a furniture forum conducted by one manufacturer. The forum sessions included discussions of research, latest construction and materials technology, and furniture designing.

These were supported by tours to observe all of the processes involved in manufacturing furniture. Such accelerated teaching experiences enable the agents to work more confidently with consumers.

Homemakers reap some educational benefits directly from industry. Many furniture companies, for example, open their showrooms and plants for consumer tours.

The director of an industry-sponsored "furniture forum" gives a North Carolina Extension home economist an inside look at the construction of upholstered furniture.

On the other hand, industry asks for Extension's assistance in training their personnel. The home furnishings specialist has conducted training sessions for sales persons for fabrics, window treatments, and other areas of home decoration. A drapery shop asked for specialist help in teaching color at their annual drapery clinics.

Industry has served in an advisory capacity in the preparation of several Extension bulletins, such as a recent series relating to furniture needs, selection, arrangement, and styles.

The Southern Furniture Manufacturers Association provided the art for the publications in return for the privilege of purchasing them for distribution to members of the industry. In addition, the specialist serves on an advisory committee for materials and teaching kits being prepared by the furniture association.

Through the cooperation of members of the home furnishings industry, specialists can provide many teaching aids for county use. Carpet, bedding, linen, and fabric kits are maintained in this way.

Many companies make educational films and slides that are useful in Extension's teaching programs.

The "House of Wood" shown at last year's North Carolina State Fair best reflects the possible scope of a project where industry and education work together. The demonstration house was conceived to show that good housing is possible at low cost and that it can be furnished attractively at a modest cost.

It was made possible through the combined efforts of four North Carolina State University departments (Forestry and Wood Products, Agricultural Engineering, Horticulture, and Housing and House Furnishings), the Southeastern Lumbermen's Association, and members of the furniture industry.

Programs to educate the consumer are on the upswing. When industry and education work together, the consumer is bound to reap the benefits. □

Target for action:
human understanding

by
Anna C. Alden
Extension Home Economist
Middlesex County, Massachusetts

"To increase the ability of individuals to interact effectively with others." This is one of the goals proposed in A People and a Spirit, the report of the joint USDA-NASULGC Study Committee.

Extension home economists in Middlesex County, Massachusetts, are reaching for this goal through a pilot program, Target for Action: Human Understanding.

Target for Action: Human Understanding had its beginning at a seminar on volunteers in the urban society. Participants asked the Middlesex County Extension Service to explore ways in which women from the city and suburbs could "walk together and talk together" to learn how to understand each other.

The first step involved some intensive homework on the part of Extension Home Economist Anna C. Alden. With the support of Winifred Eastwood, head of the Extension division of home economics at the University of Massachusetts, Mrs. Alden talked with other professional and lay leaders from the Negro and white communities in Boston and the suburbs.

Attending a "Black and White Seminar" at the Boston Center for Adult Education and a conference on Religion and Leisure at Northeastern University helped to refine purpose and direction.

It became clear that the program should offer an opportunity for communication between white and black women over a period of time and in an informal conference setting.

Application for financial support was made to the Sears-Roebuck Foundation, which had supported the 1967 Conference on the Volunteer in the Urban Society.

It was important to involve both Negro and white women in the initial planning stages. Lay members of the Middlesex County Women's Advisory Council and lay and professional women from the Negro community met in August 1968.

Purposes of this meeting were to develop conference goals, help in planning conference agenda, and enlist support in recruiting conference participants. Nineteen women (eight white, eight Negro, and three staff home economists) attended.

Mrs. Alden, the conference coordinator, then met with subgroups and with individuals on this committee to refine the conference design, work on promotion, and take care of other planning mechanics.

One of the strong points in the total process was the close working relationship with the Negro cochairman, Mrs. Barbara Dawson of West Medford, Massachusetts.

The planning group chose "Target for Action: Human Understanding" as the program title. The Warren Center, a new conference facility of Northeastern University of Ashland, Massachusetts, was the setting for the weekend of October 18-20, 1968, when 50 women from 28 towns and cities in Middlesex County and Boston lived and worked together.

The heart of the weekend conference was the five discussion groups which met on Saturday. Areas of discussion included housing, the news media, and white racism. Each of the discussion groups was led by a skilled Negro woman.

Two formal presentations during the weekend brought emphasis to the Conference theme. "The Green Circle" was an illustrated talk given by the director of educational materials for children, New England region, American Friends Service Committee. It was designed as a program for children to stimulate positive social attitudes.

As a result of this talk, four or five of the conference participants requested further training so that they could bring The Green Circle to their own communities.

The director of the nursery school at Brandeis University challenged the conferees to be "turned on" and to become personally committed to the cause of interracial understanding.

Book displays from the Frederick Douglass Bookstore (the only Negro bookstore in Boston), the American Friends Service Committee, and the Middlesex County Extension Service, as well as news media displays, added to the educational dimensions of the conference. One of the participants brought three unusual paintings describing current social problems.

Evaluation sheets from the Conference participants were summarized by Dr. Edward K. Knapp, Extension analyst, University of Massachusetts. "There is sufficient positive enthusiastic comment that the conference must certainly be considered a success," he reported. "The idea was to realize increased human understanding, and in a degree this was accomplished."

On the other hand, several women stated, "This weekend is a fine beginning," suggesting that Target for Action: Human Understanding should be a continuing program.

Conference participants kept in touch through informal reunions and through circular letters from the Extension home economist.

In addition, Dr. Knapp prepared a followup survey in the spring of 1969 to provide additional data for future planning. In March, Mrs. Alden called the original planning committee together to discuss the next step.

The involvement and commitment of the committee—composed of Advisory Council members and Negro and white participants from the October Conference—resulted in plans for a followup program in April.

The goal was "to discover the sources of racism which are implicit in our society and to begin to learn how to change our own behavior when it reflects racism patterns."

Thirty-four women who attended the October conference (85 percent of the original group) returned to the Warren Center in Ashland on a sunny Saturday in April for a day-long program devoted to studying societal racism.

Horace Seldon, executive director of Community Change, Inc., was the discussion leader for the conference. Community Change is a service agency whose function is to help groups and organizations confront racism and begin to learn how constructive change can take place.

Following registration and coffee, the participants returned to the discussion groups to which they had been assigned in October. Morning workshops were devoted to a "magazine exercise" in which discussion centered on implications of current magazine advertising which might perpetuate racist stereotypes.

The afternoon workshops involved group discussion of case studies illustrating positive and negative attitudes to racial problems.

Looking at magazines to discover examples of racial stereotyping was a challenging exercise included in last April's Human Understanding conference.

Mr. Seldon directed the afternoon workshop and also spoke about racism. He discussed current concepts of societal racism and the interdependence of attitudinal and institutional change.

As in October, the discussion leaders were skilled women from the Negro community.

What are the outcomes of this unique process of interracial communication in Middlesex County? "We cannot drop this program. It must continue," said Mrs. Evelyn Langley, Framingham, president of the Middlesex County Women's Advisory Council.

Other women who came to both the October and April programs want more. "Something has been established here," they say. The Green Circle program has been presented in five different communities in Middlesex County as a result of the October weekend.

A 1-day conference in the town of Bedford was held in May 1969 as a direct result of the latest Target for Action. Seventy men, women, and teenagers—black and white—met for a day of dialogue called Communication: Key to Understanding. Spearheaded by concerned women from Bedford who had come to Target for Action, this event was a significant spin-off.

One of the conference participants wrote an article for a church newsletter which sums up the effect of the program:

". . . Black and white, Protestant, Catholic, and Jew we built a shaky human bridge across a terribly wide abyss of human misunderstanding. We talked and we listened, we argued and we misunderstood. We were hurt and we eased that hurt. Sometimes hurt is necessary to effect a healing that is lasting and good. We hope that the bridge we built will hold and be strengthened and grow. Fifty women have made one bridge and we need fifty million more such bridges to shrink the abyss that separates us. . . ." □

by
Donald J. Johnson
Special agent—news
Georgia Extension Service

Teens tackle nutrition problems

Teenage nutrition has become a lively subject. This is especially true in Georgia, where 14 youth organizations have set out to improve teenagers' eating habits.

The idea of a statewide teenage nutrition program was an outgrowth of a 1-year committee project of the Georgia Nutrition Council. Miss Nelle Thrash, food preservation specialist with the University of Georgia Extension Service, was chairman of the committee that started the program.

As chairman of the Council's community nutrition section, Miss Thrash says she wanted the group to explore the possibility of improving the nutritional status of the State's teenagers. The aim of the program was to encourage teenagers to accept nutrition as their own problem and responsibility.

It took a year for the committee to contact every youth organization in the State, find financial backing, select a site for a statewide meeting, plan a program, and define overall objectives. Seven years later, the program is still going strong.

Once the teenagers saw this was to be their program, Miss Thrash says, they wouldn't let it end. And they would not settle for just having an annual conference. They wanted to involve other young people in their own organizations. So the project grew into a program involving 14 youth organizations and more than 500,000 boys and girls.

Right from the start the organizers of the program decided this was not to be just another club. It had to be a part of existing youth organizations. Adult leaders of the 14 organizations in the program agreed to send key youth—up to 15 per organization—to a conference each year to discuss what they could do to improve teenage eating habits and to study new developments in nutritional levels among teenagers.

The theme of that first conference was "Get Ready, Get Set, Go." It was cosponsored by the Georgia Nutrition Council and the Farm Bureau Federation. Full sponsorship went to the Council the second year.

Each youth organization represented at the conference may enter an exhibit on some phase of teenage nutrition. Last year the 4-H'ers presented this exhibit on careers in nutrition-related fields.

As the program grew, so did the interest of Extension workers and adults representing other organizations. Many Extension workers have held positions of leadership on the Council, the Advisory Panel, and the Teenage Nutrition Executive Board. They have also served as resource people for discussion groups during the conferences.

Overall guidance for the program is given by the Georgia Nutrition Council and the Advisory Panel it set up to work with the program. These groups also provide policy judgment and financial support.

Membership of the Advisory Panel includes representatives from professional organizations in the nutrition, health, and agricultural fields, State educational institutions, State youth organization advisors, and food industries.

Actual operation of the teenage nutrition program is carried out by the Teenage Nutrition Executive Board, which was appointed by the Council. Members of this board work on a voluntary basis year-round to implement the type of program the teenagers want.

The teenagers make their program ideas known through their organization's representative to the program planning committee. They also express their opinions through the evaluation they prepare during each conference.

The specific goals of the Georgia Teenage Nutrition Program are:

—to improve the dietary habits of teenagers,

—to develop an appreciation of the

"Applied nutrition" might be the best way to describe this demonstration by a karate group. They not only demonstrated how to break boards, but also emphasized the importance of good nutrition.

contribution that the food industry makes to our convenient and high quality food supply,

—to develop an awareness of our dependence on agriculture in providing an adequate quantity of essential foods for health,

—to develop an awareness of the opportunity for service through careers in food and related fields.

Financial support for carrying out the teenage nutrition program comes from people in businesses connected with production or marketing of food, commodity commissions, banks, and professional organizations.

Early conferences were concerned with identifying some of the nutrition problems and letting the teenage delegates see what they could do to improve or correct these problems as a part of their individual organizations' program of work.

Later conferences included prominent speakers on various problems concerned with teenagers and nutrition. The teens discussed what the speakers had presented and how they could use this information in their club work back home.

During the 1969 conference the use of speakers was continued. In the followup segment, the delegates from each organization met as a group to decide what they could do during the next 12 months to promote better teenage nutrition through their club work. These ideas were shared during a luncheon. Time will be provided during the 1970 conference to report what each group actually did.

Followup has been hard to evaluate, with 14 different organizations including teenage nutrition in their programs of work. However, a few examples might shed some light on the types of activities the teenagers developed and implemented.

The Future Homemakers organization has emphasized teenage nutrition in their State program ever since the first nutrition conference. Library Assistants collected and assembled materials on teenage nutrition and set up reading shelves on nutrition in school libraries.

Delegates representing 4-H have used a variety of followup methods. They presented programs, exhibits, and posters on good nutrition during their State 4-H Council meeting. Several local programs resulted from this presentation.

The 1969 4-H delegates conducted a "Teenage Nutrition Week" in April, with almost every county participating. They launched an intensive information program on teenage nutrition, placed exhibits in store and office windows, presented programs at school assemblies, and worked with their high schools to promote better eating habits among teenagers.

In some schools the various organizations meet together regularly for nutrition programs initiated by former delegates to the conferences. Each club in one high school took teenage nutrition as a project for a month. They promoted good eating habits through the use of exhibits, lunchroom menus, posters, and special programs.

In one county, the Extension home economist was called on by the school superintendent to organize a county-wide teenage nutrition committee to work on the problem. They took surveys of eating habits and dietary levels and worked with the school lunch personnel to promote eating a good lunch.

These are only a few of the ways youth organizations in Georgia are working to carry out the objectives of the teenage nutrition program.

The first conference was attended by 111 boys and girls representing 12 youth organizations. There were more than 250 delegates at the 1969 conference representing 14 organizations.

These youth groups are Future Homemakers of America, Distributive Education Clubs of America, Girl Scouts of the U.S.A., Future Teachers of America, Future Business Leaders of America, Boy Scouts of America, Future Farmers of America, Tri-Hi-Y and Hi-Y Clubs, Allied Medical Careers Clubs Inc., Georgia Association of Library Assistants, Camp Fire Girls Inc., Key Club International, 4-H Clubs, and Girls Club of America, Inc.

A recent evaluation of the conferences revealed that the teenagers want to listen to their own leaders. They like to participate in programs that deal with their problems. And they keep the program in tune with the times. The theme they selected for the last conference was "Sock It to Me—Here Come da Food".

Committees of youth and adults are already working on the 1970 conference, and the teenagers are busy carrying out the goals they set for their own organizations during the 1969 meeting. □

by
Roger Newton
Extension Youth Agent
Ralls County, Missouri

Missouri county tries literature racks

No secret formula exists for making the resources of the land-grant university available to the people of the State. Many factors must be considered as programs are developed for various audiences. Because of the varying work patterns, personal habits, and other factors among these audiences, traditional Extension programs do not reach many of the people.

Literature racks containing University of Missouri Extension publications are being used in Ralls County, Missouri, to take educational information to the people. Many who use the racks are not involved in traditional Extension programs.

The program was started in June 1966, when 12 business places bought racks costing $28 each. During a recent 18-month period, Ralls County citizens picked up 18,425 publications from these racks.

The racks, manufactured by a Missouri wire products company, are designed to take the three popular-sized publications (9 by 4 inches, 9 by 6 inches, and 11 by 8½ inches). Each rack, when filled, will hold 24 different publications.

Fifteen to twenty copies of each publication may be placed in the rack, depending on their thickness. A sign on top of the revolving rack identifies the literature as being from the University of Missouri and provided by the Ralls County University Extension Center.

Since June 1966, literature in the racks has been changed every 3 months to make recent and seasonal educational information available.

Twelve literature racks are placed in four categories of business places. Each business category is composed of two to four business places which distribute the same types of products and services.

Lumber companies in the county make up one business category. In these racks individuals find educational information on finishing furniture, insulation and heating for homes and farm buildings, framing pictures, improving home storage, house plans, and other literature on home building, decorating, and remodeling.

Feed, seed, fertilizer, livestock supply businesses, and agriculture agency offices make up another business category. On these racks, individuals find educational information on all phases of agricultural production. Latest developments and recommendations on agricultural chemicals, crop varieties, animal nutrition, fertilization, and farm management have proven to be popular subjects.

Information of general interest to the consumer, including insurance, financing, partnership arrangements, emergency preparedness, zoning, and home economics, is included on racks located in another business category. Banks and the county courthouse provide ideal outlets for publications of this type.

Horticulture enthusiasts may visit one of the garden centers in the county and obtain bulletins, circulars, and leaflets on landscaping, vegetable

Above, County Agent Roger Newton checks with a businessman to see which publications are moving fastest and whether they are meeting the customers' needs. A bank customer, at right, looks over the rack featuring publications on family living and consumer subjects.

gardening, flowers, lawns, trees, and shrubs.

Agents, specialists, and editors spend much time in research and preparation of publications. These publications are meant to be read and used. We owe these individuals and our audiences an effort to make efficient distribution of this information. People in the county need to be reminded often, and through various media, of this source of assistance.

In Ralls County, repeated offers of literature available from the racks and at the University Extension Center are combined with easy literature pickup to make this educational method beneficial.

Publications which are "for sale only" may also be distributed efficiently using the literature rack. Such publications may be listed in a small leaflet containing the prices and brief descriptions of the publications. Individuals simply check the ones desired, write their name and address on the leaflet, and send it to the University Extension Center with the correct remittance.

Evaluation of this cooperative effort with businesses in the county reveals that merchants welcome the displays. Most make an effort to become familiar with a new stock of literature to be better able to answer their customers' questions.

Several businesses have said that the information helps employees become familiar with recommended practices. Because businesses have access to the literature listing types of products recommended by the University, they can make stock changes to better serve the customer.

Further evaluation of this teaching method indicates that the number of publications taken from a literature rack is directly related to the location of the rack in the business establishment and the number of people entering the business place. Distribution is best when racks are visible as soon as customers enter, and are easily accessible.

Records have been kept since the beginning of the program. These records consist of the number distributed of each piece of literature, size of literature, content of the publication, and quantity of literature distributed to each business category.

Extension agents and committees use this information when planning programs, noting the subject matter areas showing the highest demand for information. Other factors influencing the distribution of the literature must also be considered when analyzing this data in program planning.

Extension editors and specialists responsible for preparing Extension publications may use results of the study. Indications are that under these distribution conditions, people will select a publication containing general and complete information about a subject in preference to a single sheet dealing with only one specific question. Also, attractiveness of cover seems to affect the number picked up.

No attempt has been made to determine how thoroughly people read the publications they pick up. In very few cases, however, have people picked up a publication and later discarded it in the same business. This means the publications probably get taken into the home.

Information prepared by University specialists can be a great help to an individual, but information cannot have its effect when stored in the file. Making publications available to all the people of our work area is just one way we can serve people better. □

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Paradox—a source of strength

The effectiveness of Extension comes from an internal paradox. On one side are the philosophy and national concerns that provide a focal point of unity. On the other side is the uniqueness exhibited by various programs as one goes from State to State and county to county.

To people less familiar with Extension, the elements in this paradox represent counterforces. In reality, the Extension process melds these elements into complementary forces to assist people in the everyday problems of living and making a living.

These relationships were driven home to me rather forcefully during the summer months which included visits to Extension projects and programs in 16 States and more than 50 counties.

The counties ranged from the most rural to urban; from the low end of the economic scale to the high; and included farms from those producing less than subsistence income to the highly commercial.

The diversity of the locales and the situations was no less than the diversity of the specific needs and problems Extension programs were servicing. Yet in servicing this diversity of needs there was a high degree of commonality in Extension work, not to mention the pioneering spirit and dedication which Extension workers have traditionally brought to their tasks.

Viewing the paradox first-hand, one can understand how after a study of Extension one person remarked that according to all logic of organization and management principles Extension shouldn't work—but it does. On the other hand, seeing all these apparent opposing elements melded into one common force for good, one could just as well ask how such a system could fail.—WJW

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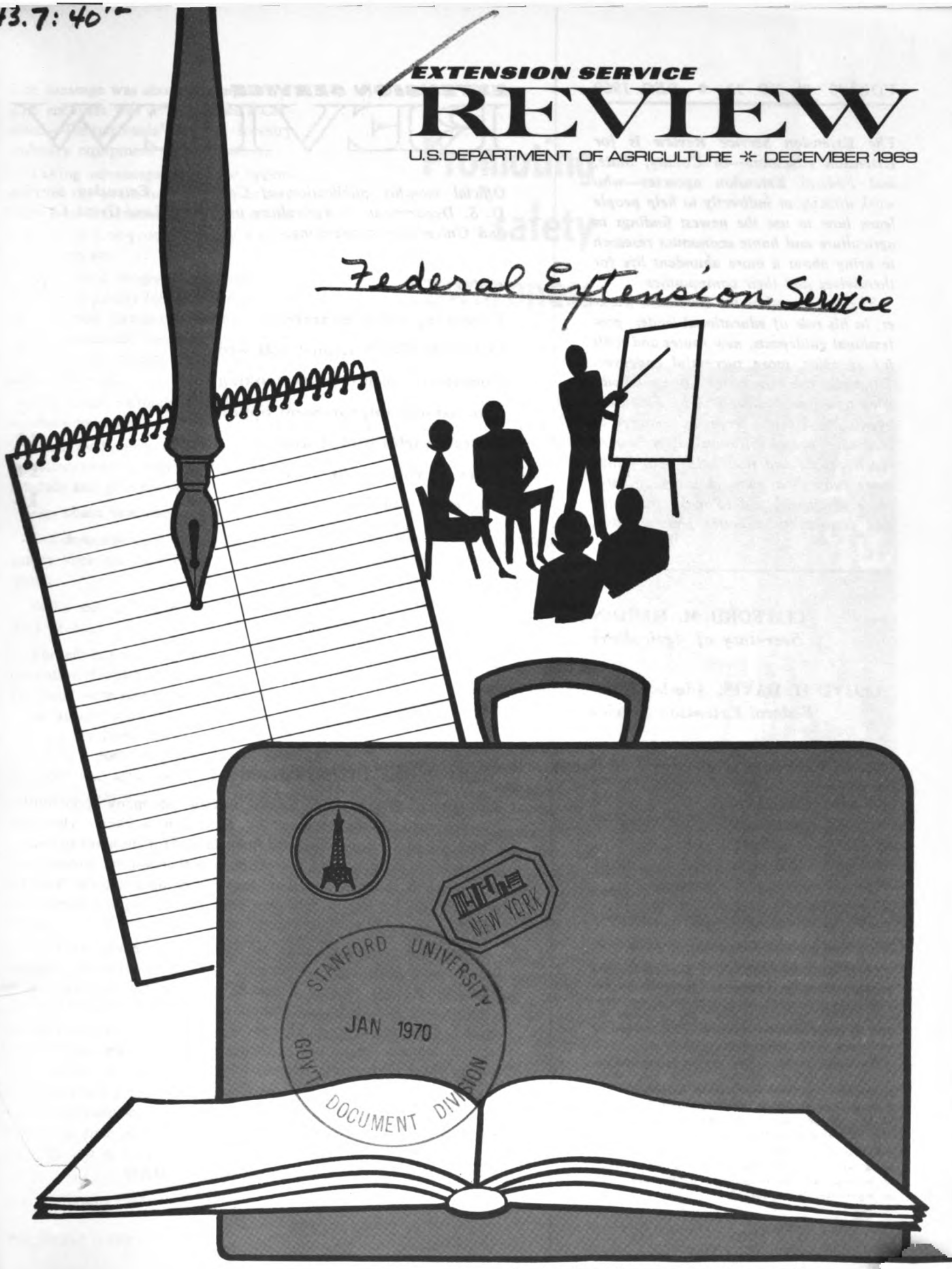
EXTENSION SERVICE

REVIEW

U.S. DEPARTMENT OF AGRICULTURE ✲ DECEMBER 1969

Federal Extension Service



Professional Improvement Opportunities

VOL. 40 • NO. 12 • DEC. 1969

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

Official monthly publication of Cooperative Extension Service; U. S. Department of Agriculture and State Land-Grant Colleges and Universities cooperating.

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Many paths to improvement

This issue of the Extension Service Review lists many opportunities for professional improvement by Extension workers. The wide range of sources from which the financial aid for these opportunities comes is an indication of the confidence that various outside sectors place in Extension workers and Extension methods. And the grants given by Extension's own professional organizations show that they are fulfilling their role.

Many of these opportunities are aimed at those who want to obtain an advanced degree. Nebraska (see article following scholarship listings) has devised a special program for helping county workers upgrade their educational status. "Professional improvement," however, is certainly not synonymous with earning advanced degrees—important as they are. Many of the grants listed are for short term study. Beyond this, possibilities are endless.

Every professional finds daily opportunities for growth through reading, sharing ideas with others, traveling, and learning everything he can about current happenings in his field and in related fields. We hope that the Extension Service Review is one of your regular routes to professional improvement.—MAW

Promoting safety awareness

by
David W. Taber
Area Forest Industry Agent
Pennsylvania Extension Service

The message was about logging safety. The medium was a Woodsmen's Carnival—Pennsylvania's largest forestry industry equipment demonstration.

Taking advantage of all the opportunities the event had to offer, county and area Extension staffs cooperated fully in a four-pronged safety awareness program.

The "total program" approach was developed jointly by the Pennsylvania and Cornell Extension Services. It almost guaranteed reaching every participant with at least one phase of the safety message.

The four methods the Extension workers used were:

—an evaluation of all equipment demonstrators to appraise their safety attitude and promotion;

—a chain saw operator safety skit;

—a demonstration of ballistic nylon safety knee pads for chain saw operators;

—the sale of safety equipment by 4-H Clubs.

The effort took interdisciplinary cooperation from the Extension staffs. Involved were county agents and associate agents, area forestry specialists, and county home economists, as well as forest industry representatives. Roe S. Cochran, area forestry marketing and utilization agent, headed the program.

The "Equipment Exhibitors Contest" was a first for the 18-year-old Cherry Springs, Pennsylvania, event. Its purpose was "to encourage the promotion of woods and mill safety by publicly recognizing the equipment exhibitor who does the best job in presenting woods and mill safety to those attending the carnival."

A. R. Kaniston, Cameron County agricultural agent, and a forest industry insurance company representative conducted the rigid 2-day inspection of all exhibitors.

A special judging form developed by Cochran was used for consistency in evaluation. A 6 by 9 inch carved wood plaque with an engraved brass plate was presented to the winner before a crowd of about 8,000.

A skit about the safe operation of chain saws was presented before a similar crowd on both days of the Carnival.

A 20-seat capacity tent was set up for movies and live demonstrations about ballistic nylon safety knee pads. Following a 12-minute film on "Safety Pants," two county Extension home economists gave a 9-minute explanation of a method they developed for installing the safety pads in trousers.

The program was completed with a demonstration showing the effect of an electric chain saw on a knee pad attached to a bolt of wood. During the 2-day event, 577 persons saw the 25-minute demonstration.

Potter County 4-H'ers sold 10 pairs of the safety pads—not a surprisingly small number, considering that the concept was introduced to most people for the first time at the Carnival.

Presenting a message by more than one method helps increase its impact. Pennsylvania Extension staff members are confident that their four-pronged safety promotion program had a real impact on the Woodsmen's Carnival. □

Both professional loggers and suburban do-it-yourselfers saw Eleanor Pellam, Cameron County Extension home economist, demonstrate how to install ballistic nylon safety knee pads in trousers.

COOPERATION against boll weevils

by
Woody Upchurch
Assistant Extension Editor
North Carolina State University

Halifax County farmers say they are through pussyfooting around with the boll weevil. They are joining forces in the relentless fight against their most destructive enemy.

It's a cooperative operation involving about 45 farmers, who grow a total of 3,000 acres of cotton. They believe the new system is by far the best yet devised to fight back at the weevil and his cotton-destroying insect allies.

The roots of the program can be traced back to the Extension Service's annual series of winter production meetings in the cotton-growing area. One of the main thrusts of the educational meetings has been the need for an all-purpose, all-weather insect control program.

The farmers themselves worked out the details and the logistics.

"These are, for the most part, large farm operators who need very little prodding," commented Glenn Toomey, North Carolina State University Extension cotton specialist. "They are quick to act and can provide their own leadership."

Extension's continuing role largely has been that of being on hand at farmer meetings, ready with the technical information when it was requested, and being on call when needed.

Halifax County Extension Chairman Clyde Peedin assisted in the formative stages by getting the word out and pulling the growers together. "The farmers took the ball and ran with it," said Peedin. "It has been very rewarding just to see how well they have put this thing together, how they organized their own committees and ironed out the details."

Peedin believes the largest contribution Extension made was selling the farmers on the community approach to a cotton production problem. "I think they have seen what group action can accomplish," he observed.

The program works like this:

Two "scouts"—young men 17 and 18 years old—inspect each contracting farmer's fields once a week, making weevil counts and checking for the presence of other insects. They were trained by Peedin, Extension Entomologist R. L. Robertson, and NCSU Research Entomologist J. R. Bradley.

At left, recordkeeper Gene House instructs the pilot while aide Bill Flowers refuels the plane. The hub of the program is House's back porch. Below, he checks the aerial maps of participants' fields.

The results of the scouting are reported to the recordkeeper, who is Gene House of Scotland Neck, one of the growers. The pilots of the crop dusters also report to House, receiving the "reconnaissance" information and reporting to him which fields have been treated.

House's back porch is command headquarters. He has a large book of ASC aerial maps showing each farmer's fields. Each field is numbered for identification purposes. Detailed records are kept of insect activity and insecticide applications in each field.

House, who is employed by the program, can tell each farmer at any time when his fields were checked, what was found and at what level of infestation, and when and with what insecticide the fields were sprayed.

Individual farmers aren't consulted when their fields are to be sprayed. These details are handled between House and the pilots.

"I lost practically all of my cotton one year because rains kept me from getting into the field myself and the crop dusters couldn't get to me," commented B. B. Everett, Jr., a large producer and president of the North Carolina Cotton Promotion Association. "With this system, I know my cotton is going to be sprayed."

Everett is general chairman of the program.

The costs involved in producing cotton have risen to the point that the growers feel they can't afford to depend on ground methods of applying insecticides or on their ability to hire the spraying done on a spot basis, explained Glenn Toomey.

"They want 100 percent assurance that their cotton will be treated regularly, no matter how wet the ground gets," he said.

"Frankly, I don't believe I could continue to grow cotton without some dependable system like we have now," commented grower J. B. Barnhill. "The risks are just too great."

In addition to the confidence the farmers are able to place in the program, probably the best liked advantage is being freed of the task of checking for insects, treating the fields, or searching for a dependable custom applicator.

There are a number of other advantages. One that the farmers like the best is cost. Hoke Leggett, who heads up the group's insecticide committee—one of three committees that runs the program—said costs of material and application are only 70 percent of the amount an individual would pay.

A good bit of this savings is realized through being able to buy in volume and let bids for insecticides. The other is reduced rates from the plane owner. He is assured of a minimum of 12 applications on each of the 3,000 acres, so he is able to give volume rates.

Each grower pays in advance $1 for each acre. This is to cover costs of the two scouts and the recordkeeper. They also deposit in advance half the cost of the 12 insecticide applications.

Complaints are handled through channels. Any gripe about how a field is being inspected by the scouts or how it is being covered by the crop dusters is made to the proper committee or to House. None is allowed between farmer and scout or farmer and pilot.

When technical problems arise, the proper committeeman contacts the Extension office for help from Peedin or one of the NCSU specialists.

The past year was an extremely wet one in North Carolina—very unfavorable for keeping insects out of cotton. But the 45 Halifax farmers, through their smooth-running cooperative community spray program, have succeeded in spite of the adverse conditions.

"The program is a testimony to the farmers' ability to band together and work on a common problem in a spirit of harmony," Toomey commented. □

Volunteers teach creative cooking with donated foods

by
Val Thoenig
Information Representative
Lane County Extension Service
Lane County, Oregon

Homemakers in Lane County, Oregon, who use USDA-donated foods are discovering new creativity in cooking.

Their inspiration has come from volunteer home Extension unit members who give cooking demonstrations at the county's distribution stations.

"In the beginning it wasn't easy," said Mrs. Velma Mitchell, county Extension home economist. "No one, it seemed, had heard of bulgur. Few homemakers in this area had an affinity for cornmeal. And 8 or 9 years ago powdered milk and powdered eggs were comparative newcomers to the kitchen shelf."

The Lane Extension agents and volunteer unit members began their program in 1961—the first year donated foods were available in the county.

"At first we concentrated on bulgur," Mrs. Mitchell said. "That's the wheat that's gone through an explosion process. Used in casseroles, breads, or as a cereal, it's delicious—chewy and nutlike in flavor."

Next was the emphasis on cornmeal, with recipes for tamale pie, yeast rolls, Indian pudding, and cookies.

"Last year was our first experience with powdered eggs," Mrs. Mitchell said. "We perfected recipes for custard and scrambled eggs, and substituted powdered eggs in recipes calling for fresh eggs."

Typical of the inventive demonstrators are two Clear Lake home Extension unit members—Marie Briese and Nina Ugstad.

"I love to cook," said Mrs. Briese, "so when they asked for volunteers in foods training, I raised my hand. It turned out to be the most rewarding experience I've had since moving to Oregon."

Mrs. Ugstad says her first interest is children, her second, cooking. "But the two go hand in hand," she smiles.

"When Marie and I first began demonstrating, we thought we were a failure," Nina recalled. Food recipients were shy at first, she explained.

"But we were hard to resist when we began demonstrating the quick rise method for bread," she laughed. "It smelled so good. Marie dropped dough balls into the hot grease to fry, then rolled them in sugar. I distributed them. Most of the ladies stopped for recipes."

Mrs. Ugstad and Mrs. Briese are among the 40 to 50 home Extension unit women who volunteer annually to help homemakers learn to use donated foods. Mrs. Mitchell trains them in the Extension demonstration kitchen.

"At first, recipients of donated foods couldn't believe homemakers would voluntarily give their time just to make certain other homemakers would know how to use these foods," Mrs. Mitchell said. "The director of the program says our unit women have given the center a new atmosphere—one of friendliness, warmth, and good neighborliness."

And many volunteers are also taking their demonstrations beyond the donated foods centers—to ADC mothers, Head Start mothers, military wives, and others. □

At a donated foods center, Mrs. Calvin Briese, left, Extension unit volunteer, shows how to make bread with bulgur. Below, a Head Start mother lets Mrs. L. E. McKinney, home Extension unit chairman, sample her bulgur-carrot salad.

Professional improvement 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 Professional Improvement Chairman by April 20. 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 Barbara R. O'Brien, Center Street, Segreganset, Massachusetts 02773. □

J. C. Penney

An annual fellowship of $2,000 has been established by the J. C. Penny Company 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, due April 20, are to be sent to the National Professional Improvement Committee Chairman. 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 Barbara R. O'Brien, Center Street, Segreganset, Massachusetts 02773. □

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 for one month's study. Each State may nominate one candidate. Nominations are due April 20, and selections will be made by the National Association scholarship committee. Applications are handled by the State Association Professional Improvement and Fellowship Chairmen 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 Barbara R. O'Brien, Center Street, Segreganset, Massachusetts 02773. □

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, 1970, to Miss Violet Higbee, P.O. Box 113, Kingston, Rhode Island 02881. □

National Association of Extension 4-H Agents

The National Association of Extension 4-H Agents offers $500 in scholarships to Extension youth agents from any State. To be eligible, applicants must have been a member of the Association the year prior to and the year of application. The scholarships are for summer or winter schools, travel study, or other graduate work.

Application forms may be obtained from Robert S. Frederick, National Association of Extension 4-H Agents, Professional Improvement Committee, Court House Annex, Viroqua, Wisconsin 54665. □

Washington State

The Edward E. Graff Educational Grant of $1,100 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, 208A Wilson Hall, Washington State University, Pullman, Washington 99163. □

Rockford Map Publishers

Extension youth agents working in Minnesota, Indiana, Wisconsin, Ohio, Michigan, West Virginia, Illinois, and Pennsylvania are eligible for the $100 graduate scholarship provided by the Rockford Map Publishers. It is for summer or winter Extension schools, travel study, or other graduate study. Applications must be submitted to the Chairman of the Professional Improvement Committee of the National Association of Extension 4-H Agents by November 1.

For further information and application forms, address Robert S. Frederick, Chairman, Professional Improvement Committee, National Association of Extension 4-H Agents, Court House Annex, Viroqua, Wisconsin 54665. □

National Defense graduate fellowships

The purposes of this program are:

—To increase the number of well-qualified college and university teachers.

—To encourage development and full utilization of graduate programs leading to the doctorate.

—To promote a wider geographical distribution of such programs and expand the opportunities for doctoral study.

Fellowship candidates apply directly to the graduate schools. These schools then send their nominations for awards to the Commissioner of Education. Fellowships are tenable only in the approved programs at the institutions to which they have been allotted. They are not transferable to another institution. Virtually all fields of instruction leading to the Ph.D. or equivalent degree are supported in the present program.

A fellowship is normally a 3-year award subject to the continued availability of appropriations and satisfactory student progress toward the degree. It provides a stipend of $2,400 the first 12-month year, $2,600 the second, and $2,800 the third, together with an allowance of $500 for each dependent.

An applicant must be a citizen or a national of the United States. He must intend to enroll in a course of study leading to the doctorate, and he must be interested in an academic career of teaching in an institution of higher learning.

For further information, write directly to university officials concerned with graduate school programs. □

NSF traineeships

National Science Foundation will support an estimated 5,400 graduate students in 1970-1971 through its graduate traineeship program. About 2,200 will be new students and 3,200 continuing on the 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 on February 15, 1970. All inquiries about traineeships should be directed to the institutions. □

Community resource development workshop

The Fifth National Workshop in Community Resource Development will be held at Colorado State University, June 16-26, 1970.

Workshop participants will share experiences in Community Resource Development; have a laboratory experience in selected communities to study CRD; and discuss concepts, methodologies, and their individual roles in CRD with nationally recognized consultants. The workshop will be non-credit.

Details about costs will be announced later. For additional information, contact Dr. Donald M. Sorensen, Workshop Coordinator, Department of Economics, Colorado State University, Fort Collins, Colorado 80521. □

Farm Foundation awards

Fellowships for study of social sciences

This foundation offers fellowships to agricultural Extension workers, giving priority to administrators, including directors, assistant directors, and supervisors. County agents, home economics 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 one quarter, one 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. Forms are available from State Extension Directors. Applications must reach the Farm Foundation by March 1. □

Agricultural policy awards for summer, winter schools

The Farm Foundation is offering 100 scholarships of $100 each (25 to each Extension region) for county agricultural and home agents attending the 1970 Regional Extension Summer School course in public agricultural policy. Fifty-five scholarships of $100 each are available for the 1970 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. □

Scholarships for study of Extension supervision

The Farm Foundation will offer 10 scholarships of $200 each to Extension supervisors enrolling in the 1970 summer supervisory-administration course June 15-July 3 at Colorado State University. Scholarships will be awarded to no more than one supervisor per State.

Applications should be made through the State Director of Extension to Dr. Denzil O. Clegg, Education and Research Coordinator, Extension Service, Colorado State University, Fort Collins, Colorado 80521. □

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 graduate departments and research centers. Fields: the behavioral sciences. Write to the Director, Center for Advanced Study in the Behavioral Sciences, 202 Junipero Serra Boulevard, Stanford, California, 94305. □

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. □

University of Chicago

Two $6,000 fellowships provided by the Carnegie Corporation will be awarded to Extension workers whose career interest is in the administration of university Extension programs.

One tuition scholarship for a home economist with a career interest in adult education will be awarded in 1970-71.

Other sources of support for Extension workers working for the M.A. or Ph.D. degrees in adult education include research assistantships and general tuition scholarships.

The closing date for acceptance of applications for awards for the 1970-71 academic year is February 1, 1970.

Extension workers who are considering working toward the master's or doctor's degree in adult education are invited to write to William S. Griffith, Chairman, Adult Education Committee, The University of Chicago, 5835 South Kimbark Avenue, Chicago, Illinois 60637. A determination of each applicant's eligibility for support from various sources will be made based upon each applicant's academic record, experience, and career aspirations.

Detailed information on programs leading to the M.A. and Ph.D. degrees is available on request. □

Assistantships at land-grant universities

University of Kentucky assistantships

The Center for Developmental Change at the University of Kentucky will award assistantships to outstanding M.A. and Ph.D. candidates desiring to concentrate in their selected disciplines on relevant themes about change. The Center 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.

Applicants must meet the standards of the Graduate School and their department as well as of the Center. Selected candidates each devote 20 hours weekly in Center-sponsored project activities while working for their degrees in academic departments of the University. Supervision of a student's academic program remains in the department in which he seeks a degree.

Assistantships are for a period of 10 months and include waiver of nonresident tuition. Awards are $2,400 for students working for the master's degree, $3,000 for students with a master's working for 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. □

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—$2,000 for 9 months; for doctoral students—$3,000 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. Irwin R. Jahns, Chairman, Student Selection Committee, Department of Adult Education, College of Education, Florida State University, Tallahassee, Florida 32306. □

Michigan State University

The Department of Resource Development, Michigan State University, offers several assistantships to students working on graduate degrees. Research assistantships offering stipends of $2,400 for master's degree candidates and $2,700 for doctoral candidates are available.

Students devote half their time to departmental research assignments for 9 months. A maximum of 16 credits (research) 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. □

University of Wisconsin

The University of Wisconsin—Madison offers a limited number of assistantships through the Division of Staff Development, University Extension, consisting of $275 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. □

University of Maryland

Two graduate assistantships in the Department of Agricultural and Extension Education are available to Extension workers interested in pursuing the M.S. or Ph.D. degree in Extension and Continuing Education.

Additional assistantships may become available. Assistantships are for 12 months and pay $280 per month or $3,360 for the 12-month period, plus remission of fees which amount to $1,200.

Contact Dr. V. R. Cardozier, Head, Department of Agricultural and Extension Education, University of Maryland, College Park, Maryland 20742. □

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. □

Cornell University

The Department of Rural Sociology provides Extension, research, and teaching assistantships paying $3,240 annually plus payment of fees and waiver of 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. □

Academic program for black students

Through a Rockefeller Foundation grant, the Institute of Food and Agricultural Sciences, University of Florida, offers an academic development program in agriculture and related fields for black American students.

Students applying for admission are required to take the Graduate Record Examination. The GRE score and grade point average for the junior and senior years are used in determining admission to the Graduate School. A combined score of 500 (including GPA of 2.75) will qualify an applicant for full admission.

Graduate assistantships for one-third time service, at $270 per month, are available to students who meet requirements for admission. The Rockefeller Foundation grant is for the financial assistance of black Americans who are graduates of a 4-year college and are interested in graduate study in agriculture or related fields, but who fail to qualify for full admission.

Persons who are considered to have potential for graduate work are eligible to apply for up to three quarters of course work, after which they may be admitted to the Graduate School. During the period of pre-graduate study, the student will be enrolled as a special post-baccalaureate student and will receive financial assistance of $250 per month. After admission to the Graduate School, the student will be transferred to a regular assistantship in the department of his choice.

For application forms and other information, write to: Dr. Marvin A. Brooker, Institute of Food and Agricultural Sciences, Dan McCarty Hall, University of Florida, Gainesville, Florida. 32601. □

Harvard fellowships for government careers

Littauer fellowships

These fellowships are for public servants who have had considerable experience in government, and preferably some graduate study in the social sciences, and who plan definitely to continue their careers in government service, either at the Federal, State, or local level.

Students in the School pursue individual programs of study. These may be concentrated in one of the social sciences, particularly economics or political science, or they may combine two or more fields in a manner suited to specific needs.

The fellowships are adjusted in amount to the needs of the student and may normally carry stipends up to a maximum of $6,000. Exceptions may be made at the discretion of the Fellowship Committee.

Administration Fellowships

These fellowships are for recent college graduates who have had some experience in the public service and a distinguished record in their undergraduate work. A limited number of these fellowships are also available to recent college graduates without government experience who intend to enter the public service. Administration Fellowships carry stipends up to $4,600 with amounts adjusted to the needs of the student.

Persons interested in fellowships or admission may obtain application blanks, catalogs, and other information by writing to the Registrar, 123 Littauer Center, Harvard University, Cambridge, Massachusetts 02138. Applications should be filed by March 1, 1970. □

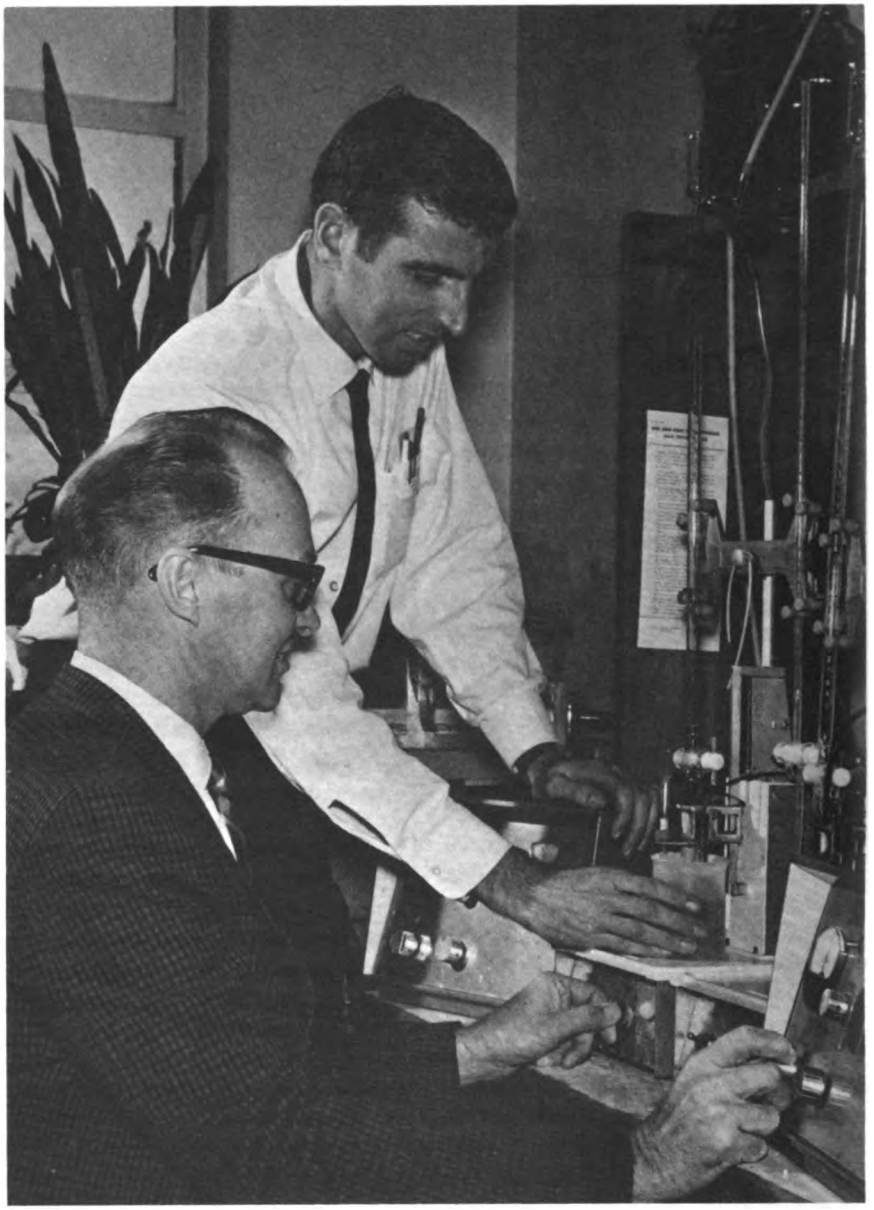
William H. Hatch fellowship

The William H. Hatch Fellowship offered by the University of Missouri Agricultural Experiment Station is for candidates for the Ph.D. degree. It carries a stipend of $4,600 the first year and $4,800 the second year. There is no restriction on the area of study and research except that it must be supervised by a department within the College of Agriculture. The candidate may choose his department.

The effective date of this fellowship is July 1; however, applications must be submitted for consideration prior to March 1, 1970, as the recipient will be announced on March 15 or soon after. The Dean of the College of Agriculture is in charge of selection.

A copy of the brochure and details regarding information to be included in an application may be obtained from the Dean of the College of Agriculture, 2-69 Agriculture Building, Columbia, Missouri 65201. □

Nebraska tries study leave



by
Daniel B. Lutz
Assistant Extension Editor—Press
University of Nebraska

A program initiated in 1966 to provide partial financial assistance for Nebraska county Extension agents to participate in graduate study has paid off in a substantial upgrading of professional competencies of the county field staff to meet today's increasingly complex problems in rural and urban areas.

That's the assessment of both the Nebraska Extension administration and participants in the funded program after several agents have been enabled to successfully complete requirements for an advanced degree. Others have benefited from at least a semester of in-service training.

Undertaking a vigorous program to increase the number and percentage of Extension field and State staff with advanced degrees, Extension Director Dr. John L. Adams and administrative associates found a sympathetic ear with the University of Nebraska Board of Regents. So that agents could be on a more equal footing with State specialists who reside in Lincoln, where two University of Nebraska campuses are located, an arrangement was approved to provide State and Federal funds as an encouragement for further study.

Up to six selected members of the county Extension staff have been allowed to participate in a full program of masters level course work up to 12 consecutive months on 75 percent of their total salary. County funds have been used in support of replacement personnel.

Each accepted applicant has signed a letter of intent to return to service in Nebraska for a period three times the length of his study period, or return the amount of salary paid by the University during the study period.

Four criteria have been used as a basis for selecting applicants for the funded program:

Eugene Schwartz, standing, Extension agronomist-in-charge of the University of Nebraska soil testing laboratory, explains procedures to county agent Marvin Sather, who is on study leave.

Helen Solt, left, Merrick County Extension home economist working on an advanced degree, gets pointer on a coat pattern from Audrey Newton, professor of textiles, clothing, and design at the University of Nebraska School of Home Economics.

—Evaluation of college transcripts from all institutions attended.

—Job performance, as rated by supervisors and administrative superiors.

—Apparent capability for graduate work, as estimated by supervisors and administration.

—Age: acceptance to participate in the program by personnel up to 35 years of age is tantamount to a commitment to achieve an advanced degree; agents from 35 to 50 years of age are eligible to participate, but achievement of an advanced degree is not mandatory; agents 50 years of age or over are considered for the program in exceptional cases only.

Dr. Robert Florell, State leader of Extension studies and training at Nebraska, released this report on the degree status of male county Extension agents as of November 1969:

—Of 100 county positions, 60 agents had masters degrees. By age groups, this included 16 among those under 30 years of age; 14 in the 30-35 year age group; 14 in the 36-39 age group; 13 in the 40-49 age group; and 3 in the 50 years and over group.

—Masters degrees by subject area are led by agricultural or Extension education with 25 each; animal science with 21; agricultural economics with three; range management, three; dairy production, two; agronomy, five; and poultry, one.

—Four agents participating in the funded program are enrolled in three different universities, working toward the masters degree. Eight others have degrees pending.

Some progress also is being made in obtaining degrees among the ranks of women county and area Extension agents. Of 52 positions in November, 1969, 13 women had masters degrees. Six of the degrees are in education, three are in clothing, two are in family life, and two are in home management.

Of an original group of 46 persons who applied for enrollment in the program, Florell said, 18 have received the masters degree and 1 is pending. Seven declined the opportunity, and the remainder of the original 46 are still waiting for an opportunity to participate, Florell said.

Scholarships provided by the Knights of Ak-Sar-Ben, well-known Omaha-based civic organization, have given the graduate study program a significant boost, for both State and county staff, Florell commented. Eleven Extension workers attended five different universities on Ak-Sar-Ben stipends during 1968.

The percentage of county staff having the masters degree has risen from 18.5 in 1964 to more than 50 percent at the present, Florell said. Much credit, he agreed, must be given to the unique funding program authorized by the University's Board of Regents and administered by Extension Service officials. □

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The work you do . . .

County narrative reports supply the informational needs of Extension administrators at all levels. They are the bases for evaluating the product of our effort and the effectiveness of our activities and projects as educational devices.

The measures of quality and effectiveness made possible by this data are the most valuable tools in the administrator's kit when he appears before the Federal Bureau of the Budget, the State Budget Officer, or the county administrator. They are equally valuable when he appears before the Congress, the State Legislature, or the county commissioners.

These officials want to know if they're getting their money's worth. And only these measures can provide the assurance they seek.

Similar data are needed for reports to the next higher level of organization, whether it be the State Extension Director, dean of the College of Agriculture, University president, Federal Extension Service administrator, or Secretary of Agriculture. Basically, these reports are compiled from data in county reports. They also provide valuable tips to meet requests of the mass media and other public information needs.

Internal needs for quality data are also great. Such data aid in placing pilot projects; improve program evaluation; help pinpoint inservice training needs; and provide benchmark data for measuring future progress. They also provide information on innovative methods that may be useful in other counties and other States.

Information for the uses listed above must be precise, and is most useful when presented in tangible terms. Some examples of quantitative terms that indicate progress are: cash receipts, pounds marketed, increased growth rate, improved health (be specific), new facilities and businesses, increased employment, increased uses of commodity foods, improved shopping habits (be specific), reduced food costs (how), and specific actions people have taken because of Extension programs.

The extent of progress may be expressed in absolute figures or in percentages. In either case, benchmark data is essential for the measurement of progress.

Vague phrases such as "tremendous progress," people are more aware of . . . ," etc. do not indicate progress. Such phrases may be interpreted that the writer didn't know what happened, didn't care enough to find out, or was not capable of evaluating his work.

Figures indicating progress may be arrived at through estimates, observations, survey results, or scientific sampling. Any are acceptable as long as the writer indicates what they are.

Two kinds of progress should be reported in the narrative—program accomplishments and program improvement.

Program accomplishments include the progress that individuals, families, communities, and special interest or commodity groups, as a result of Extension programs or help, make toward achieving their goals or finding solutions to their identified problems.

The impact of the achievement on the community, county, or trade area should be noted.

Data on *program improvement* should be directed toward innovative methods that increased staff efficiencies or helped clientele groups achieve their goals or solve their problems.

Detailed descriptions of the situation add nothing to a report. One or two sentences on the situation, providing benchmark information, is sufficient. The same applies to methods and activities, unless they are new or innovative. Detailed information on results of test plots and demonstrations is not needed. The users of information in reports are interested primarily in how much people improved their own situation because of what they learned.

The county Extension worker's role in this reporting business is vital. That's the only place the kinds of information described can come from—because that's where the action is. Unless it's provided in the county reports, State and Federal administrators cannot measure the Extension impact at either level. Without such a tally, they find planning, evaluating, justifying fund allocation, and management extremely difficult. All four of these functions are vital to the maintenance and operation of Extension programs.

The time you spend preparing your annual narrative report may be the most important work you do this year. Reporting is one place where each Extension worker has an opportunity to make a contribution that could have a nationwide impact.

Accurately evaluating our accomplishments and reporting them is a responsibility we cannot take lightly.—WJW

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