

Extension Service R E V I E W

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In This Issue

NOT LONG ago the women of Litchfield County, Conn., visited the homes of their neighbors who had better kitchens because they accepted the suggestions offered by the Extension Service. When they arrived at the home illustrated on the front cover of this issue, they were impressed with its atmosphere of happiness and contentment, and particularly with its small, convenient, and comfortable kitchen. They found that the home was a wedding present and had recently been remodeled by the young couple who occupied it. The kitchen had been planned with the help of Gladys E. Stratton, the home management specialist, and Eleanor S. Moss, the home demonstration agent. The tour, which is an annual custom, was attended by several hundred farm women. Miss Moss reports that 36 kitchens were improved in 1935 and that the tour stimulated many women to adopt some of the ideas featured in the various homes visited.

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IN "Results—What Are They?" home demonstration workers in Nevada, Ohio, Texas, and New Hampshire have some suggestions to make about measuring progress. They believe that it is important to know not only such tangible results as volume and quality of produce and garments made, but also the intangible results such as improvement of standards, stimulation of ideals, and development of a high type of leadership, which cannot be measured in terms of statistics.

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BELIEVING that beauty pays, 4-H club girls in Massachusetts are learning the principles of careful grooming. With the help of extension workers they are rapidly assuming responsibility for their clothing, thus insuring their own satisfaction and at the same time reducing the drain on the family pocketbook.

Contents

	Page
Results—What Are They? -	65
Proud of Their Appearance -	66
<i>Massachusetts</i>	
Free Mailing Privilege - - -	67
<i>N. B. Wentzel, Post Office Department</i>	
Talking Turkey - - - - -	68
<i>Tennessee</i>	
Capturing the Lamb Market	69
<i>Ohio</i>	
With Its Ear to the Ground -	71
<i>Washington</i>	
My Point of View - - - - -	74
When the Movies Come to Town - - - - -	75
<i>Louisiana</i>	
The "Mike and Ike" Act - -	77
<i>New Hampshire</i>	
Learning Through Play - -	79

"Proud of Their Appearance" tells how they do it.

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HOW to use the free mailing privilege is discussed by N. B. Wentzel of the Post Office Department. Extension agents will find it to their advantage to read this article, taking note especially of some of the irregularities which have come to the attention of the Post Office Department during several years of reviewing matter mailed by extension workers.

On The Calendar

Associated Country Women of the World, Washington, D. C., May 31-June 6.

National 4-H Club Camp, Washington, D. C., June 18-24.

National Education Association, Portland, Ore., June 27-July 2.

Home Economics Association Meeting, Seattle, Wash., July 6-10.

IMPROVED market outlets have been found by 250 sheepmen of the Clinton County (Ohio) Lamb and Fleece Improvement Association. Beginning with the exclusive use of purebred rams, these sheepmen followed improved management practices and received better prices for their lambs and wool by grading and marketing through pools. "Capturing the Lamb Market" tells about their success.

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LOUISIANA has embarked on a venture which is paying large dividends in increased interest in better soil conservation, reforestation, and other modern practices. Realizing that the motion picture is an effective supplement to other extension methods, Director Bateman discarded old film equipment and equipped a large truck with a modern power plant and a projector with sound attachment. The returns that Louisiana is getting from this traveling motion-picture show is described in "When the Movies Come to Town."

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A DISCUSSION on "Why We Need a Better Roughage" might seem dull and dry to some people but not when two New Hampshire county agents put on their "Mike and Ike" act. W. Ross Wilson and Dan A. O'Brien of Grafton and Coos Counties found that by injecting some humor in their dialog they held the interest of their audiences and were thus better able to put across the roughage program.

THE EXTENSION SERVICE REVIEW is issued monthly by the EXTENSION SERVICE of the United States Department of Agriculture, Washington, D. C. The matter contained in the REVIEW is published by direction of the Secretary of Agriculture as administrative information required for the proper transaction of the public business. The REVIEW seeks to supply to workers and cooperators of the Department of Agriculture engaged in extension activities, information of special help to them in the performance of their duties, and is issued to them free by law. Others may obtain copies of the REVIEW from the Superintendent of Documents, Government Printing Office, Washington, D. C., 5 cents a copy, or by subscription at the rate of 50 cents a year, domestic, and 90 cents, foreign. Postage stamps will not be accepted in payment.

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Results—What are They?

ONE of the basic needs to be considered in any undertaking is a plan for effective means of measuring progress and of evaluating results of the endeavor.

Measuring results of educational endeavors not only serves to evaluate the progress of the student but also serves to gauge the degree of the instructor's efficiency.

Extension work is both social and economic in its objective. Its methods are informal, and increasingly in extension work records of resulting achievement in such tangible fields as volume and quality of produce, garments made, and meals planned are being supplemented with records which are designed to indicate some of the intangible results of extension work, such as improvement of standards, development of discriminating judgment, stimulation of ideals, and development of a high type of leadership among rural people.

These statements indicate four different approaches to the problem of measuring progress or achievement in home demonstration work. They are not complete expositions of the State plans but are simply comments by the home demonstration workers which throw some light on an important problem.

From Agents' Viewpoint

A new method of evaluating results from the agents' viewpoint is being tried out this year in Nevada. This consists in evaluating results in the terms of communities and persons reached and practices adopted, compared to the number of days of the agents' time spent. This method of judging efficiency is not always completely applicable because new projects, new communities, and new leaders require relatively more time. However, as a whole, we believe that this is an effective means of arousing the interest of all of us in the efficiency of our extension methods.

There has been a decided increase in the interest shown by county and community organizations, project groups, and leaders in the results obtained from extension work. This included both volume and quality of work. This interest is the direct result of group discussion

Some Ways of Checking on the Value of the Home Demonstration Program

regarding the purposes and results of extension work and also better leadership training. A wholesome community and personal pride in achievement is quite observable. In time, we believe that this will be of real value in conserving agents' time for more valuable service.—*Mrs. Mary S. Buol, assistant director for home economics, Nevada.*

Stories versus Figures

In evaluating Ohio's program we are making greater efforts to use stories of results rather than figures regarding meetings held and numbers attending.

Discussions of objectives have led to an increased use of basic purposes in extension work in reports and in discussions. This fact holds true for State leaders, specialists, home demonstration agents, council members, and an increasing number of laywomen. As an example of this, the Belmont County women presented a report of home-demonstration work at the county-achievement meeting which explained how the program has contributed to health, to enrichment of home and community life, how it has helped with economy in buying, and how it has helped the homemaker to supplement the family income through efficient home management. In other years such a presentation has been in terms of projects, such as the use of vegetables, household accounts, and the like.—*Minnie Price, home demonstration leader, Ohio.*

Reaching All the People

In attempting to evaluate the home-demonstration program as carried on in Texas a number of years ago, it seemed to those in charge of the work that we were not reaching all the rural women who needed extension work. To meet this situation, an expansion program was launched with the goal of reaching 85 percent of the rural white farm families.

The plan was to appoint expansion committees who would be responsible for seeing that extension work was carried into every community in their district.

Each club would adopt a goal of reaching some unorganized community. The plan has been popular with the agents and club women as shown by last year's record when 130 Texas counties had active expansion committees that reported extending home demonstration work to 79,492 farm families outside of those represented in home demonstration clubs. In addition, the expansion work of 140 white county home demonstration agents reached 41,217 farm families outside of organized clubs.

Outstanding work was done in a number of Texas counties last year. For example, the Kaufman County expansion group reached 3,211 families outside of clubs, whereas Milam County reached 2,700 families.

Through the efforts of expansion groups in Hunt County, 16 new clubs were organized. Lamar County started in 1935 with 26 organized home demonstration clubs; at the end of the year there were 32 clubs. The expansion committee is credited with the major part of this increase.

Before the expansion work was started we knew that we were reaching many people indirectly through the newspapers and through the help of club women, but we had no records to show the extent of this influence. Through the records of the expansion committees we know that we are approaching our goal of bringing some phase of home demonstration work to 85 percent of the rural white farm families.—*Mrs. Maggie W. Barry, Texas Extension Specialist in Rural Women's Organization.*

Useful Records

New Hampshire home demonstration agents are checking on "practices changed" by using a club-record book instead of the questionnaire sent to individual women. The record book is supplied to each club in the county and contains the community program, as well as questions to be answered at the close of the year on the year's work of that club. The book contains a place

(Continued on page 78)

Clothes Do Not Make the Girl But Massachusetts 4-H Girls Are



THAT new spring outfit is no mirage to the more than 5,000 girls enrolled in 4-H clothing work in Massachusetts. With the skill acquired in their club work and with the help of local leaders and extension agents, they are working out their clothing problems in a creditable fashion, according to Marion E. Forbes, assistant State club leader. For instance, there is the matter of a graduation dress. If there is any occasion in the life of a high-school girl when clothes are important to her, it is at her graduation time, and happy is the girl who can stretch a slim budget sufficiently to allow her to have what the other girls are having. Seven sweet girl graduates in one club are making their complete graduation outfits, and individual members of five different clubs in that county have taken their graduation as the theme for their clothing work which calls for the making of a complete outfit.

In a recent visit to the leader of the club with seven graduates, Miss Forbes found a winter coat nearly completed, the work of a high-school senior of limited financial resources. The coat was being made at the leader's home under her supervision, outside of regular club meetings. The material had been given to the girl and was being made into a finely tailored coat of which any girl could be proud. This leader's ability is surely an asset to the clothing budgets of 4-H families in the community.

More and more groups of older girls are studying selection of clothing along with their construction problems. The members of one group had a unique idea. They wanted to make their own observations of what constitutes the well-dressed woman. Consequently they made a trip to Boston for the specific purpose of studying the well-dressed individual on the street, in the subway, and at the railroad station.

Proud of Their Appearance

The clothing contest which has been carried on now for several years has caused more attention to be focused on clothing selection and the planning of the outfit in relation to the entire wardrobe. It has raised the standards in all phases of clothing selection and has produced noticeable improvement in construction. Most of the counties have leaders or girls' meetings in anticipation of this contest. In planning for one, the cooperation of a large department store was sought. As a result of a conference with the manager, the girls attending this meeting will be given educational talks at the store by those in charge of yard goods and ready-to-wear and shoe departments. A buyer who has had 20 years' experience in selling hosiery will discuss that feature of the apparel.

One group of older 4-H girls is calling upon business people to participate in their program. They have had a skin specialist on care of the skin; a beauty-shop owner on care of the hair; a shoe dealer on care of the feet, cause of foot difficulties, and selection of shoes; a talk on needlecraft by a woman of long experience in buying and selling craft supplies; and the selection of foundation garments by a specialist in that field.

In the clothing contest this past year, one requirement has been to submit samples with all outfits made of washable material. A card bearing samples of fabric both before and after laundering was required, together with a statement on how the laundering was done. This has been an object lesson on the importance of obtaining value for money spent.

A "thrift" program was written into the clothing project and clever results have been seen among older girls who have followed these requirements. In one town the girls wanted ski pants. The leader suggested that Dad or Brother probably had trousers long since discarded that might be remodeled and put to use with the addition of knitted waist and ankle bands. Now every girl in the club has a good-looking pair of ski pants.

A mitten pattern, originated by Mrs. Esther Cooley Page, Massachusetts clothing specialist, has been distributed to 4-H leaders and has been the inspiration for the transformation of many old coats into coverings for cold hands. Some of these have been made in quantity for needy families as a part of the community service of 4-H clothing clubs.

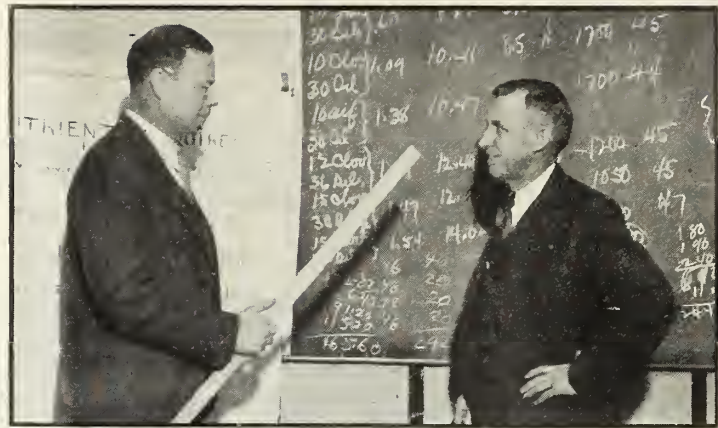
There are individuals, and sometimes entire groups of members, whose parents are unable to supply new materials. Parent-teachers, Red Cross, or other community organizations have many times supplied funds for materials, but more often the girls have made ingenious use of materials on hand. One bakery made a gift of 1,000 flour bags for such purposes. This past year 568 garments, such as blouses, sport dresses, and skirts, have been made from material from grain and flour bags.

The new program for meetings launched this year on the subject, The Well-Groomed Girl, proved very popular. It was designed to encourage demonstrations by club members at meetings and also to stimulate interest in careful grooming. A contest was announced and "Be proud of your appearance" selected as the winning slogan. An educational exhibit has created interest in this project.

When a club girl reaches the point where she can assume the entire responsibility for her own clothing, investing intelligently her share of the family clothes budget, making and renovating when desirable, her club work becomes of indisputable economic value to the family as well as insuring personal satisfaction to the individual.

BASIN, WYO., will soon be called "the Lilac Town", according to W. O. Edmondson, extension horticulturist. The people have adopted this slogan and are planting 1,200 lilacs this year. Eighteen to twenty varieties will be used to landscape homes and highways leading into the town.

TEAMWORK and a new method of presentation helped two agents to rally interest in an old problem. W. Ross Wilson (left) and Dan O'Brien, (right) county agents of Grafton and Coos Counties, N. H., have this to say about . . .



The "Mike and Ike" Act

WE HAVE all experienced the change in appearance that occurs to a person when he puts on a different suit. The man that works all day in overalls would not be recognized in the evening after he had shaved, taken a bath, and changed his clothes prior to going to a party. The fact remains that, although his appearance may have changed, the person in the clothes is identical.

This feature of human psychology prompted us to search for a different suit with which we could surround our roughage program last year. The subject matter for the year was more or less the same as we had been recommending for some time, and the audience would be made up of farmers whom we had served for many years. Our problem, we felt, was to find a different manner of presentation.

We held several conferences on how we could solve this problem. Finally we happened to hit on the happy notion of attempting to reproduce one of these conferences which we were holding. The idea appealed to both of us rather strongly and seemed to possess possibilities for variation and development. We, therefore, drafted an outline which utilized the medium of the dialog system of presentation. By this method, the roughage program for Grafton and Coos Counties was presented in a manner which was soon labeled by the farmers as the "Mike and Ike Act."

The mechanics of the presentation were relatively simple. We provided ourselves with a table, some chairs, brief cases, and other material which we would use to give the background of a conference session. Each county agent equipped himself with a set of charts. A blackboard was used in conjunction with the charts. One of us opened the meeting and explained what we planned to present, telling the members of the audience that they were to imagine themselves witnessing a conference between two agents while the agents were supposedly functioning unaware of an audi-

ence. Following the introduction, the other agent appeared, usually with an overcoat and hat, his brief case, charts, and other material. After salutation and inquiring as to the condition of the extension work in the two counties, the discussion centered around how we were to present our roughage program for some meetings which we hoped to hold in the immediate future.

County Agent Wilson suggested that he had prepared some charts and material and would like to show them to County Agent O'Brien to see if they possessed merit. This he proceeded to do, attempting to develop from his charts the reason "why we need better roughage" by showing the amount of feed that a thousand-pound cow needed to produce 30 pounds of 3.5 milk. He then proceeded to show that the grain required could be reduced by feeding the same amount of better roughage, graduating from timothy hay to mixed hay, then clover, and finally alfalfa. The blackboard was used to carry the figures and conclusions of each chart and hence built a complete summary that was finally on the board. As County Agent Wilson presented the charts, O'Brien made the summary on the blackboard. After the case had been established as to how much the grain could be reduced and still maintain a constant milk flow and incidentally lower the grain bill, the matter of how farmers could make this saving naturally followed.

At this point the scene changed. County Agent O'Brien explained that he also had some charts on roughage which might help to answer some of the questions which had been aroused by County Agent Wilson's charts. The roughage program was then presented. Each agent asked many questions regarding

the other agent's charts and passed comments on them regarding their soundness or questioned points that it was felt should be emphasized.

Humor was injected into the dialog at the start and finish and also during the presentation to keep up interest. Errors in figuring caused much humor and were intentionally made, followed by some bantering on the part of the other agent about mathematical ability and the sort. This phase of the presentation injected a great deal of interest and registered well with the audience. The procedure and general line of thought were carefully followed during the entire presentation. The dialog was very definitely prepared, each agent knowing what the other was to say during the presentation. The response to the roughage program during the past year in the two counties was greater than at any time previous in the history of extension work. Many things may have contributed, although the agents felt that the different presentation helped some.

This method, with such modifications as were necessary, was employed in presenting annual reports at the annual meeting in each of the two counties last fall and succeeded in relieving much of the dryness usually associated with reports. In this presentation the same background was used, a conference of all agents on the staff, which took the aspect of deciding what material would be presented by each agent in his report at the annual meeting. The plan seemed to appeal to the audience and offered the agents an opportunity to inject humor into an otherwise difficult topic to present. In every instance where the presentation has been made, the response from the audience has been extremely favorable.

Talking Turkey

Teamwork in Tennessee Sets New High in Turkey Shipments



Tennessee farmers start off a shipment of live turkeys for the New York Thanksgiving trade.



Cooping and weighing the turkeys in Jersey City.

DURING the past year Tennessee farmers, operating cooperatively as the Tennessee Poultry Producers' Association, Inc., set a new high in the shipments of live turkeys to eastern markets. Records show that an average of 2 cents per pound above the local market price was returned to the farmers for their cooperative efforts, and cooperative marketing of poultry is considered one of the strongest points of the extension program in Tennessee.

Contributing to the success of this cooperative marketing is the carefully planned turkey program carried out in Tennessee, of which A. J. Chadwell, Tennessee extension poultryman says: "No phase of our poultry program has yielded larger returns, when measured in terms of improved practices adopted, than the turkey program. This program consisted of instructions to growers on the selection and care of breeding flocks, brooding, feeding, disease control, and cooperative marketing. These instructions have been seasonal and furnished through county and community meetings, circular letters, farm visits, and the press."

A series of three seasonal circular letters was sent out under the county agents' signatures to mailing lists of all turkey growers in their respective counties. A concentrated effort was made to reach all turkey growers in the State. The first circular letter mailed early in the year emphasized the importance of proper feeding of the breeding flock. The second letter on brooding, feeding, and disease control was mailed in June. A third letter gave instructions on fattening and selecting turkeys for market.

In addition, all turkey growers were supplied with a copy of publication no. 163, *Growing Turkeys in Tennessee*.

Furthermore, county-wide meetings of all turkey growers were held in the spring and fall. The meetings in the spring were devoted to proper brooding, feeding, and disease-control measures. Those in the fall were devoted to fattening, selection, and marketing. This particular phase of the program has been closely associated with the cooperative

marketing of turkeys, which has increased gradually since 1931.

Since the beginning of the Tennessee Poultry Producers' Association, Inc., in Washington and Greene Counties, the organization has expanded during the last 5 years until it is now operating in more than 22 counties in Tennessee. For the past 3 years it has been especially active and has proved successful in eliminating several leaks in poultry profits between the farm people who produced the birds and the consumers.

In December 1934, 583 farmers from 9 counties sold cooperatively through this association 121,400 pounds of turkeys in the New York market at a net return of \$23,752.19, representing a saving in marketing costs of \$3,642. This consignment which was shipped in nine cars was the largest single shipment of live turkeys for the Christmas trade on the New York market. At Thanksgiving 1935, 1,053 farmers from 17 counties shipped cooperatively 19 cars of live turkeys—279,432 pounds in all—for which they received \$56,862.90 after deducting all expenses of marketing. This shipment was an increase of two cars over that of the previous Thanksgiving and was also the largest single shipment of live turkeys to eastern markets.

Concerning this, Extension Poultryman A. J. Chadwell says: "The above figures reflect only part of the benefits that the turkey growers are receiving from the cooperative marketing program. * * * The demand for better breeding stock in both turkeys and chickens continues on the increase. The cooperative marketing program is proving one of our most effective means of teaching the value of flock-management practices that insure good quality. The cooperative shipment of turkeys has given us an opportunity to check improvement in production methods. The average quality of the turkeys that make up the cooperative shipments continue to show improvement."

"The live-poultry receivers and buyers in New York continue to show increased interest in these cooperative shipments and have no hesitancy in saying that they represent the best average quality in turkeys and poultry received from this section."

The 1935 cooperative shipments are almost double in tonnage and more than double in value of all prior cooperative shipments. These results were made possible by the close cooperation between county farm and home agents, the marketing specialist and extension specialist.

Capturing the Lamb Market

Far From Sheepish Prices Brought by Concerted Action in Ohio County

"Here truly is a case where an interested group of flock owners joined hands with their educational forces to produce a superior product, then successfully achieved premium prices by working with their own terminal cooperative", stated County Agent Walter L. Bluck, Clinton County, Ohio, in submitting this significant story to the Review.

AROUND the complete cycle from the introduction of 302 registered rams, improved management, "topping out", grading, and sale of 7,167 lambs, 250 sheepmen of the Clinton County (Ohio) Lamb and Fleece Improvement Association have sought and achieved improved market outlets on the basis of improved quality of their product.

During the calendar year 1935 a total of 4,103 lambs, all sired by purebred rams, were assembled and graded under the auspices of the improvement association and marketed through the Producers' Commission Agency at the Cincinnati terminal market. These lambs, by actual sale records, commanded an average of \$1.18 per hundredweight more than the average price received by the same firm for 3,633 lambs received from other sources on the same 7 market days when the Clinton County pool lambs were sold.

These 1935 results were even better than the results of the two previous years during which the 1934 lambs from the Clinton pools averaged 92.4 cents per hundredweight and the 1933 pools \$1.06 per hundredweight above other lambs received on the same days from other sources and most of which were sired by grade rams. All the pool lambs were sired by purebred rams.

In addition to the enhanced value of ewe lambs retained for flock replacement, higher prices on these market lambs brought members of the improvement association during these 3 years more than \$5,000 more cash than they would have received, based on these averages, had there been no such organized program.

Recognizing the necessity of breeding for quick-maturing, thick-mutton type in

order to produce lambs which would fatten at a market weight ranging generally from 75 pounds to 85 pounds, the association early made the procurement and use of registered rams the arch-stone of the whole improvement program.

Beginning with the first purebred-ram campaign in 1932, flock owners of this county have purchased 302 registered mutton rams. Ninety-seven of this number were purchased during the 1935 campaign.

Scarcely second in point of emphasis is the lamb grading or "pooling" plan for marketing. The plan is sponsored by the Lamb and Fleece Improvement Association, working in close cooperation with the Cincinnati Producers' Cooperative Commission Association.

The marketing plan is patterned somewhat after that originally used in the State of Missouri and involves the assembly of lambs at monthly shipping

Flock owners having lambs falling below the top two grades are encouraged to retain such lambs for further feeding.

Five uniformly distinct grades are featured as follows: "Double Blue" (premium lambs) marked with two blue rings in center of the back; "Single Blue" (top lambs) marked with a single blue ring; "Blue Link" (heavy lambs) marked with a blue link; "Red Dot" (medium lambs) marked with single red ring; "Yellow Dot" (seconds or throwouts) marked with single yellow ring.

Of the 7,167 lambs graded during 3 successive years, 15.1 percent have graded "Double Blue"; 65.3 percent "Single Blue"; 1.7 percent "Blue Link"; 14.3 percent "Red Dot"; and 3.6 percent "Yellow Dot."

Further evidence of the cash benefits is found in the fact that the premium lambs have regularly commanded 75 cents per hundredweight above the practical top of the Cincinnati and other mid-western markets. The "Single Blue" lambs have normally commanded a premium of 25 cents above the general top. At times the Cincinnati market has been raised as much as a dollar per hundredweight due solely to the presence of the superior quality lambs of the Clinton County lamb pool. The large volume of these superior-quality lambs has made this possible. Some of the pools have exceeded 1,000 head.



Typical grading demonstration as sponsored by the Clinton County Lamb and Fleece Association.

dates at the railway yards in Wilmington, the county seat of Clinton County, from June through December. The lambs once assembled are officially graded by a representative from the terminal cooperative. Lambs thus sorted and marked by grade are shipped by rail to the Cincinnati terminal for sale the following day.

In a typical check-up of dressing percentage by two prominent Cincinnati packers who purchased the entire August 1935 consignments, consisting of 570 lambs, it was found that 10 "Double Blue" (premium) lambs dressed 55 percent; 64 "Double Blue" (premium) lambs dressed 54 percent, and 403 "Single

Blue" (top) dressed 51 percent. Compare these yields with the general market average of around 47 percent, and you have the justification for the higher price paid by packers for the higher quality of these lambs.

Only through a complete chain of improved management practices beginning with the exclusive use of purebred rams of good quality and continuing with castrating and docking of lambs, regular treatment to control internal parasites, dipping to control ticks, lice, and scab, grain feeding where legume pasture is not available, "topping out" at proper weight and culminating in the cooperative marketing of all lambs on a graded basis can such results be achieved. Such a chain of practices is no stronger than its weakest link for it takes a complete program to bring these results. More than 80 percent of all lambs marketed through the 17 pools to date have claimed places in the top two grades.

Besides the price advantage arising from the combination of quality and volume, the pool plan has made possible extreme economy in handling the lambs. This is evidenced by the fact that total marketing costs, including the 50-mile freight haul to the terminal, local charges of 2 cents per head, yardage, sales commission, and all other terminal charges, amounted to only 33 cents per head in 1935 and 34.45 cents per head in 1934. By shipping practically all of the lambs in double-deck cars, the sales commission charges for 1935 were lowered to an average of 9 cents per head, of which one-third will be returned in patronage dividend by the Cincinnati Producers' Agency. This leaves a net commission charge of only 6 cents per head. Had it not been for the pool plan, most of the lambs would have sold in small individual lots necessitating a selling charge ranging from 20 to 25 cents per head, to say nothing of increased hauling charges.

Flock owners normally use their purebred rams for 2 successive years, then exchange with another flock owner for a ram originally purchased from a different breeder's flock. By this means 4 years of service are possible for only one investment in a purebred sire.

Of the rams purchased during the 4 sire campaigns 231 were registered Shropshires, 59 registered Southdowns, 2 Dorsets, and 9 purebred Hampshires.

A total of 91 registered Shropshire, Southdown, and Hampshire ewes have likewise been purchased and used as foundation animals in the establishment of 8 purebred flocks in the county which

did not exist prior to the inauguration of this program.

Selection of both ewes and rams is made by the county agent and purchasing committee from the association board of directors. Visits are made to purebred flocks throughout the State by this committee during June and July when the offerings are inspected while still in field condition. Selections are made and a cash option taken on the entire lot selected. Flock owners in the county make advance deposits of \$5 each on the number of rams desired. Balance is paid when the rams are delivered in the county. Usually a special day is set and known as "ram distribution day." In earlier years ram-selection demonstrations were held in connection with these events, comparing native rams of nondescript breeding with the improved type of the purebred rams.

Widespread as these activities have been, they do not include all of the noteworthy features of the lamb and fleece-improvement program. Last spring the directors decided to devote their attention to improving the wool clip by more careful shearing and preparation of the fleece, as in the market lamb improvement work they decided that the attempt would yield little or no result unless the improved wool clip was marketed on a graded basis. This was done through the effective cooperation and support of the Ohio Wool Growers' Association.

First the county agent rigged up an auto trailer with a portable electric light plant and equipped with modern shearing appliances and conducted 10 community demonstrations attended by 299 flock owners. At these meetings several sheep were shorn by the agent and the fleeces properly folded and tied. Later, 2 wool-grading days were announced, resulting in the pooling and cooperative sale of 38,668 pounds of wool by association members. These same members pooled only 18,668 pounds of wool for cooperative sale in 1934. The 1935 results show an increase of 108 percent in pool volume over 1934.

One hundred and seventeen association members organized 11 dipping rings during 1935. Each ring has purchased a separate modern portable dipping outfit by which the sheep are dipped while confined in metal cages. Using this equipment, these members dipped a total of 7,330 sheep and lambs during the summer of 1935, according to signed reports on file in the county agent's office.



Kirkwood Retires

Ending nearly 22 years of service with the University of Minnesota, Prof. W. P. Kirkwood recently retired from his post as agricultural editor and chief of the division of publications at University Farm, Minnesota. He will continue his writing activities as a free lance for agricultural and other magazines.

Mr. Kirkwood developed the Minnesota news service, furnishing daily, weekly, and farm papers with informational articles for the benefit of rural readers. He offered the first courses in practical journalism at the university and was responsible for starting the print shop as a small laboratory for journalism students which has become a large establishment and does practically all the university printing.

From his earliest connections with the university Mr. Kirkwood maintained close relationships with editors of the Minnesota press. In 1916 the editors' short course, with the cooperation of several of the editors, was established and has been held annually since with growing interest and attendance. During sabbatical leave in 1928 Mr. Kirkwood established a country weekly in Virginia, which he called the Waynesboro News and on which he tried to put into practice some of the ideas which he had been promoting through the editors' short courses. Mr. Kirkwood was familiar with the newspaper viewpoint from his years of experience on the Minneapolis Journal and the Minneapolis Tribune early in his career.

With Its Ear to the Ground

Washington Brings Together All Agencies Interested in Solving Soil-Conservation Problems

WATERSHED organizations in five eastern wheat-growing counties of the State of Washington have proved to be among the most outstanding extension projects started in the State in recent years. Associations organized with the cooperation of the Soil Conservation Service of the United States Department of Agriculture are now functioning in Walla Walla, Columbia, Garfield, Klickitat, and Spokane Counties, and other counties are working toward a similar organization. Part of their success is also due to Smith-Hughes agricultural teachers, who have done splendid work in organizing and supporting them.

Following the winter of 1933-34, many wheat farmers in the Pacific Northwest discovered in the spring thaw that severe damage had been done to their rolling fertile wheatlands by an unusually hard winter. In certain locations where the cultivated hills were of great length, deep gullies were cut, making it difficult to plow these in in order to get the farm implements across them. These farmers realized, of course, that the minute they failed to get the combine across these gullies they would not harvest their grain, and the land would immediately become range land of much lower value.

The soil-conservation project area was established at Pullman, Wash., and Moscow, Idaho, that same winter, and demonstrations of successful control of erosion were soon available. However, farmers in the neighboring counties of Columbia, Garfield, Walla Walla, and Spokane were just as much interested as those in the vicinity of Pullman, in Whitman County. It was necessary for some organization to be set up to extend these demonstrations into the other areas needing them.

In the spring of 1935, President E. O. Holland, of the State College of Washington, appointed a committee of representatives of the State College, the Soil Erosion Service (now called Soil Conservation Service), and other agencies to work out a satisfactory basis of cooperation and extension of the demonstrational work to other areas. After two meetings a plan was proposed by the Soil Conservation Service of the United States Department

of Agriculture. The Extension Service then called two regional meetings of county agents and vocational agricultural teachers in the counties affected. As a result of the definite plans presented at those meetings, watershed soil conservation associations were set up promptly in Walla Walla, Columbia, Garfield, Spokane, and Klickitat Counties.

These associations were organized to gain the complete cooperation of the farmers, the towns, and all agencies interested in the control of the waters in that particular watershed. When the organization was finally set up, the directors of each association applied to the Soil Conservation Service for technical advisers who were qualified agronomists, agricultural engineers, and soil-erosion specialists. They were also in a position to apply for establishment of CCC camps on each project.

The control of soil erosion is not, of course, a new problem, but considerable work has been done in many of these counties toward preventing the devastating effects of water and wind action. William J. Green, county agent in Spokane County, has done considerable work in this direction. He says:

"During the past 4 years, our principal approach to the soil-improvement and erosion-prevention project has been through increasing the acreage of legume crops. A check with the seed stores of the number of pounds of seed sold by them in the county indicates that both alfalfa and sweetclover seeding during the 4 years has increased approximately 200 percent. While this is doing considerable to overcome erosion, gully control is necessary in many localities. This work has been organized on a community basis. The agricultural committees of the granges are sponsoring these gully-control demonstrations. At Mica 10 farmers, assisted by the agent and P. C. McGrew and C. E. Deardorff, of the Pacific Northwest Soil Erosion Experiment Station, put in 28 dams. This gully-control work is creating considerable interest throughout the Rockford-Mica community, where the gully type of erosion is well developed.

"The soil-conservation program of the county was further advanced by a visit



Plantings of alfalfa and sweetclover are meeting the problems of gullying and soil erosion in eastern Washington counties.

of 45 farmers to several control demonstrations on the annual legume and livestock tour. A Mount Hope farmer has built up a run-down wheat farm with sweetclover. When he took over the farm, 23 bushels per acre was the best wheat yield he could obtain after summer fallow, but since planting sweetclover he has obtained 38 bushels per acre. The land which was formerly hard and subject to heavy erosion is now mellow and absorbs moisture freely."

County Agent Howard Burgess of Walla Walla County also reports the progress they are making on the Mill Creek soil-conservation project which was set up during 1935:

"During the early summer plans were completed for the establishment of soil-conservation associations and, in connection therewith, a C. C. C. camp on Mill Creek. The association covers approximately 150,000 acres of mountain lands

and 60,000 acres of cultivated farm area. The work is well started at this time and shows to date 2,100 acres disk tilled, 2,000 acres of stubble on which the one-way disk has been used, 400 acres have been chiseled, 140 additional acres cultivated with the chisel, 600 acres of stubble plowed under, and 50 acres of green-manure crops plowed under. These are all practices recommended by both the Soil Conservation Service and the Extension Service and are new to this particular district. In addition, much work has been done on ditch banks and the construction of low dams.

"As the area covered by this project represents the very finest agricultural land in Walla Walla County, having the most fertile soil and heaviest rainfall, the ultimate value of the project will be in figures no one can estimate at this time. It will not only save the soil but is going to tend toward diversification of crops, supplying new industries, as the two new canneries located at Walla Walla, and the increased production of livestock.

"This office is cooperating with the local Soil Conservation Association in obtaining supplies of seed, rodent-control materials, and other supplies for use in their work. The records of the Wheat Production Control Association have been used also, as well as other data in the agricultural office by the men in charge of the soil conservation work."

Goals for the Clothing Program

Some recommendations for the clothing programs of the future made by clothing specialists of the Northeastern States at their Boston conference, February 19-21, indicate the trend of emphasis in extension clothing work in those States. It was recommended that the clothing problem be attacked from the management angle and that a long-time program be planned. Factual information should be obtained such as why women make or buy certain garments and the relative costs of ready-made versus home-made clothing. The clothing problem should be approached from the angle of the family use of the income placing less emphasis on skills to develop a broader viewpoint. The program should include the 4-H clubs.

In an effort to build sound programs based on actual needs, it was recommended that the clothing specialists make more of an effort to obtain factual information relative to clothing expenditures and their relation to the family income. The need of integrating the program very closely with household management, nutrition, parent education, rural engineering, and other extension projects was recognized.

One Way to Do It

Yang and Yin

In discussing clothing selection with women, I have found it very effective to ask them to forget the things that are "wrong" with their looks and keep their minds on their good points.

An illustrated discussion describes two extreme types: One, large, independent, self-reliant, capable, with dark coloring, stately with much vitality and pep; the other, dainty, petite, with light coloring, dependent, and helpless. The women follow these types in classifying themselves. Two Chinese words, *Yang* and *Yin*, are used to designate the extreme types, so the women may have an opportunity of building up a meaning for new words rather than being bored by the meanings of familiar words. It is suggested to them that they will find these extremes illustrated in buildings, trees, shrubs, flowers, and birds. The leaders get together some pictures illustrating these two extreme types for their club meetings. The women enjoy most of all classifying themselves and seem to remember this idea in clothing selection better than other phases of the work.—*Ouida Midkiff, clothing specialist, Mississippi.*

Hitting On All Six

The 4-H club membership in the county was divided into groups of six members, each designated as a "cylinder." One boy in each cylinder was the "spark plug" who was directly responsible to the local leader for the work of the six boys in his cylinder. Each club in the county considers itself a one-, two-, three-, four-, or five-cylinder club. Possibly the greatest result from club work has been the development of "spark plugs" who are making good club leaders in their respective communities.—*H. H. Jones, county agricultural agent, Williamson County, Tenn.*

To Begin With

There appeared to be a large group of young women in the county whom we were not reaching in the home-management work, and yet it seemed to me that these young people just starting housekeeping are the very ones who could best use the information. In order to crystallize the matter, I talked it over with the club leader and obtained a list

of our club girls and boys who have married recently and are living in the county. We spent 2 days visiting these people in New Hartford, Litchfield, and New Milford and found them much interested particularly in home furnishings. We will follow this up by planning for this younger group, starting with the thing they are most interested in—making their homes more attractive.—*Eleanor S. Moss, home demonstration agent, Litchfield County, Conn.*

Stepping Up Attendance

"Rena Gray, home demonstration agent in Belknap County, N. H., has done a most outstanding piece of work in creating interest and getting out large groups to participate in the county program-planning meetings", writes the home demonstration leader. The other agents ask:

"How do you do it?"

"I put a lot of work into it", replies Miss Gray. "I talk it up all through the year. I have a contest each year to see which community can get the largest number out to the meeting, and I have each community represented stand while they are counted. I always introduce the local directors, and seeing so many other women interested in home-demonstration work seems to furnish inspiration. They come because they are anxious to hear of the project plans for next year."

Believe Your Eyes

A practical rancher of around 60 had been consistently attending dairy meetings for a number of months in which the Hoard stall had been referred to and discussed on various occasions.

Finally, I made a model 14½ inches in length and 3½ inches in width and brought it to a dairy meeting. This rancher spied the model sitting on the desk when he came in and, picking it up, said "What is this?"

"That is a model of the Hoard stall that we have been talking about for the past 2 years."

"Well, why didn't you say that's what it was?" said the rancher looking it over carefully.

In a few weeks his son-in-law was building Hoard stalls in the stable.—*John J. McElroy, county agricultural agent, Carbon County, Wyo.*

Off Shore . . .

With the Home Demonstration Agent



(Above.) A Philippine model house showing the exterior and the kitchen. This work is supervised by Miss Atienza and Miss Brodeth who spent 1933 and 1934 studying home-demonstration work in the United States.

(Upper right.) Mary Youn, a young Hawaiian 4-H girl who scored highest in the girls' club work at the Fifth Annual Kauai County Fair, Hawaii.

(Center.) A club girl of Puerto Rico on the right with her home demonstration agent, Sofia Bremes, on the left. Rabbit and poultry clubs are meeting the dietary need of rural Puerto Ricans.

(Lower right.) Alaskan women and girls have been particularly interested in their weaving work.





My Point of View

Retrospective Thrills

It has become more or less of a custom at the close of each year for business and professional men to think back over their year's activities and recall what to them were the outstanding events—their biggest thrills of the year.

As county club agent in Linn County, I derived a good many thrills from the year's work, but the thing that gave me the greatest thrill was the good account 4-H club members consistently gave of themselves in public appearances—leading group meetings, telling of their club experiences, and demonstrating.

Not once did one of our club members fumble around for an excuse when asked to make a talk or lead a meeting, no matter how large or small, and that's more than I can say for a good many adults to whom I have made similar requests. And not once did one of these 4-H'ers fail to give an interesting and capable account of himself or herself, and again that's more than I can say for the adults.

The 4-H club member has learned to think on his feet, to say concisely and forcefully what he thinks and then to sit down when he's through. He knows how to make introductions and doesn't resort to a recitation of "now I would like to introduce so-and-so who will speak to you." He realizes that to be neatly dressed and to stand erect adds a lot to his talk.

I will have to admit that I was a bit skeptical when the home demonstration agent and I put our county boys' and girls' club officers in complete charge of the business meeting and county election at our annual county club frolic held in November, but when the program was over I was just as ashamed for having entertained any doubts.

I don't want to create the impression that this ability is just born in our rural boys and girls. It is the outgrowth of training that began when the boy or girl signed our little green enrollment card that made him a member. It developed as the member was asked to give reports in the monthly meetings of his local club as he performed his duties as local club officer, as he competed at contests and shows, and as he associated with other club members at county and State events.

Just as it is the custom to reminisce at the close of the old year, it is an established custom to make resolutions at the beginning of the new year. As a county 4-H club agent, I have resolved for 1936, among other things, to give my club members every opportunity to express themselves in public, whether it be on the radio, before chamber of commerce groups, township farm bureau organizations, or other public affairs. I have resolved to give the club member every opportunity to develop the ability to think on his feet, a long stride toward the development of leadership which is one of the major objectives of 4-H club work.—*Harold Ingle, county club agent, Linn County, Iowa.*

* * *

Appeals to Farmers

I can highly recommend the field test for acidity and available phosphate to extension agents. It is simple, rapid, and effective. The mystery of a chemical test appeals to farmers. It sets them to wondering about their soil needs; it supplies the necessary drama to make an educational situation; I do not have to be dogmatic and tell a farmer that his soil needs lime. I simply say, "We will test this field and see if it needs lime."

I usually let the farmer make the acidity test while I make the phosphate test, explaining to him that I do not want to get any acid from the phosphate test over into the lime test. This offers him a chance to take part in the work and impresses him with the care I take to make the test accurate. The test does not always show the need of lime but often shows that reliming is not necessary. This is very helpful to a farmer who believes that if a little lime is good a heavy application is better.

This test is very effective on old alfalfa fields, for spots where the stand is poor usually are low in lime and phosphate. I make the test for phosphate for every farmer, although I know the soils in our county are all low in phosphates. The test is old to me, but it is new to him.

Supplementing this program, I am cooperating with three Smith-Hughes' teachers in an evening school in soils. I like the soils program because it is constructive, because it is tangible, because it is valuable, and because it has a future.—*Keith S. Venable, assistant county agent, Christian County, Ky.*

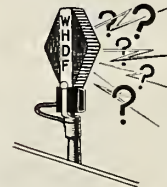
Housing a Club

I wish we might have a home demonstration clubroom in every rural community in Caswell County like the one in Blanch community.

It is an old school building owned by the Methodist Church, and the neighborhood is so happy to have a central meeting place. An oyster supper brought in enough money to pay for wiring and putting in lights, and an oil stove, chairs, a table, and dishes were donated by the neighborhood people. Home demonstration clubwomen made curtains of old burlap which they washed, dyed, and darned, and an attractive meeting place is well started.—*Mrs. Maude Searcy, home demonstration agent, Caswell County, N. C.*

* * *

Radio Contest



For more than 5 years I have given two farm radio talks a week at Station WHDF of Calumet. On January 21 the farm radio talk no. 500 was given. During the past month a farm radio contest was staged. At each program five questions relating to some phase of local farming were asked. Those listening in were invited to send in answers to these questions, and a cash prize of \$2, donated by the station, was awarded to the first correct set of answers received. This contest created a great deal of interest. Even those who did not send in answers were interested in the correct answers which were, in each case, announced a week from the day they were given.

Here is an example of a set of questions:

1. What four standard market varieties of potatoes are grown most extensively in the Upper Peninsula?
2. What three potato diseases are best controlled by treating the seed with corrosive sublimate?
3. Name three diseases or insects of potatoes that are controlled by spraying with bordeaux mixture.
4. What variety of potatoes is most extensively grown in the copper country?
5. What three materials are used in making bordeaux mixture?—*Earl Roberts, county agricultural agent, Houghton County, Mich.*

Forestry and Soil Conservation Methods Are Clear in Louisiana

When the Movies Come to Town

LOUISIANA farm folk are flocking to the schoolhouses and other available meeting places to see the traveling motion-picture show which is part of an educational crusade being conducted by the Agricultural Extension Division via the visual instruction route.

They are seeing pictures that teach them how to prevent the soil from washing away and how to stop the ravages of forest fires; how to enrich soil with legumes; how to improve their varieties and produce better crops. This visual instruction project is enthusiastically promoted by J. W. Bateman, director of the Louisiana Agricultural Extension Service, who has placed a capable young engineer, E. J. Giering, in charge.

Visual instruction is a device in educational work, used as an effective supplement to printed material, letters, and public addresses. The project is carried on by cooperating with specialists and county and home demonstration agents.

"The use of motion pictures in the field of visual education", says Director Bateman, "is to strengthen and simplify the practices advocated by the Extension Service by clarifying practices, arousing interest, stimulating greater endeavor, and vigorous thinking, and holding attention. There is a great value for furnishing a background, giving atmosphere, and portraying experiences which the individual is unable to get first-hand."

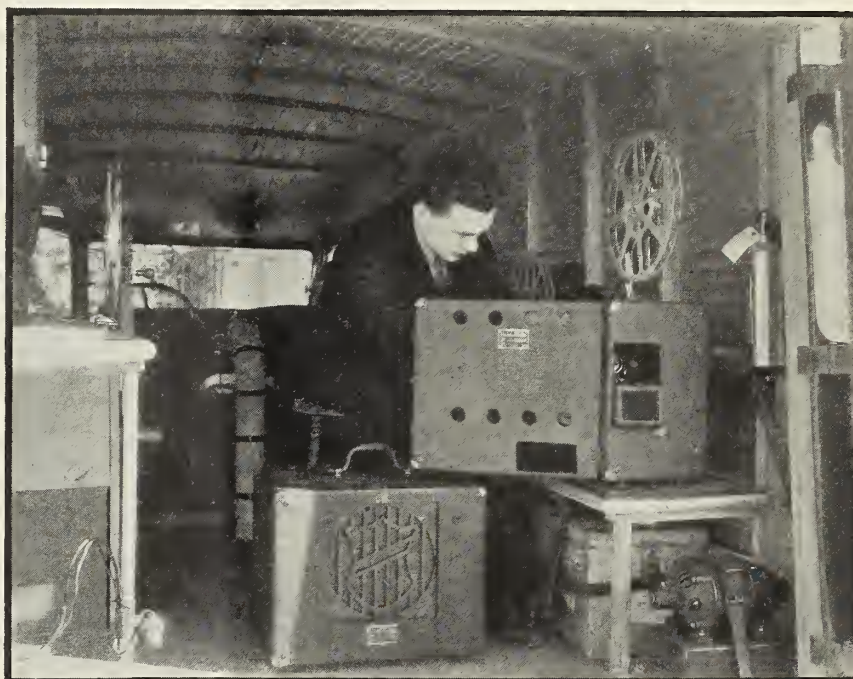
For a number of years the Extension Service has carried on work in visual education, but the work was hampered because the old equipment could be used only in communities supplied with electric power. The rural districts could not be reached.

All of that has been remedied now. A large panel-bodied truck equipped with a 2.5-kilowatt Delco power plant, which supplies the proper current and voltage for the operation of the projection equipment and lights, is used to furnish electric current and transport projectors and films. The projector is equipped with a sound device which, with an amplifier and speaker, provides sound pictures almost equal to the performances of the best motion-picture theaters in

the city. A loudspeaker may be set up which will serve efficiently as many as 1,500 people.

With all of this equipment and a supply of reels, Mr. Giering shows pictures at meetings to farm people. The shows are planned to emphasize and strengthen the practices being recom-

film, entitled "For the Land's Sake", was made in East Carroll and West Carroll and at the experiment station at St. Joseph, under the direction of R. A. Wasson, agronomist of the Louisiana Extension Service. This picture has been reviewed by Raymond Evans, chief of the Division of Motion Pictures,



E. J. Giering in the truck equipped by the Louisiana Extension Service to show sound pictures in rural communities. The outfit supplies its own power with a Delco system.

mended by the extension agents. If a terracing or soil-improvement meeting is being conducted, he shows a film illustrating the ravages of water on the soil when streams are allowed to run unbridled and unchecked through farms. Then he shows how the soil may be conserved and even improved by planting certain crops and by adopting terracing practices.

Most of the films are obtained from the United States Department of Agriculture. However, a great amount of material that has been used, such as charts, maps, and diagrams, has been prepared in the State office, and one

United States Department of Agriculture, Washington, and was declared to be very good. It illustrates the use of legumes for green manure and shows especially the contrast in cotton stands.

The following five phases of the project have been carried on by Mr. Giering since he was assigned to the work last September: terracing demonstrations, soil-improvement meetings, community and State-fair programs, strawberry-improvement meetings, and forestry-practice meetings. Through December he had shown films at 62 meetings in 19 parishes, with a total attendance of 15,229, an average of 246 persons at each showing.

Exit Surplus—Enter Cash

Wyoming Ranch Women Become Proficient in Running Their Own Market

THE objective of the farm woman's market is to turn the surpluses of the garden, the chicken flock, the dairy, and the specialties of the farm kitchen into cash.

This is exactly the accomplishment of the Saratoga Farm Woman's Market conducted under the direction of the Platte Valley Home Economics Club at Saratoga, Wyo., during the past 2 years.

Saratoga, a picturesque town in the center of the cattle country of the upper North Platte River in Wyoming, is the trading center of about 50 ranches and a town of approximately 600 population.

This market, a dream of a number of the members, took definite form and became a reality under the leadership of Mrs. J. E. Nelson, who was president of the club in 1934. Its development was attacked in a very orderly and careful manner. The women first conducted a survey of the possible volume of supply and a survey of the sales possibilities. They seriously studied information on similar ventures in other States and finally developed a simple plan for the conduct of the market.

Marketing Committee

THE president of the club appoints a marketing committee which, in turn, selects a manager and acts as a board of directors. The manager serves without compensation. The market is open each Saturday during the summer. A commission of 10 percent on all sales is charged to members, and a flat fee of \$1 per month in addition to nonmembers. Vegetables, fruit, chickens, eggs, ranch butter, buttermilk, cottage cheese, some meats, products of the kitchen art, and a few articles of handcraft make up the stock offered for sale through this market.

The stock arrives early in the morning, and the market remains open throughout the day. In 1934 a total volume of \$575.99 worth of products was handled, and last year \$618.54 worth. This amount of business was transacted on 16 market days each year. Last year butter, buttermilk, and cottage cheese brought a total return of \$55.33, whereas this year dairy products netted \$24.85. This fall in volume in dairy products no doubt reflects the improved prices of

butterfat received through the regular channels, and the extra labor of making ranch butter and cottage cheese is not considered as necessary or as profitable as a year ago.

Chickens and eggs accounted for \$171 this year, showing a considerable increase over a year ago. Vegetables, fruits, and flowers likewise showed an increase, and one of the interesting developments in the market has been the development of sales in flowers from ranch women's flower gardens.

A year ago, Mrs. Hugh Mowrey, whose interest in flowers has developed an outstanding yard and flower garden, conceived the idea of trying to sell a few bouquets of flowers as a means of sharing her hobby of beauty with others and as a means of obtaining a small supplemental income. Mrs. Mowrey's small beginning rapidly developed to the point where the market was furnishing flowers for the women in town who desired a few for their homes, for parties, and even for funerals, and at a price at which they sold rapidly.

Ranch lard, rabbits, and ranch meat, particularly fresh pork and lamb, have found their way to the consumer through this market.

The specialties of the kitchen—baking, home-made candy, pickles, relishes, jams, jellies, preserves, and even a few quarts of canned vegetables, fruit, and meat accounted for \$193.57 of this year's income.

A review made of the amount of money which the women as individuals received showed that the highest sales through the market of any individual woman amounted to \$142.35.

Mrs. Mamie C. Kingman, the operator of a good-sized cattle ranch, acted as manager this year and conducted the market in a highly businesslike manner. Mrs. Kingman's accounts and records were all that an inspecting accountant would ask for. Her courteous treatment of customers, her insistence on standards, and her generally good managerial methods not only added to the success of the market but won for the market both friends and respect.

The market met the requirements of the State department of agriculture concerning foods and foodstuffs offered for sale. The women obtained a license from the State and collected and paid their sales tax.

The customers consisted not only of the townspeople of Saratoga but also of tourists and fishermen who frequent this section during the summer season. The market provided not only an outlet for these surpluses, which it changed into ready cash, but it provided more fresh home-grown products for many a local table.

Minimum Expenses

THE commission and charges this year netted \$63.92, and the expenses totaled \$38.01, leaving a balance of \$29.91 which has been invested in postal savings as a reserve fund for future operations. The fact that the market is managed by a voluntary manager and that the women donate their time as salesladies holds the expenses of this market to a minimum.

A survey of the use of the money obtained from these sales shows that the money has been spent for food supplies, drugs, and personal effects; luxuries for the home and the family, books, magazine subscriptions, and household equipment, and to pay little bills about the community, the money for which did not seem to be forthcoming from other sources.

Aside from the financial success, the market has been successful in acquainting the women with market standards and requirements, in developing a sympathy between producer and consumer, in raising the standards of produce raised and offered for sale, and it has broadened the outlook of the women who have been associated with it. Indirectly, it has been one more move in the direction of the use of more local products by local people. It has turned back into circulation in the community a certain amount of the expense money expended by a number of families, and it has gained the support of those visitors from the outside.

Here Are a Few Simple Pointers That Will Help Extension Agents to Use the . . .

Free Mailing Privilege

N. B. WENTZEL

Superintendent,
Division of Classification,
Post Office Department

The question of when and how an agent shall use the penalty envelope and keeping the mailing lists up to date is a Jonah not only to the agent but to the Federal Post Office Department and the Extension Service. Because of inaccurate mailing lists, more than 100,000 pieces of unclaimed mail sent out in 1935 by extension agents under the penalty privilege were forwarded to the Washington office of the Extension Service by the post office and from there forwarded to the sender. Checking mailing lists frequently and observing some of the suggestions given by Mr. Wentzel would help grease the wheels all along the line.



THE RIGHT to transmit matter in the mails without payment of postage is authorized by the law embodied in section

615, Postal Laws and Regulations, and is restricted to "officers of the United States Government" solely for the purpose of transmitting "matters relating exclusively to the business of the Government of the United States." This is known as penalty matter because of the fact that the law requires the envelope, label, or wrapper under which it is mailed to bear the provision of the law prescribing a penalty of \$300 for the private use of such envelopes, labels, etc., to avoid payment of postage.

As employees of the United States Department of Agriculture, Extension Service, cooperative extension agents such as county agents, county home demonstration agents, county club agents, etc., are officers of the United States Government and are entitled to use penalty envelopes in sending matter in the mails in pursuance of their duties in that capacity.

Many of these agents are also employed by a State or county, and because of this it has been found that they confuse the different features of their work and occasionally, through inadvertence, use penalty envelopes to mail matter which does not relate to the business of the United States Department of Agriculture. The fundamental viewpoint to be considered is that such employees have the right to use penalty envelopes, cards, or labels only because they are employees of the United States Department of Agriculture. They should exercise the penalty privilege only for matters arising

in connection with those extension enterprises which are covered by the terms of their commissions from the department under which they serve.

Matter mailed free should consist, in the main, of the giving of instructions and demonstrations in agriculture and home economics, imparting information in regard thereto, announcing meetings called by the employees for such purposes, and otherwise promoting cooperative extension work as a Federal project.

It may be helpful to name some of the irregularities which have come to the attention of the Post Office Department during a period covering several years of reviewing matter mailed by cooperative extension employees. Generally speaking, activities found to relate to projects other than Federal ones fall mainly under the following classifications:

1. Sending through the mails lists of articles wanted, for sale, or exchange.
2. Recommending articles or products of particular firms or individuals.
3. Soliciting membership or funds for the support of private organizations, such as the Farm Bureau, Cow Testing Association, etc.
4. Mailing cards, letters, etc., conveying Christmas and New Year greetings.
5. Promoting activities in connection with which money is required to be paid, such as fees for attending club camps, banquets, entertainments, and the like.
6. Sending out notices of meetings or otherwise promoting the activities of various private organizations.
7. Mailing premium lists of county and State fairs.
8. Mailing periodical publications.
9. Mailing letters and circulars signed

by persons who are not authorized agents of the United States Department of Agriculture.

10. Sending out reply penalty envelopes and cards indiscriminately.

11. Using letterheads which do not conform to the one approved by the United States Department of Agriculture.

12. Mailing matter sealed other than autographed correspondence.

13. Placing a local return address on penalty envelopes in addition to the return card of the United States Department of Agriculture printed thereon.

14. Placing on penalty envelopes extraneous matter such as slogans, illustrations, etc., which do not relate to the contents of the envelopes.

15. Soliciting support for the establishment or continuation of farm bureau or home demonstration work, particularly in counties where question is up for decision by the voters or county officials.

16. Furnishing penalty envelopes or cards to officers or members of boys' and girls' clubs or other local organizations to be used in sending out notices of meetings of such organizations.

While an officer of the Government is authorized by law to furnish penalty envelopes to persons who are not such officers to enable the persons to mail free of postage official information requested of them, that is, information furnished merely as a courtesy and not in compliance with some law or regulation or with respect to some business of the individual with the Government, it is not proper to furnish penalty envelopes or labels to others for use in mailing merchandise or other articles as this privilege applies only to printed or written information.

4-H Clubs Move On

Almost a million 4-H club members in the 48 States, Hawaii, Puerto Rico, Alaska, or, to be exact, 997,457 boys and girls, is the story told by the tentative figures compiled in the Division of Cooperative Extension from the combined annual reports of 2,960 counties on their 1935 club enrollment.

This is an encouraging increase of 81,395 club members, or 9 per cent increase, from the 1934 figures. There are substantial membership gains in every section of the country, the largest enrollment increases being reported from the Southern States which supplied more than half the total increase.

This reflects the additional time which the agents have been able to put on club work due to the assistance of the Bankhead-Jones funds and to the loyal help of 106,215 local leaders. In most of the States increased emphasis has been placed on the 4-H club work during the past year which is showing results in the growing interest as manifested by the larger enrollment.

In addition to the regular 4-H club members, there is a remarkable expansion in interest among young men and women 16 years of age and older in studying the problems facing them. This group shows an increase of 7,728 young people with 44,750 members in 1935.

Altogether, 1,152,618 persons are now active in 4-H clubs and the work with rural youth.

North Carolina Women Are Prepared to Make Relief Work Effective

The excellent extension training of the home-demonstration clubwomen of Pender County, N. C., prepared them to step into the new emergency organizations and with efficiency and cooperation do their part. This teamwork has worked out to the advantage of both the Extension Service and the relief agencies and has enabled them to effectively tackle many of the problems facing the county.

For example, the visiting homemakers' project, conducted in the county for 3½

months, was supervised the first month by Gertrude Orr, Pender County home-demonstration agent, before being taken over by the Resettlement Department. Eight of the eleven homemakers in the project were clubwomen. Miss Orr also assisted the Emergency Relief Administration teachers, actively participating in their county meetings and giving them help in their frequent visits to her office. Fourteen of the forty-three teachers employed were clubwomen.

The canning project employed three clubwomen, one being the supervisor. Two clubwomen presidents of the local councils are supervisors of the library and sewing projects now in operation, with 20 additional clubwomen in the personnel of the 2 projects.

By making use of the home talent well trained in home-demonstration clubs, Pender County has been able to make the best use of emergency funds.

Results—What are They?

(Continued from page 65)

for checking answers to the questions by the women attending each meeting. At the close of the year, the leader gets the record, and the books are turned in to the home demonstration agent for her use in making her annual report.

The agents like the system because it provides an accurate check-up of the work done, and the women like it because they know at the beginning of the year just what items are to be checked on.

Each agent's report includes the county program of work covering the following items: Project, county leader, communities taking the project, goals, and accomplishments. The last item covers all work done in the project—at meetings, in training schools, and at home. An analysis of this summary tells the extension story for the year. Checking of accomplishments against goals is what should be done by all extension workers.

Money value can be placed on certain mechanical pieces of work done, but contentment, comfort, joy in living, and all those other intangibles resulting from better adjustments brought about through extension work can never have a money value attached to them. The results are higher standards of living for rural people, with a greater degree of satisfaction from living on the farm. These are the most outstanding features resulting from extension activities—these that cannot be valued in dollars and cents.—*Daisy Deane Williamson, State home demonstration leader, New Hampshire.*

Heads Home Demonstration Work in Puerto Rico



Maria Teresa Orcasitas has recently been appointed assistant director, in charge of home-demonstration work of the Agricultural Extension Service, College of Agriculture, at the University of Puerto Rico.

Miss Orcasitas was born in Rio Piedras, Puerto Rico, and studied in the island schools. She obtained a 4-year normal diploma from the University of Puerto Rico and later a degree of bachelor of science and master of arts at Columbia University.

Miss Orcasitas has always been closely connected with home-economics work in the island. For many years she taught the subject in the grade schools and was later in charge of the home-economics department at the San Juan Central High School. She came to the University of Puerto Rico in 1926 and was made head of the home-economics department in 1932.

Miss Orcasitas has been president of the Puerto Rican Home Economics Association for 3 years and has represented the society at the annual convention of the American Home Economics Association on various occasions.

Since the establishment of home-demonstration work in July 1934, Miss Orcasitas has been intensely interested and has proved to be invaluable, cooperating in every possible way toward the progress and success of the work.

Miss Orcasitas succeeds Mary E. Keown as head of home-demonstration work in Puerto Rico.

Rural Women of the World Gather

Final preparations have been made for the world-wide meeting of the rural women in Washington, D. C., from May 31 to June 11. Delegates representing organizations affiliated with the Associated Country Women of the World in 20 nations have made reservations for the meeting. Over 1,700 women of the United States, representing home demonstration groups, farm and home bureaus, master farm homemakers, and farm and garden associations will be on hand to discuss rural problems with the foreign women.

Learning Through Play

Extension Meetings For California Youngsters

THE FARM women in each of the 27 counties of California having a home demonstration agent considered, at one or more county committee meetings during 1935, the problem of planning a program for young children to be held during the adult home-demonstration meetings.

In Riverside County, through the cooperation of the Emergency Relief Administration, a woman well qualified in personality was assigned to care for children during meetings. She was given the opportunity to attend the Riverside Emergency Nursery School for 3 weeks before beginning work. From February to July she cared for 296 children at home-demonstration community meetings. With the discontinuance of the State E. R. A. program, five centers hired local women to continue the service. The routine for the children was similar to that followed in a nursery school.

In both Imperial and Tehama Counties a woman provided by the S. E. R. A. attended the farm home department meetings in each farm center once a month to take charge of the children. Attendance of mothers and children increased in Tehama as soon as the children's program was organized. In April, 30 children were brought to local farm home department meetings; in May, 40, and in June, 84.

Every farm center in Monterey County organized for home-demonstration work has a box of play equipment which is used by young children at each meeting. In two centers women have supervision of the children at each meeting.

Tulare County farm home department employed a woman with some training to give the children a happy day at the annual homemakers' play day. Similarly, it is customary in other counties to provide for the children's program at county-wide meetings.

In spite of difficulties due to colds and so-called "children's diseases", and in spite of lack of play and rest areas for groups of young children in many centers, the problem is being worked upon in every county. The farm home depart-

ment of the State farm bureau has included "care of children during meetings" in its program for the past 6 years, and the home demonstration staff is constantly seeking workable plans to meet varying conditions throughout the State. How to have conditions right for children while farm women are meeting for an educational program is recognized as a problem of major importance.

Indian Home-made Toys

A LIST of native Indian home-made toys is given by Josephine Pollock, Montana specialist in child development and parent education, who also devotes some of her time to the Indian work in Roosevelt County.

Tied rag dolls from small scraps of cloth and dried-bone carts for dolls.

Bow and arrow.

Horn tops (buffalo horns).

Spool top spun with a stick.

Whipping tops with leather.

Flute made from a gun stock.

Horn tops on ice (a skater keeps them spinning).

Beaded balls.

Skin dolls.

Plum seeds highly polished (used for several motion games).

Bone joints (for wagons and dishes).

Skating is very popular with the Indians.



Massachusetts home-made play equipment.



Adventure and cooperation on a Maryland farm.



Young Nevada homemakers.

Popular Clothing Project

One of the phases of clothing in which Missouri women have been particularly interested this year is the making of hand-sewn leather gloves, reports Mary E. Robinson, Missouri clothing specialist. More than 1,500 women in Missouri have made these gloves during the past year. In addition, patterns and directions for making them have been furnished to women in Kansas, Oklahoma, New York, Louisiana, California, Tennessee, Georgia, Pennsylvania, Illinois, Texas, Indiana, and Colorado.

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To Assist the Agents

The Home Demonstration Division of the North Carolina Extension Service has obtained the approval of the National Youth Administration for placing farm girls from 16 to 25 years of age as assistants to the home agent. These girls will help the agent both in the field and in the office, getting good practice along homemaking lines, and relieving the agent of much routine mailing, filing, answering the telephone, and sending notices. This assistance will give the agent more time to spend in visiting farm homes.

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Savings

Women enrolled in home-economics extension clubs in Wyoming saved \$4,885.75 during the past year by learning the best and most economical methods for constructing clothing and remodeling and repairing home furnishings, reports Bernice Forest, specialist in clothing.

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Recreation

In Napa, Merced, and Stanislaus Counties, Calif., the home recreation work has been taken over by the recreation councils. A kit containing games suitable for home recreation is loaned to these councils for use at meetings on recreation.

As a part of their recreation program, Alameda, Monterey, Napa, and Solano presented a pageant of nations, using the sequence written by leaders in Butte and Sacramento Counties, to fit the needs of their own counties. Butte County put on a "Calendar Jubilee", with each center depicting some outstanding holiday in the month. Fresno County used the California history pageant, and Tehama gave the early history of Tehama County

which was taken from a diary of one of the early settlers. Descendants of the early families took the parts of their ancestors in portraying the history.

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Meeting the Situation

"I found that a number of my members were selling all of their honey and buying for family use. This started me on a campaign to increase the use of honey in cooking", writes Mrs. Eunice F. Gay, home demonstration agent, of Brevard County, Fla. "I served honey custard ice cream at every meeting one summer month, and it was well liked. At the same time I ran a series of articles in the paper on the life of the honeybee and the use of its products. These six articles brought responses from all over the county requesting the recipes mentioned."

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Husbands and Kitchens

"I never thought I'd be caught at a women's demonstration meeting when I was ridin' with Teddy Roosevelt", a well-known Wyoming rancher recently remarked after he and several other husbands had assisted in the demonstration on "home-made kitchen conveniences."

Not only did they join in the singing and games which opened the meeting, but they responded wholeheartedly to the roll call with concrete ideas concerning kitchen conveniences which could be made easily.

Short demonstrations, such as putting up shelves, fitting corners of wood, and knife sharpening, were given by men previously asked by home-management project leaders to demonstrate to the group.

The ladder kitchen stool and the iceless refrigerator were two of the most popular conveniences exhibited by the Extension Service representative.

Follow-up tours will be held to afford an opportunity for ranch families to observe the kitchen conveniences installed by their neighbors, and in some communities the women plan to furnish lunch while the husbands make several iceless refrigerators and ladder stools, reports Mary Colopy, State home-demonstration leader in Wyoming.

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Going Up

Arkansas reports an increase in enrollment in 4-H clubs of 20 percent during 1935, the total for the State being 41,787 boys and girls enrolled in 1,250 clubs.

THREE States have recently added home management specialists to the staff for the first time. Mary Louise Collings, a former home demonstration agent and district agent, has been appointed to the State staff of specialists in Louisiana. Thelma Huber, a former Utah home demonstration agent has accepted the position of home-management specialist in Arizona. Portia Seabrook, another former home demonstration agent, is taking up the work in South Carolina. Recent additions to and changes in the home-management staffs in other States are Dorothy Iwig, Illinois; Mildred Boxwell, North Dakota; Dorothy Simmons and Ruby Simpson, Iowa; Alice McKinney, Michigan; Pauline Gordon and Mamie M. Whisnant, North Carolina; and Ruth Jamison, Virginia.

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DR. JAMES T. JARDINE has been appointed director of research for the Department of Agriculture by Secretary Wallace. Dr. Jardine will continue in his capacity as Chief of the Office of Experiment Stations. In the new position he will cooperate with the various bureaus of the Department in planning and coordinating research activities and will administer a special research fund made available to the Secretary of Agriculture through the Bankhead-Jones Act, including the planning and coordinating of departmental research under this fund and that in cooperation with the experiment stations and other agencies.

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MRS. RENA B. MAYCOCK, assistant director for home economics in Utah, has been granted leave of absence to accept the position of regional chief of home economics in rural rehabilitation work of the Rural Resettlement Administration, with headquarters at Berkeley, Calif. Myrtle Davidson, assistant State 4-H club specialist, is acting State home demonstration leader in Mrs. Maycock's absence.

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A MEMORIAL volume for Mrs. Edith D. Dixon, late New Jersey specialist in child training, has recently been published by the Extension Service, New Jersey State College of Agriculture, Rutgers University, New Brunswick. The volume contains Mrs. Dixon's Talks With Parents on Child Training, which have been issued also as separate leaflets.

NEW OPPORTUNITIES FOR THE FARM HOME

NEVER before have we launched a program on a national scale of more lasting significance to the farm home than the new agricultural conservation program now getting under way. Its success will mean opportunity to farm women in a number of ways.

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IN THE first place, the agricultural conservation program administered by the AAA is designed to help the farmer to maintain or increase his soil fertility, which will enable him to turn over to his children a farm that is as good or better than the one he acquired. Who could be more vitally interested in this than the mothers of these children? The degree to which this goal can be attained will depend largely on how the farmer can see his way clear to cooperate in balancing his farming operations. This is not a simple matter of accepting or not accepting the program. It requires a thorough understanding of the plan and its benefits. To obtain the fullest benefit from Government cooperation in maintaining the farm's fertility, farm women must be willing to take the time to understand the plan and how it applies to their own farm. Home demonstration agents have an opportunity to explain the plan to farm women, to arouse interest, and to encourage discussion about it in home-demonstration clubs.

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THE AAA conservation program is intended not only to increase the fertility of individual farms but to insure a balanced use of the land in the larger

C. W. WARBURTON
Director of Extension Work

units of the community, the county, the region, and the United States. This requires careful planning, a thoughtful consideration of the possible uses of land in the community and its effect on the life of the community. Many competent women are serving on local planning committees. County forests, recreational reserves, and parks are of special interest to the women as contributing to a more wholesome environment for the family.

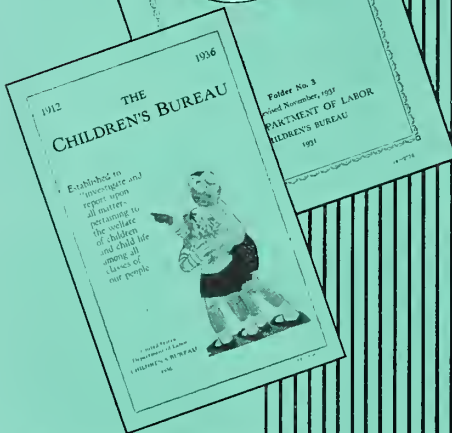
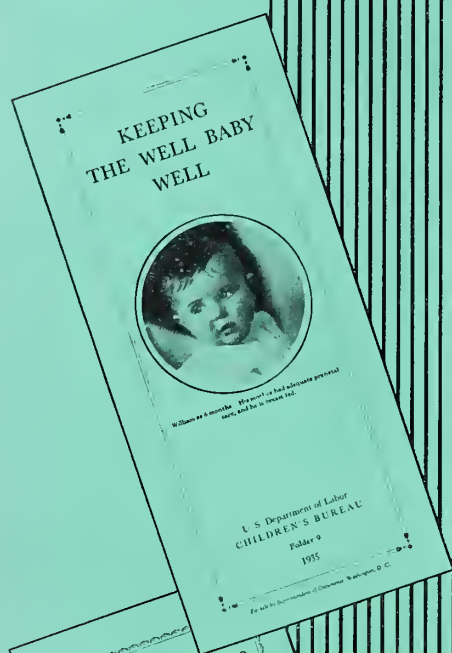
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THESE planning committees now obtaining data on land uses are in some States enlarging their plans to get information on facilities for education, health, transportation, and electricity that they may make the best use of the new opportunities.

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WISE use of land is very closely connected with the food problem in the farm home. In areas where production of food and feed for consumption on the farm is an important consideration, provision is made to encourage the production of adequate supplies for home consumption. In cash-crop areas where consumption on farms of dairy products and meat has been very low, increased pasture acreage will make possible a better standard of living with the opportunity to produce more adequate supplies of dairy products and meat for home consumption. Home-demonstration agents will find many possibilities in the soil-conservation plan to make more effective their own work of serving the farm home.

Facts about children



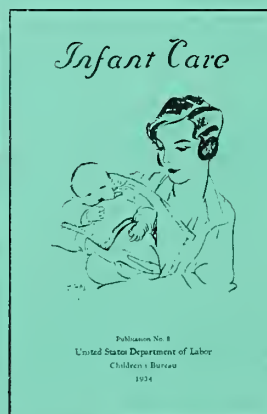
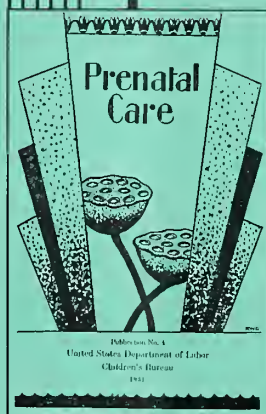
How to

- Prepare for the baby's coming.
- Feed and care for him.
- Train him in good habits.
- Rear him to be a healthy and happy child.
- Guide him in adolescence.

Why

It is necessary to have:

- Community provision for child health.
- Good child labor laws.
- Resources for prevention and treatment of juvenile delinquency.
- Community care of dependent, delinquent, and handicapped children.



Single copies of these and other bulletins for parents are distributed free on request. The Children's Bureau acts as a clearing house of information with regard to children and child care to be of assistance to parents and all who are concerned with the welfare of children.