NATIONAL FARM AND HOME HOUR
Broadcast from
The Clemson Agricultural College
Clemson, South Carolina
12:30 - 1:30 P. M.
Wednesday, March 16, 1938

ANNOUNCER: The National Farm and Home Hour.

BAND: Stars and Stripes Forever (Fading)

ANNOUNCER:
The National Farm and Home Hour comes to you today from the campus of Clemson College in historic South Carolina, the Palmetto State ... one of the original 13 states of the Union.

BAND: (Up and out)

ANNOUNCER:
Clemson College in presenting today's National Farm and Home Hour carries on with the series of land grant college radio programs devoted to this theme: "How the land grant colleges aid in meeting changing conditions".

Many things impress you as you enter the 200-acres of this campus proper ... its spaciousness, the great sturdy oaks that you see all about, the wide sweeps of well kept lawns around the buildings, the stately mansion of John C. Calhoun who figured so prominently in the history of South Carolina and the nation in the first half of the 18 hundreds as United States senator, secretary of war, secretary of state, and vice-president. The Calhoun homestead, later the home of his son-in-law, Thomas G. Clemson, is now a part of the Clemson College campus.

Well, the first thing I know I'll be usurping the place of your master of ceremonies, Wallace L. Kadderly.

Carry on, Wallace.

KADDERLY:
Thank you, Ed Rogers.

I too was struck by the things you enumerated. Let me add one impression that is before my eyes at this moment: The natty appearance of this fine college band that under the direction of Herbert Green is all set to play "Entry of the Gladiators", that rousing march by Fucik. This arrangement is by Ed Chennette.

BAND: Entry of the Gladiators - - - - - - -

(over)

KADDERLY:

I wish that we could place in your hands or flash upon a screen before your eyes a few actual pictures of South Carolina .... pictures that would give you a better conception of this state .... something to look at as we proceed. We can't do that, so we'll do the next best thing and endeavor to paint these pictures in words.

BAND; Fanfare

KADDERLY: Picture Number One. An outline map of South Carolina.

ROGERS:

Roughly speaking, this state looks like an isosceles triangle. The base, 185 miles long, rests against the Atlantic ocean. The distance from the base to the apex of the triangle that snuggles up here in the Blue Ridge mountains of the Appalachian chain ... is 280 miles.

BAND: Fanfare

KADDERLY: Picture Number Two. The physical divisions of South Carolina.

ROGERS:

From the apex of the triangle let's travel down that 280-mile perpendicular to the base of the triangle. As we go, we quickly leave the mountains and pass through the rolling hills of the Piedmont area. The Piedmont occupies about one-third of the state's total area. Then we come to the Sandhill belt, which marks the fall line *** in other words it marks the transition from rolling hills to Coastal Plains. These gently undulating Coastal Plains lie between the Sandhills and the Atlantic.

BAND: Fanfare.

KADDERLY: Picture Number Three. The principal crops of South Carolina.

ROGERS:

There are approximately five million acres of crop land in this state. Of that five million acres, cotton occupies about two million, or forty per cent. ...

Next comes corn, occupying almost 30 per cent.

Tobacco occupies only a little more than two per cent of the state's crop land but is a major producer of farm income.

KADDERLY:

Now of course many other crops are grown in South Carolina. Among these, peaches, asparagus, potatoes, watermelons, cabbage, and other truck crops are important. The total value of all crops and livestock produced in this state in 1936 was 165 million dollars.

We have said that the theme of these land grant college radio programs centers on the assistance they give in meeting changing conditions.

There's no one better qualified to describe the origin of Clemson College and point up the objectives of this Land Grant institution than its President, Dr. E. W. Sikes.

President Sikes.

PRES. SIKES:

The establishment of the land grant colleges was the greatest reformation in educational history. The land grant colleges gave a new direction and a new purpose to education. They made their appeal to a new group of people and espoused new and neglected subject matter. Out of this educational reformation came Clemson College with its purpose to espouse the training of the farmer and the mechanic, to emphasize science, to discover new truths, and to reconstruct and redirect educational philosophy.

Many educationalists doubted this philosophy and they decried as folly the effort to educate the farmer and the mechanic; but 75 years have demonstrated that Jonathan Turner, Justin Morrill, and Thomas G. Clemson were right.

For 30 years Thomas G. Clemson advocated the establishment of such schools. As Superintendent of Agricultural Affairs for the United State he championed the Morrill Bill and advocated the organization of a department of agriculture with the secretary a member of the Cabinet. The Civil War ended his activities in this field.

The war over, Mr. Clemson settled in South Carolina and continued his activities. He realized that the Civil War had ended the slave economy; and felt that only scientific agriculture could save the South. He provided in his will that his plantation and his wealth should be offered to the state of South Carolina for the purpose of starting such an institution. His will was made known during the Agrarian Movement led by B. R. Tillman, who advocated the acceptance of the will, and Clemson College came into being.

Over 15 thousand students have matriculated since the opening of the college in July 1893 and approximately one-third of these have been graduated. The enrollment has increased from about 400 to over 1900.

Teaching, research, and extension have been fostered.

Agriculture and engineering are closely related to the textile industry. In South Carolina this is an industry that manufactures products valued at two hundred million dollars. Clemson is one of the few state colleges that have textile schools, and the Clemson School of Textiles, established in 1898, is recognized as outstanding among these.

The great demand for vocational education in the public schools necessitated the establishment recently of the School of Vocational Education.

All agricultural and mechanical colleges had difficulty in overcoming

the dislike for what has been termed "book farming". But, this has been overcome in South Carolina as it has been in other states. The service rendered the people of the state is appreciated by farmers and by other groups. Students come from every county in the State and former students are located in every county. This continuous flow into the current of the state's life has uplifted and is uplifting, both directly and indirectly, the economic and social standards of the state.

KADDERLY:

We applaud your remarks, President Sikes, and the band adds its appreciation with "El Capitan", by John Phillips Sousa.

BAND: El Capitan - - - - - - - - - - - Sousa

KADDERLY:

Now, we call upon H. P. Cooper, dean of the College of Agriculture and director of the Experiment Station of Clemson College. You know, Dr. Cooper, it would be very much in order for you to introduce the report on contributions of agricultural research to the agriculture of South Carolina.

Will you do that please?

DR. COOPER:

Gladly, Mr. Kadderly.

First let me make a few general background statements. During recent years there has been a rapid growth of manufacturing industries in South Carolina. However, this is still primarily an agricultural state. We are located in a region with heavy rainfall and moderate to high temperatures. These climatic factors make it necessary for us to give special thought to the conservation and use of our soil.

Now, as to some of the details of our research.

Take tobacco. Our work with this crop has been of unusual interest. Six years ago our tobacco was not wanted by the big tobacco buyers.

KADDERLY:

Dr. Cooper, will you explain please why the big tobacco companies didn't want South Carolina grown tobacco?

DR. COOPER:

Because the quality did not meet their requirements. In order to improve this situation, tobacco farmers secured from the State legislature an appropriation for a study of their production problems by the Experiment Station.

We have found that the selection of tobacco soil is extremely important; also that the use of the right kinds and amounts of fertilizer is necessary to get the desired quality of tobacco.

These findings are being taken to the farmers through the Extension Service.

KADDERLY: And with what results?

DR. COOPER:
Largely as the result of our research, yields of tobacco have increased about 22 per cent during the last five years. For the same period the value of the crop has increased 60 per cent.-- that increase in value being due in large part to the Triple A program of recent years.

KADDERLY:
Thank you, Dr. Cooper.

Now, vegetable crop research.

Vegetable crops rank fourth in value among the crops of South Carolina. This industry is concentrated chiefly in the Coastal Plains area. --

The growing of truck crops has expanded greatly since 1918 when ravages of the boll weevil made it impossible to continue the production of Sea Island cotton in the coastal area.

South Carolina farmers plant about 30 thousand acres to vegetables each year; and 12 to 15 thousand carloads of vegetables are sent to out-of-state markets each year, besides a large volume moved by truck.

As might be expected, during the past 20 years many problems have arisen to trouble the vegetable growers.

FIRST VOICE:
Late blight of potatoes ruined the potato crop in certain years, but not every year. Dusting or spraying was practiced every year, but records showed this treatment was needed in only one year out of four.

KADDERLY:
Potato growers called upon the Experiment Station for assistance in that problem. Research specialists at the South Carolina Truck Experiment Station sought a means of forecasting the occurrence of late blight. Professor R. A. McGinty can tell us about that. He is vice-director of the Experiment Station.

Professor McGinty, were the research men successful?

McGINTY:
Yes, they found a direct relation between amount of rainfall and the black death that struck at our potato crop. By keeping track of the rainfall in the spring it was possible to tell growers whether or not to dust or spray. This knowledge has saved our potato growers a great deal of trouble and money.

KADDERLY:
An exceedingly valuable service.

The matter of suitable varieties of vegetables is another problem.

FIRST VOICE:

The Wakefield type of cabbage is resistant to cold and premature seeding. But it produces a large percentage of unmarketable heads; and is a pointed-head type.

SECOND VOICE:

A round-headed variety is preferred by consumers. However, no early round-headed cabbage sufficiently resistant to cold and premature seeding ... was available for growing in the coastal area.

KADDERLY:

This problem illustrated the need for a vegetable breeding laboratory in the Southeastern states. Professor McGinty, how was that need met?

McGINTY:

When the Bankhead-Jones Act of 1935 authorized the establishment of regional research laboratories, the directors of the Experiment Stations in the Southeastern states sent a request to Secretary of Agriculture Henry A. Wallace for a vegetable breeding laboratory. And such a laboratory was established in South Carolina.

KADDERLY:

Then, this laboratory is now in operation.

McGINTY:

Yes, it is --- and it has a well trained staff ... and the benefit of an advisory council made up of representatives from 13 Southeastern states.

BAND: NC 4 - - - - - - - - - - - - - Bigelow

KADDERLY:

That composition by the band is titled "NC 4" ... a title that might be used in designating a new vegetable variety or a new strain ... but in this case NC 4 is a musical composition written by F. E. Bigelow - - - and named in honor of the Navy flying boat NC 4 that flew across the Atlantic ocean in 1919.

KADDERLY (contd.):

We haven't said anything about livestock ... an increasingly important part of the agricultural picture in South Carolina.

Take hogs. This is not a hog state in the sense that folks in the Corn Belt think of hogs. But you will recall that corn occupies almost one-third of the crop land in South Carolina. Much of the corn crop is used for human food and feed for work stock ... and the surplus corn is fed to hogs. The hog industry is growing. --

FIRST VOICE:

In 1937 about one thousand cars of hogs were shipped by cooperative livestock shipping associations.

SECOND VOICE:

And the cash income to farmers from this source was nearly two million dollars.

KADDERLY:
Let us go back to the year 1922.

Professor L. V. Starkey, head of the department of animal husbandry, enters the office of H. W. Barre, then director of the Experiment Station, --- to say ---

STARKEY:
Director Barre, I've been talking to some of our leading hog growers. And, they want us to see what can be done to encourage better hogs in this state ... And I've got an idea.

VOICE:
What do you propose, Professor Starkey?

STARKEY:
I want to purchase a Berkshire boar and a Berkshire gilt from Parker Brothers at Niles, Michigan.

VOICE:
Well, if you think that's the thing to do -- go ahead.

KADDERLY:
Professor Starkey did go ahead,

When those animals arrived at Clemson College, little did anyone dream that from this foundation would come one of the greatest show herds in the United States.

Beginning in 1925 just three years later, this herd has made eight show circuits. Their winnings speak for themselves.--

FIRST VOICE:
Out of a possible 600 first places the Clemson College Berkshire herd won 450.

SECOND VOICE:
Out of a possible 254 championships, 158 went to this Berkshire herd.

KADDERLY:
Needless to say, the fame of Professor Starkey's Berkshires spread throughout the land ... and demand for breeding stock out of this herd was keen.

Professor Starkey...how widespread was that demand?

STARKEY:
Well, hogs from our herd have not only helped greatly to improve the hog stock of South Carolina ... but they have been shipped into every state east of the Mississippi River with the exception of Maine, New Hampshire, and Vermont. And to 11 states west of the Mississippi, including Oregon and California.

KADDERLY:
A remarkable record .... all tracing to one boar and one gilt purchased in 1922 ... only 16 years ago.

The first permanent settlers in South Carolina established themselves on the seacoast in 1670 ... more than 250 years ago. In those colonial days grazing was abundant and the Carolinas became known as the best cow country in the New World, and then --

FIRST VOICE:
In 1793 the cotton gin was invented .... and the plantation system of farming was established.

SECOND VOICE:
The expansion of cotton production gradually forced the cattle and sheep industries over the mountains to the North and West in search of suitable pastures.

KADDERLY:
But the livestock came back. The boll weevil migration from the West reached South Carolina about 1918. There was a great reduction of the cotton crop and a demand for diversification. By 1920 cattle units increased to 440 thousand ... compared with 150 thousand in 1910. But that condition was not to be permanent. --

FIRST VOICE:
By 1924 the technique of fighting the boll weevil was developed.

SECOND VOICE:
Cotton production again increased.

KADDERLY:
And by 1930 the number of cattle units had dropped to 240 thousand.

Now, one of the results of this fickle interest in livestock was lack of appreciation of pastures and pasture management. In fact, the clean cultivation required for cotton and other cash crops had caused farmers to consider grass as one of their worst enemies.

This logical question arises: Under this system of clean cultivation, what happened to the soil?

Let's put that question to Director Cooper. What about it, Director?

DR. COOPER:
Well, certain areas on each farm became so eroded and so low in fertility that they had to be abandoned.

KADDERLY:
I'll wager that those abandoned areas became known as pastures!

DR. COOPER:
Exactly. And of course these pastures were practically worthless for productive livestock purposes.

KADDERLY:

But that situation didn't square with the program to develop a diversified agriculture that has reached such large proportions in recent years.

DR. COOPER:

Indeed it didn't ... and leading farmers called upon us to find out what could be done with this pasture problem.

We set up the study in 1929 .... and I'll ask Professor LaMaster to tell you the progress made. He is head of our dairy department.

KADDERLY:

Very good. What were the results, Professor LaMaster?

LaMASTER:

Well, for four years we studied this pasture problem under plot conditions. We came to the conclusion that Bermuda grass is an excellent pasture plant when given the right conditions for growth.

Then in 1933, '34, and '35 we extended the plot studies to a field basis ... under controlled tests with milking cows. We treated these fields with limestone and superphosphates.

KADDERLY:

Did you reach any conclusions as a result of this research?

LaMASTER:

We did .. and I could give you figures to substantiate our conclusions. But they added up to this: we are <u>certain</u> that Bermuda grass <u>can be</u> a wonderful pasture plant when given a proper chance.

KADDERLY:

Well, .. Bermuda grass has come in for some pretty severe criticism as a pest. Can you overcome that criticism?

LaMASTER:

I think so. And I'll tell you why. At the request of the livestock men 20 demonstrations along this line were started in 1936 in various parts of the state. By the beginning of the 1937 season the demand from farmers for assistance in establishing permanent pastures has been far greater than the available personnel and equipment could supply.

KADDERLY:

Very encouraging.

LaMASTER:

Very.

And let me add that this pasture improvement work is a four-way cooperative program. The farmers themselves, the Experiment Station, the Extension Service, and the Soil Conservation Service have joined in this move to bring back good pastures.

KADDERLY:
That is cooperation. What were those words of Kipling?

"It aint the individual
Nor the army as a whole,
But the everlasting teamwork
Of ev'ry bloomin' soul."

At this point we call for some cooperation from Ed Rogers our announcer.

ANNOUNCER:
This program, coming to you from the campus of Clemson College, South Carolina, is the Land Grant College program of the National Farm and Home Hour.

KADDERLY:
Continuing the National Farm and Home Hour from Clemson College, South Carolina, the Clemson Band does a bit of cooperating ... as it brings us "Scenes from Operaland", arranged by Al Hayes.

BAND: Scenes from Operaland - - - - - - - - Hayes

KADDERLY:
We haven't yet had any music characteristic of the south -- so now George Rex, a Clemson junior student from Greenville, South Carolina, will sing for us Stephen Foster's "Beautiful Dreamer". Mrs. R. K. Eaton will accompany him.

GEORGE REX: Beautiful Dreamer - - - - - - - - - Foster

KADDERLY:
President Sikes a few moments ago said that Clemson College has supplied a flow of trained young men into the economic and social life of the state. Standing beside me is one of those men. He is also a trustee of Clemson College. Furthermore, Joe B. Douthit, Jr., is recognized as a successful farmer ... one who has put into practice the principles of diversified agriculture now regarded as so important to the welfare of the South.

Mr. Douthit, you must have seen many changes in South Carolina agriculture in the last 20 years.

DOUTHIT:
Yes, more than I can ever name now.

When I think of changes in agriculture since my boyhood I think of Clemson and I am likely to wonder what conditions would be now if no such institution with its various activities had been established. Clemson College and the United States Department of Agriculture, which Mr. Clemson also had a hand in starting, have been the keys with which the people have unlocked the door to a new era.

The technical training given at Clemson has furnished trained leaders in the fields of agriculture, general science, and the various engineering professions. These trained leaders are developing the resources of South Carolina to the benefit of all the people. Its civil engineers are building our highways; its electrical engineers are developing and promoting the use of our waterpower; its textile engineers are managing our cotton manufacturing industries; while those it trains in agriculture are operating farms and teaching and demonstrating better farming.

Speaking of our agriculture - - - Soil robbing and clean cultivation have given way to rotations and use of cover crops to hold and enrich the soil. Nearly one million acres of the state's crop land grew cover crops last year.

Many South Carolina farmers today know more practical fertilizer facts than the scientists knew 20 years ago. One farmer tells me that he saved 800 dollars on his fertilizer bill last year by following Clemson suggestions.

We have found that certain sections of the state can profitably grow special cash crops.... For instance commercial apple acreage in the foothills has expanded from nothing to several thousand acres ... commercial movement of peaches from only 16 carloads in 1923 to 2 thousand carloads in 1937.

We know the value of quality products in attractive packages. Market data and cooperative shipments have helped eliminate the old market gluts.

Poorly fed, tick-infested cattle and scrub hogs have been displaced by purebred and high grade animals that bear little resemblance to their scrawny predecessors. Last year alone over one thousand purebred sires and dams were brought into the state.

The habit of getting and using new ideas now leads us to think for ourselves, to demand facts, and to refuse to follow the demagogues. ... We are better equipped to live and to supply the stamina of national life.

KADDERLY:

Agricultural extension work is one of the keys with which the people have unlocked the door to this new era mentioned by Mr. Douthit. Farm and Home friends, meet the man in charge of the Extension Service of Clemson College, Director D. W. Watkins. Director Watkins, will respond to Mr. Douthit.

WATKINS:

The philosophy upon which extension work is founded is that people progress most when they chart a better course and individually and collectively set out upon that course.

Extension work in South Carolina is the people's program, made so by their participation jointly with trained men and women in progressive and better ways of doing things.

The need which farm people feel for more cash income, better health,

better homes, and more cooperative effort among themselves is translated into effort to get better types of livestock, better planting seed, more effective ways of improving the soil, of producing and marketing farm products, of growing needed supplies for the family, of building pastures, and of working together for common ends.

The part that the South Carolina Extension Service plays, while serving farm councils and committees, consists partly in cooperating with and coordinating the work of other governmental agencies such as the Agricultural Adjustment Administration, the Soil Conservation Service, the Rural Electrification Administration, the Farm Security Administration, and the Farm Credit Administration. The field program of the A.A.A. has up to this time been mainly administered by the Extension agents and farm committees associated with them.

Definite progress along many lines is visible as the years pass.

KADDERLY:
Let's call up some illustrations of the progress that Director Watkins has mentioned. To select just a few ----

South Carolina farmers know the value of treating planting seed against diseases.

FIRST VOICE:
In 1937 farmers treated cotton seed for 250 thousand acres and harvested one and one-half million dollars increase in yield. On the state's entire cotton acreage a corresponding saving would be 7 to 8 million dollars.

KADDERLY:
The sweet potato is a potentially valuable commercial crop in South Carolina. Farmers sought help from the Extension Service in securing a good strain of Porto Rico potato.

SECOND VOICE:
In 1937, one hundred carloads of officially graded and inspected Sugaryams were marketed, with promise of one thousand carloads annually by 1940.

KADDERLY:
Farmers have organized and are operating a score of county soil conservation associations for saving and improving their soil.

FIRST VOICE:
In 1936 and 1937 about 97 thousand acres of cultivated land were thus terraced and otherwise improved.

KADDERLY:
Cooperative effort is not confined to crops and soils.

SECOND VOICE:
In 1937 eight cooperative livestock shipping associations were formed by South Carolina farmers to handle livestock for their members. Several auction markets were operated. Through these organizations, aided by Extension workers, farmers are selling their increasing livestock output to advantage.

FIRST VOICE:

Aid to farmers in cooperative shipments of live poultry has brought millions of dollars to small farmers of South Carolina. During the last 15 years, over 16 million pounds of live poultry have been shipped.

KADDERLY:

The efficiency of commercial dairying is being stimulated through the Dairy Herd Improvement Associations.

SECOND VOICE:

Through improved dairy practices South Carolina now stands second in the Southern states on production per cow, with an average of 3250 pounds of milk per cow per year. This is an increase of 38 per cent since 1919.

KADDERLY:

These things are merely illustrative of progressive thinking and action --- and the relations between the Extension Service and the agriculture of South Carolina --- But let's go back to cotton, the most important cash crop of the state.

Director Watkins, I suppose the Extension Service has been actively concerned with most of the problems cotton farmers have had to face from time to time.

WATKINS:

It has, indeed. Following the boll weevil invasion of 1920 the cotton crop deteriorated in succeeding years in yields per acre and in staple length. Farm people became thoroughly aroused over the threatening situation and were ready for action. We helped them plan a course of action.

We made a survey of cotton mills of the state late in 1925. This showed that the textile industry was not using the cotton produced in this state but was going west for better staples. In 1926 the Extension Service proposed a state-wide five-acre cotton contest to include as many cotton farmers all over South Carolina as possible.

KADDERLY:

The object was to demonstrate the growing of the better staples demanded by South Carolina textile plants.

WATKINS:

Yes, that was one objective; another was to demonstrate how better yields per acre might be secured. Prizes were furnished that first year by The State Publishing Company of Columbia, a leading newspaper, and since that time by the South Carolina Cotton Manufacturers Association. Each year since, except for two depression years, this contest has been staged with an enrollment of about 1000 farmers per year.

Seed breeders were producing good seed. But this good seed was not evenly distributed over the state. The Experiment Station had already worked out the benefits of close spacing of cotton plants but the practice was not generally followed. Close spacing is now generally practiced. In 1926 only about 20 per cent of this state's cotton crop was 15/16 inch in staple length or longer. After 10 years' operation of this cotton improvemen

demonstration, over 90 per cent of the state's cotton crop is 15/16 inch or longer, with about 70 per cent one inch or better, and yields per acre now approach pre-boll weevil yields.

This indicates what can be accomplished if there is the unity of action on our problems for which extension workers constantly strive.

KADDERLY:

Another (and a very good) illustration of the power of cooperation. Herbert Green, this is just the time and place for a salute to the leading crop in South Carolina .... and other Southern states. Give us King Cotton.

BAND: King Cotton - - - - - - - - - Sousa

KADDERLY:

We have spoken of acres, and research, and diseases, and money and things; "of potatoes and cabbages and kings".

What is it all about?

Is it just to make money? That is very important ... in order that the farm folks may buy more of the products of our factories ... But isn't there another objective ... Better living, perhaps?

Miss Lonny I. Landrum is state home demonstration agent, with headquarters at Winthrop College ... the state college for women, at Rock Hill, South Carolina.

Miss Landrum, please develop that idea of "better living" ... better farm family living.

MISS LANDRUM:

That is really the whole aim of all home demonstration work. The home demonstration extension work reaches farm families of all levels of income and education. For the share-cropper there is the Plantation Project. For the Rehabilitation clients, other low income families, and members of the new home demonstration clubs there is the Live-at-Home Plan which provides fundamental helps in feeding, clothing, housing-the-family and increasing the cash income. For more experienced club members and those of better incomes there are projects offering help along all lines of homemaking and family-living. For mothers of young children and for the older young people there are special projects to meet their particular needs. For 4-H club girls there is training in foods and nutrition, clothing, gardening, poultry, home management, house furnishing, and health.

For all of these groups the aim is to aid women and girls in building for themselves and their families a comfortable, healthful, and satisfying home life.

Over fifty thousand farm families were reached last year with some phase of home demonstration extension work. Through the marketing project over 300 thousand dollars was added to the farm family cash income.

I want to tell you especially of the work of our Councils of Farm Women.

There is now an active, well organized council in each of the 46 counties and a strong state council. The object has been to raise the standards of home and community life; to develop leadership and initiative among rural women; and to act as advisors to the home agents.

Outstanding in the past two years has been the work on securing rural library service. Council women have taken the initiative in seeking and obtaining the cooperation of other agencies in establishing traveling library trucks. Twenty three councils have already secured library trucks.

Another exceptionally fine piece of council work has been the raising of loan funds. This began by establishing loan funds to assist 4-H girls in attending college. To date 18 thousand dollars has been raised and 105 girls have been helped.

By cooperating with health units in holding schools for midwives, and clinics; and by assisting in T.B. and crippled children's seal sales, and by studying and practicing better food habits, council women have helped to improve rural health conditions.

The county councils are leaders in beautification of country homes, roadsides, school and church grounds, and in efforts to secure rural electrification extensions.

These and other constructive undertakings show the scope of council work with its state-wide activities that involve the interest of all rural people.

KADDERLY:

Thank you, Miss Landrum.

We have been talking about things of the past and the immediate present ... albeit, things that will influence the future course of agriculture, farm family living, and the general welfare of South Carolina.

But as we consider the future there immediately comes to our minds that great youth movement ... 4-H club work.

Director Watkins, what is the 4-H club enrollment in South Carolina?

WATKINS:

In 1937 about 30 thousand of our farm boys and girls carried on 4-H club projects.

KADDERLY:

And I'm sure they did their work in the same earnest, efficient manner that characterized the more than a million 4-H club members in these United States.

I'm not going to sound the praises of 4-H members. By their works you people know them.

But it is my great privilege to introduce now the Honorable A. F. Lever, a member of the Clemson College board of trustees ... a South Carolinian known the country over as the co-author of the Smith-Lever Act ... the Act that gave Federal recognition to and supplied Federal funds for the establishment of Cooperative Extension Work in the United States.

Mr. Lever.

LEVER:

I want to talk directly to the boys and girls in this audience, especially to the country boys and girls, and more especially to those who are enrolled in 4-H club work.

As an individual, I have a peculiar, personal interest and pride in the work of the 4-H clubs of the state and nation. I feel that way because 4-H club work is carried on under an Act of Congress, which, by reason of my chairmanship of the Agricultural Committee of the Lower House of Congress, I had something to do in framing. In humble pride, I regard this as my greatest contribution to my country.

As a South Carolinian, I have an especial interest in this great agricultural club movement, boys and girls, because it was a South Carolinian, Mrs. Marie Cromer Seigler, who in 1910 organized the first tomato club in America in order, to use her own words, "To do something for the rural girl that will widen her vision, broaden her horizon, and remove her limitation."

And, again, as a South Carolinian, I have an especial interest in this adolescent club movement, because it was the late beloved O. B. Martin, another great South Carolina idealist, who did more than any other individual to work out the mechanics of the girls' club movement and to supply it with that dynamic force which has later carried it into the furthermost parts of the world.

Dr. Seaman A. Knapp, the father of agricultural extension work, had a fine philosophy of rural betterment. That philosophy in brief was:

"To develop the resources, increase the harvests, improve the landscapes; brighten the homes, and flood the people with knowledge of helpful things", and "to readjust agriculture, to reconstruct the country home, and put rural life upon a higher plane."

Into that philosophy fit well the ideals and practices of 4-H club work.

Believing as I do in the glory of the rising sun, I believe in 4-H club work because it teaches the better method of doing things.

I believe in it because it clothes its membership with the love of home and, more important, the love of the country home and all things rural.

I believe in it because, above all else, the country needs proper and unafraid agricultural leadership, and these 4-H clubs are the crucibles from the fires of which shall come that leadership.

I believe in it because it teaches thrift, self-reliance, perseverance, and the will to win through honest labor.

I believe in 4-H club work because of the democracy of its conception and the educational plan of its practices.

You will pardon a personal reference. The ideal soldier of my youthful life was General Jeb Stuart, the oriflamme of Lee's great Army of Northern Virginia -- the dashing, daring cavalry leader of the South, the eyes and ears of the Army, of whom Lee said: "He never brought me misinformation."

In the closing days of that desperate and hopeless struggle, he threw his little band of ragged, hungry cavalry between Phil Sheridan's great cavalry organization and the gates of Richmond, and in the desperate fight which followed to save Richmond, he was vitally wounded. As they bore him from his plunging charger and laid him gently under a nearby tree, out of the agony of his paid he was heard to murmur, "Gentlemen, I am ready". I charge you today, 4-H club boys and girls, that the conduct of your lives may be such that when that summons to duty comes, of whatever character that duty may be, you too may be prepared to say: "I am ready".

KADDERLY:

Mr. Lever, you said you were talking directly to the boys and girls in this audience --- 4-H boys and girls especially. But I am sure that you have inspired every last one of us.

Farm and Home friends, that message was given by the Honorable A. F. Lever, former Congressman from South Carolina -- and co-author of the Smith-Lever Act that created the Agricultural Extension Services in our Land Grant Colleges.

KADDERLY:

Now we must leave Clemson College. There are many things I should like to say to you ere we go ... and to the three score and more faculty and students who have presented this picture of the contributions made by this Land Grant College to the economic life and cultural advancement of the people of South Carolina.

The stories told by these faculty members have indicated how the physical and social sciences and the centralizing power of governmental organization have been and can be brought to the service of the people of a commonwealth.

The boys of the Clemson College Band say <u>their</u> goodbyes with one of their pep songs ... <u>Tiger, Rah</u>!

Tiger Rah was composed by Professor E. J. Freeman, a member of the Clemson College faculty.

BAND: (with voices) <u>Tiger, Rah</u>! - - - - - - - - - Freeman

KADDERLY:
We are delighted you could be with us today, Goodbye.

BAND: National Anthem

ANNOUNCER:
The National Farm and Home Hour came to you today from the campus of Clemson College, South Carolina.

This is the National Broadcasting Company.

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