

DECEMBER 1953

Dutch boy in the Texas Panhandle . . . Page 218

EXTENSION SERVICE

Review



In this Issue—

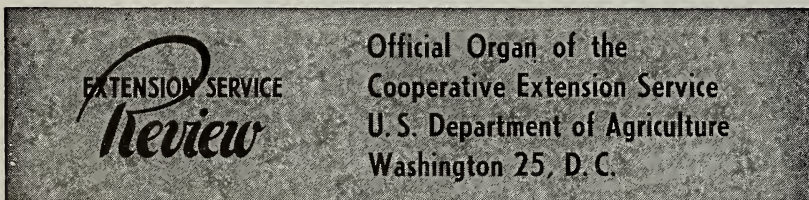
“Treeville” <i>Marvin Smith</i>	211
Twenty-five Years of Family Accounts in Illinois <i>Mrs. Ruth Crawford Freeman</i>	212
Youth Looks at Half a Century <i>Kathleen E. Stephenson</i>	213
So You Think Only the Farmers are Listening <i>William D. Alford</i>	214
New Pattern Alteration Method <i>Paula R. Glover</i>	215
When a Marketing Problem Arises <i>Charles W. Williams</i>	216
“We Need More of This Sort of Thing” <i>B. H. Trierweiler and Max M. Wall</i>	217
Two Boys in the Panhandle <i>A. B. Kennerly</i>	218
A Dutch Ambassador of Their Very Own	219
Extension-led Campaign Spurs Brucellosis Control	220
Follow-up on Home Furnishings Conference <i>Jessie E. Heathman</i>	222
Pilgrimage to United Nations <i>Joan Anderson</i>	223

Ear to the Ground

- The good-looking young man on the cover is Jan Cavalaars from the Netherlands, riding an American tractor on the V. M. Peterman farm in Texas. How he and his companion Jan Ohler left their mark in Texas is told on page 218.
- The approach of Christmas brings cheerful Christmas seals doing double duty in fighting tuberculosis and lending color to Christmas giving.
- On December 10 will come the observance of Human Rights Day, commemorating the adoption of the Universal Declaration of Human Rights by the General Assembly of the United Nations.
- Much is heard these days about the need for more help to farmers and farm families in applying technical information to their particular problems. The complexities of modern farming and living call for better planning and better management on the farm. Six county extension agents discuss this subject as it looks to them in articles scheduled for next month.
- The January issue will also feature the extension job as it looks to Secretary Benson and Administrator Ferguson. The changing situations under which we work will be discussed by chiefs of agricultural, home economic, and youth programs in the Federal office.
- An article on the need for teamwork, by Director L. C. Williams of Kansas, introduces a number of successful examples of successful cooperation. The use of modern mass media for modern extension work is the theme of an article by our old friend, Jim Eleazer of South Carolina.

- Oklahoma is already planning for the visit of the top-notch land judges, both young and old, next spring. The third annual national land-judging contest and land-appreciation school to be held April 29-30 will bring in local experts from at least 20 States. For the first time regional awards will be given as well as national awards to highest placing teams and individuals. A free barbecue and entertainment are promised. Any county can enter one FFA and one 4-H team.

CBA



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"TREEVILLE"

MARVIN SMITH, Extension
Forester, Minnesota



Mechanical tree planter makes tree planting a pleasure.

SOMETIMES an idea is not unlike the tiny acorn that was planted and ultimately became a giant, sturdy oak tree. Chester Graham, Scott County agricultural agent, had such an idea last winter. The aim of Pat Knox to plant 24,000 trees on his 200-acre farm gave Graham his cue. Calling in Dewey Hahn, Soil Conservation Service farm planner, formative plans were outlined for a giant tree-planting field day to serve as a kickoff for the season's tree-planting activity.

When it was all over, the Pat Knox farm near Shakopee, Minn., had been a stage for the most widely publicized forestry field day ever held in the State. Quite early in the planning, the event was christened "Treeville." Borrowing on the experience gained from planning face-lifting events, Chet Graham's Treeville, U. S. A. mushroomed into a statewide event sponsored by the Minnesota Bankers' Association, with the cooperation of the Minnesota Agricultural Extension Service, Minnesota Forest Service, Soil Conservation Service, Minnesota Editorial Association, statewide radio and

television facilities, and forestry and farm implement manufacturers.

Minnesota bankers took to Treeville like ducks to water, and through their State association gave it scope and public backing it could have had in no other way. Indeed, the event was a fortunate circumstance for the Minnesota Bankers' Association. Only a few months before they had launched a campaign to provide mechanical tree planters in every Minnesota county where there was both a need and desire for such equipment. A tree-planting field day measured up as being particularly appropriate to their long-term aim of making tree planting machines available to farmers and other private landowners.

Bankers and county agents in this new tree-planting partnership were asking many questions about tree planters. In response to invitations to demonstrate their equipment for the benefit of county purchasing committees and others, five manufacturers representing the States of Wisconsin, Illinois, North Dakota, Maryland, and Georgia put a combined total of ten different models

of tree-planting machines in the field.

Scott County was one of the first counties to profit by the public service program of the local bankers and acquire a tree planter. As a matter of fact, the Scott County machine helped to plant the 24,000 trees on the memorable day in April. A recent tally shows that bankers in 30 counties have pooled resources to underwrite the purchase of 31 planting machines. Typical procedure after local committees decided to go ahead was for the county agent to assume responsibility for purchase of equipment and scheduling its use.

The objective of Treeville was twofold: first, to stimulate and encourage private landowners to reforest their derelict acres and thereby produce a cash crop on submarginal agricultural land; and second, to demonstrate that mechanical tree-planting machines make it possible to plant trees over large areas very quickly and economically.

Today 24,000 little red pine trees stand with their roots taking tenacious
(Continued on page 219)



A second generation of account keepers. Her mother and father have kept continuous records since 1930. They have accomplished their goal.

**MRS. RUTH CRAWFORD
FREEMAN**
Assistant Professor
in Family Economics
Illinois

THIS YEAR, 1953, marks a quarter of a century of farm family account keeping in Illinois. More than 5,000 records have been summarized, ranging in number from 70 in 1929, when the project was started, to 492 in 1940 and down to 141 in 1952.

These records are more than just figures on pages in books. They are the living records of a thrifty group of homemakers and their families who have made a real contribution to their own money management through accurate and complete records of cash and non-cash outlay and have also made a valuable contribution to research.

The confidence in knowing where they stood financially, how much money was available for family living and how much for longtime security, has done much for the record-keeping families. They have been able to achieve a perspective that is usually denied the family that cannot obtain a total picture of their saving and spending habits.

With the expected squeeze on many farm family pocketbooks in 1954 a larger group of families will probably be interested in studying

Twenty-five Years of Family Accounts in Illinois

family money management through accounts. It will be necessary to use all the tools available in helping them to make choices which will maintain their present level of living.

Family accounts is a cooperative project between the Extension Service and the Experiment Station. During the 25-year period records have been received from nearly 2,000 families. Some of these families have kept records for the continuous period. Others have kept records for 10 to 15 years, or until their children have finished school and were established in their own homes.

Emphasis has been placed on obtaining young couples each year to start their study of money management through accounts. Many of these young couples, particularly during the last few years, are the second generation. Following their parents' example, they are keeping their family accounts and cooperating with the home economics extension department in having them summarized.

About 60 percent of the families have also kept farm accounts. For families keeping both records, the totals (gross farm income and farm expenses) from the farm account book are transferred to the family account book at the end of each year or are obtained from the summarized farm account summaries in the agricultural economics department. Other families have recorded their total income and outgo in the family account book.

During the past 15 years most of the families have also completed the page on net worth. Many of the group have made household inventories as a basis for knowing how much fire insurance to carry and obtaining an annual replacement cost on home furnishings.

Each family cooperating in the project has received a State summary nearly every year from the family economics specialist. Thus families were able to compare their own use of resources with families in a similar income level, size, and place in the marriage cycle. This analytical comparison was beneficial in measuring progress in the direction of their short-and longtime goals.

The publication "Farm Family Spending and Saving in 1952," based on 141 Illinois farm family accounts, is now available. A limited number can be supplied to those especially interested by writing to me at the University of Illinois, Urbana, Ill.

50 Years of Progress

At the Kentucky State Fair the Extension Service presented an exhibit in the form of two miniature farms to show the progress made on a typical farm since extension work started in 1903.

Improvement in the farm lay-out is evident, but the implements in use, the electrification, the water supply, and the improvement in crop yields are shown in a very striking way.

People visit fairs and exhibits to see things and not to read, and so the reading necessary is limited to signs in the tobacco, corn, and other fields showing average Kentucky yields per acre in 1903 and in 1953. The tobacco acre yield, for example, has increased from 850 pounds in 1903 to 1,280 in 1953. The corn yield per acre is shown to have increased from 26 bushels to 36.

The difficulties of preparing an exhibit of this kind are severe. Miniature animals and implements of proper size are difficult to obtain and much must be made by hand, but the effect is striking.

Youth Looks at Half a Century

KATHLEEN E. STEPHENSON

Home Demonstration Agent, Wetzel County, W. Va.

A 50TH anniversary program was planned by Wetzel County, W. Va., 4-H and YMW members to get better acquainted with the history and objectives of the extension program; to inform both rural and urban people about the 4-H Clubs; and to inspire more people to participate in the extension program.

The celebration held in connection with the Older 4-H Camp, on June 17, 1953, started with group singing by the campers and introduction of former 4-H Club members and farm women and men who had helped to build the extension program in Wetzel County.

L. E. Anthony, one of the county farmers who has been active in the farm program and other extension activities talked on the topic, "Times Have Changed." He told of the early days of farm demonstrations, and how hard it was to get farm people to change their ideas. He then modestly told how on his father's farm one of the first demonstrations on growing alfalfa was started, and how from that small beginning he had learned to grow

enough alfalfa to feed his herd of dairy cows. He compared the little neighborhood gathering of farmers at schoolhouses, lighted with lanterns they brought with them, to discuss new varieties of corn and potatoes or maybe how to use fertilizer to grow more potatoes, with the district and county meeting of today when farmers drive to the meetings in automobiles and listen to some speaker from the State capitol or maybe Washington on the latest farm development. "Yes, times have changed," said Mr. Anthony.

Martha Ann Hunt, secretary of the YMW Club was moderator of the panel discussion, "4-H Club Work Yesterday, Today, and Tomorrow."

The first speaker was Freda Hunt, former 4-H Club member, who also represented the Farm Women's Clubs. Mrs. Hunt told of the beginning of 4-H Club work in the county, relating some of the early project experiences with canning clubs and with poultry projects.

Mrs. Margaret Reppard, president of the county 4-H leaders' associa-

tion, who was one of the first club members at the beginning of the extension program in Wetzel County, then told of project work in sewing, canning, and baking. The first county camp she attended was held in a schoolhouse.

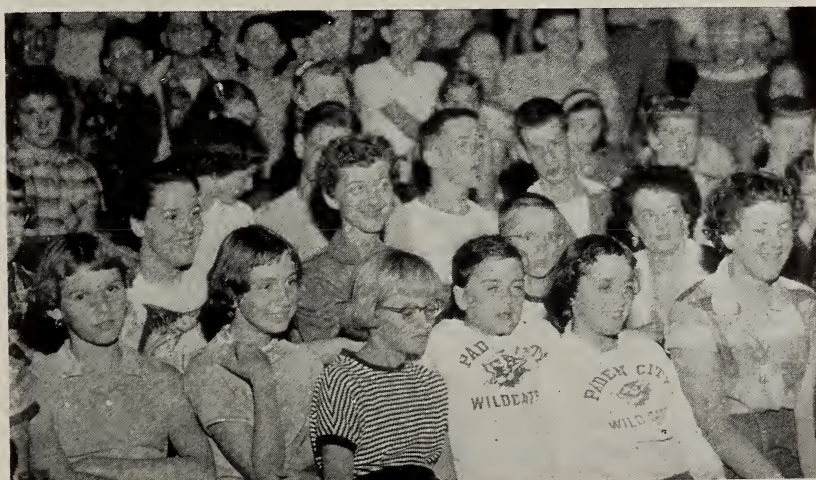
In speaking of "4-H Club Work Today," Freadeane Clark mentioned most of the projects offered to club members in West Virginia. In order that parents and visitors might learn more about club work, Freadeane mentioned the various activities in which club members could participate, such as demonstrations, public speaking contest, health contest, farm and home safety, charting, style revue, attend county and State camps, belong to 4-H Conservation clubs, and attend County 4-H Club convention.

Joanne Reppard in speaking of "4-H Club Work Tomorrow" visualized the new adventures for 4-H Club members, the growth and progress that could be made in the club program, in the county 4-H camp, and in the entire extension program.

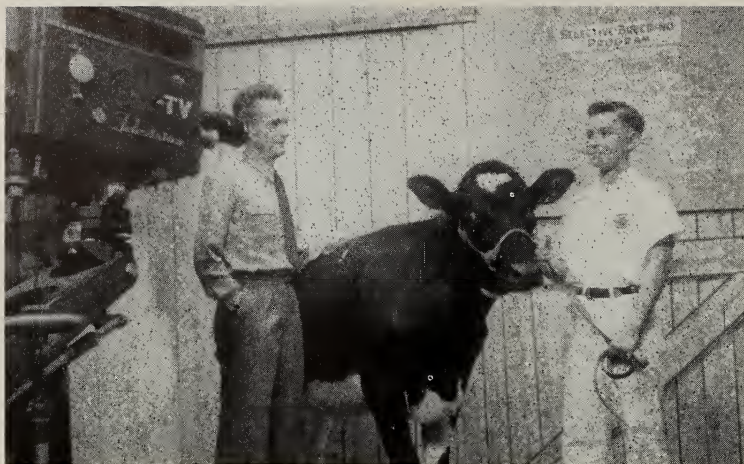
Following the program, a social hour was enjoyed with the older club members serving the 50-pound anniversary cake and ice cream to the visitors and campers.

Recognition for Kiwanis

"In behalf of the 4-H Clubs of the Nation," Anne E. Hill, Walden, N. Y., and John Guertze, Delmar, N. Y., presented International Kiwanis President Walter J. L. Ray of Detroit, Mich., with a floral four-leaf clover at the Kiwanis convention in New York City in June as a token of appreciation for the work of Kiwanis Clubs in furthering the 4-H program. Spokesman John Guertze mentioned the "greater understanding in rural-urban relations through the help given by Kiwanis.



Young campers take their own look at history with varying emotions.



Live animals are a sure-fire TV hit regardless of whether the viewers are on the farm or in the city.



Insect control and other backyard gardening activities are always popular.

So You Think Only the Farmers Are Listening

WILLIAM D. ALFORD, Extension Editor, Massachusetts

SOME COMMERCIAL radio and television stations in highly industrial, nonrural areas may be shortchanging their audiences by not providing enough agricultural and homemaking fare. Or so it would appear, judging from a recent radio-television survey in the Boston, Mass., area.

Several months ago we mailed a questionnaire survey to 2,000 persons in a 50-mile radius of Boston. All had requested material offered in our weekly radio and television programs. The main purpose of this survey was to find out: (1) how much of a dent television has made in our former daytime radio audience, and (2) to contrast present listening-viewing habits with preferred hours for informational-type programs such as those presented by the Extension Service.

We got at least partial answers to those two questions, besides some

other information we didn't even ask for. For instance, our assumption that the majority of this audience is composed of people who have little direct relationship with agriculture was backed up. This group, it seems, nevertheless enjoys "listening over the back fence" to a radio or television "gossip" session between a couple of agricultural specialists, provided the conversation doesn't get too "specialized."

We learned also that we have a strong regular following who like what they see and hear on our programs.

And a large percentage of the people in this industrial, metropolitan area said they want more down-to-earth radio and television programs dealing with food; care of lawns, flowers, and gardens; and other agricultural and homemaking topics.

The 2,000 questionnaires brought

a return of 52.4 percent. This phenomenally high return undoubtedly can be credited to the simplicity of the questionnaire, and to the accompanying letter, which asked them to "return a favor." In substance, the letter said: "We are happy to fill your request . . . they say one good turn deserves another . . . you can help us serve you even better by giving us some information on the enclosed card and returning it at your earliest convenience."

In evaluating 1,000 of the returns we kept in mind that: (1) the answers came from people already in the habit of watching or listening to our programs, (2) our audience is in a highly industrial area where agriculture is not the primary means of livelihood, and (3) at least three-fourths of the returns came from women listeners.

Briefly here is what we learned:

80 percent of the homes in this area have both radio and television sets. 58 percent of this group make use of both sets at some time during the hours from 6 a. m. to 6 p. m.

One-fourth of this group indicated little time for, or little interest in, daytime television. 13 percent watch television but never listen to radio in the daytime.

To us, this indicated two things. Television has taken a substantial portion of our former daytime radio audience, but both media (numberwise and percentagewise) continue

(Continued on page 229)

New Pattern Alteration Method

PAULA R. GLOVER
Home Demonstration Agent
Douglas County
Kansas



Trying on pattern shells for correct size.

OVER 650 Douglas County, Kans., homemakers are using a new and simplified method to find their correct figure type and pattern size. No more complicated measurements for them! They try on shells which are made in most pattern brands and sizes to find the size and figure type which fits them with the least alterations. There are 53 of the shells or blouses, made in misses' and half-size patterns from size 12 to size 52.

The project began early in the spring when Douglas County was scheduled for a lesson in pattern alteration. M. Christine Wiggins, Kansas clothing specialist, had always been concerned by the lack of carry-through on pattern alteration lessons. The women always managed to get their measurements taken and written down on paper, but somehow they didn't get the measurements transferred to the patterns and the alterations made. She discussed this situation with me and we decided that they needed a simple way to find the right figure type and size. From this conversation came the idea of making up each brand pattern size in a cotton fabric so it could be tried on just like a blouse. Each woman would try on the blouses until she found the one which fitted with the least alteration.

The next problem was: Who would make the blouses? We discussed the idea with the clothing leaders of the home demonstration units. They agreed to come for one

extra all-day meeting to cut out and sew the shells. The home agent and clothing specialist chose patterns which were closely fitted and contained little fashion fullness. Pastel shades of a sanforized percale which was inexpensive, yet would launder without shrinkage and be accurate, were chosen. Blouses were made on factory assembly-line procedure. Some women cut out the shells, some marked, sewed, or pressed, but everyone had one part in making the shells. The shells were made with round neckline, buttoned from neck to waist and with three-quarter length sleeves. Each blouse was labeled with size, brand, figure type, and pattern number. This information was typed on labels made of press-on mending tape. Center front, center back, and the bustline are stitched in black thread so they can be easily located and checked. All the blouses are arranged by sizes on a rack made from a broomstick with blocks on each end. The blocks fit over the front and back seat of a car so they can be easily transported.

These shells were used in the meetings of all units in the county during the 2 months the pattern alteration lesson was given. Each member had an opportunity to try on all the blouses necessary to find which size and figure type best fitted her. Clothing leaders check the complete fit of the blouse and make notes of any changes which need to be made for perfect fit.

Do these shells offer an answer to

finding the right figure type and pattern size in commercial patterns? Miss Wiggins, the clothing specialist, borrowed the pattern shells and used them in sewing classes in three counties. She reports that the women had fewer fitting problems, and the dresses fitted better than usual. I used the shells in teaching a beginning sewing class. Most of the women in this class had never sewn before and had no idea what pattern size they wore. They tried on the pattern shells and in less than an hour, the whole group had been fitted, and all needed alterations were noted. One clothing leader who had always purchased size 16 patterns and then altered them completely discovered that she wore a size 12 perfectly with no alterations at all. In October I took the shells to the pattern department of a local department store. They were available to all women who came in to buy patterns. Approximately 25 women went in to try on the shells. Only one of those women was connected with organized home demonstration units. I think the method is quite successful with women who have had no training in pattern alteration.

The experience of both the clothing specialist and me proves to us that these pattern shells will simplify pattern selection and alteration.

(Information on the cost of the shells and organizational details may be obtained by writing to Mrs. Paula Glover, Home Agent, P. O. Box 14, Lawrence, Kans.)

When a Marketing Problem Arises

CHARLES W. WILLIAMS, Extension Marketing Specialist,
North Carolina

THE OBJECTIVE of extension poultry and egg marketing work in North Carolina is to develop an educational program which will guide the growth and development of marketing facilities and which will determine and demonstrate the best methods and marketing practices in dressing, handling, and merchandising poultry and in grading, packing, and merchandising eggs.

In selecting our extension approach to problems involved in marketing poultry and eggs, we were faced with two alternatives. They were: (1) To work toward the development, growth, and improvement of marketing facilities, and (2) to work toward the solution of marketing problems that lie within the boundaries of individual farms. The real problems in poultry and egg marketing in North Carolina lie within the province of market facilities and market frameworks. We decided, therefore, that by pointing our program in this direction we could render a greater service for farmers and for society as a whole. We believe that the results desired from within the farm can be achieved with greater ease by first providing improvements in marketing facilities.

Getting Back to Causes

We use a problem-solving approach in an effort to improve marketing methods and the marketing structure for poultry and eggs in our State. This approach includes the isolation and description of problems that arise. When problems arise in a specific market area, we call together interested groups or persons to get their ideas as to the nature of the problem, the factors causing the problem, and the best possible solution to the problem.

Once we have isolated, described, and determined the cause of a marketing problem, we collect informa-

tion relative to the problem and develop alternative solutions for it. We then present these solutions to the interested groups or persons, who select the solution most adaptable to the situation. Finally, we assist on a demonstrational basis in the establishment of the solution chosen.

An example will help to illustrate the use of this approach to marketing problems. The lack of a facility to market locally produced eggs on the basis of size and quality led businessmen and farmers in the Winston-Salem trade area to investigate the possibility of establishing an egg-marketing facility in that area. This group turned to the Extension Service for information.

Enlisting Help of Other Groups

We conducted meetings in cooperation with representatives of the North Carolina Department of Agriculture and U. S. Department of Agriculture, businessmen, and agricultural leaders to discuss and analyze the situation. The opinion of these groups was that the problem was one of unorganized marketing and low prices. The objective of this inquiry, of course, was to determine whether there was a need for a facility in Winston-Salem to market locally produced eggs. To answer this question, we decided to conduct a survey of egg-marketing facilities in the Winston-Salem trade area, which included 18 counties. Data obtained from these facilities were combined with farm production and secondary data. These data indicated that prices received for eggs in the Winston-Salem area were, in fact, at a higher level than in other areas. These data also indicated that, because of the sparsity and scarcity of egg production and because of the relatively direct marketing methods employed by farmers, such a facility would not operate at a profit unless eggs were imported

from other areas. Low prices and marketing methods, therefore, were not problems. Instead the problem is one of low production.

On the basis of this information, agricultural and business leaders in Winston-Salem are encouraging additional commercial egg production. One organization has established an egg-buying station and plans to install a grading and storage facility as soon as volume of production makes such a move economical.

In some cases this approach requires relatively little time. For example, farmers in Wilson County were being encouraged to add a commercial laying flock to their farm operations. These farmers, however, were reluctant to do so because there is no organized market available through which they can sell their eggs. They consequently stated that there was no egg market available to them. The county agent then requested the assistance of extension marketing personnel in determining the extent of the market available in Wilson County for eggs.

Egg Users Queried

After discussing the problem with the county agent and other agricultural leaders, it was decided to conduct a survey of users of eggs in Wilson, such as cafes, hotels, restaurants, hospitals, and retail grocery stores. With full cooperation of the local chamber of commerce and business leaders, we prepared a short questionnaire and conducted the survey. We acquired information that indicated that Wilson County farmers have an excellent market for eggs, provided they can supply eggs of good quality at a uniform rate throughout the year. These eggs, of course, must be delivered directly to the hotels, cafes, restaurants, hospitals, or other institutions. Many businessmen indicated that they

(Continued on page 229)

"We Need More of This Sort of Thing"

B. H. TRIERWEILER, County Agent, and MAX M. WALL, Assistant County Agent,
Goshen County, Wyo.



In a wagon, the Iowa 4-H visitors went through the streets of Torrington to the 4-H Building at the Goshen County Fair Grounds.

"WE need more of this sort of thing" and "it's the best thing we've ever done in our 4-H program" were typical of the Goshen County comments on when Washington County, Iowa, 4-H members visited our county. Our visit to Washington County in the summer of 1952 was described by County Agent Robb in the October 1952 Review.

We started planning soon after we got home and all was in readiness when the two bus loads of Iowa 4-H'ers from Washington County approached Torrington about 6:30 p. m., July 19, and were escorted to the 4-H building on the Goshen Fair Grounds. There each became acquainted with the Wyoming family where he or she would be at home for a week.

In countywide events we tried to give the Iowans from the Corn Belt a taste of the traditional West. They were met and escorted through town by 7 masked riders. Western hats

were presented to them. The Goshen County 4-H'ers took their guests to Cheyenne Frontier Days. A caravan of 38 cars and 200 people made the trip to the rodeo escorted by Torrington's Wyoming highway patrolman.

A brochure on Goshen County gave them the facts on this. Space was provided for notes and pictures. Credit for the attractive cover goes to the girls in the office, Donna Smith and Ann Trierweiler. The cost was shared by a local business concern and a Lions Club. History was brought to life in a visit to old Fort Laramie.

The families entertaining the young Iowans gave them every opportunity to understand and take part in the activities on farms and ranches. Some had never seen a branding iron until they attended the event at a ranch north of Torrington.

The Rotary, Lions, and Kiwanis

Clubs invited several of the young folks to tell them about life on an Iowa farm and how it differed from Wyoming ranches. They rubbed shoulders and exchanged ideas with a cross section of people living in this section of the State: Ranchers, businessmen, professional people, members of the Farm Bureau, Farmers Union, and Grange, the chamber of commerce, the 4-H leaders' council, and community clubs, all of whom had some stake in the success of their visit.

Local clubs compared notes with them on such occasions as the Bear Creek Community Club tour, the hayrack rides and weiner roasts held by the Cheery Cree Creek and Gleaners Union 4-H Clubs for the young folks visiting their community as well as the big countywide events.

The climax in good fellowship was the farewell party when the Iowans furnished the entertainment, and the square dancing went on until 12:30, with 425 people taking part.

It was an undertaking which appealed to all, and I am sure contributed to a better understanding of fellow Americans.

Young Leaders Trained

One hundred and forty-four members of Young Men and Women's Clubs in Minnesota later became official leaders in other community or county organizations. This was learned in a survey of the results of the Extension Youth Program in 25 counties over a 5-year period. A total of 144 different young people had assumed 184 positions of responsibility. Of these, 79 related to extension activities, 41 in offices in general farm organizations, 34 to agricultural business association, 30 to community and health organizations.

Two Boys in the Panhandle

A. B. KENNERLY
Assistant Editor
Texas

NO ONE living in the northwest corner of Lamb County, Tex., thought 2 years ago that a young man from Holland coming into the community would weld together a community spirit.

Even County Agent Dave Eaton did not realize the possibilities of this byproduct coming into existence from the visit of a foreign student to the county. But the development was so pronounced that Eaton was eager to put the plan to a further test, and in 1953, four students from Holland were located with farmers in the county, two in the same community where the first had visited.

As in all of the Texas Panhandle, and particularly in this section, farm work days are long and strenuous. It takes much time for these university students to become accustomed to the heat and dust of plowing and cultivating, making hay, and irrigating. The work is important to them, but to the community it is not the work the boys do that has helped these people, but accomplishments of their off hours are meaningful.

When the Hollanders appear on the programs at civic clubs, churches, and other public gatherings, it gives the people a feeling that they are having a part in world affairs—they are not just a group of people inhabiting a small portion of the globe, but they now have a share in important events of the world.

Farmers with whom the boys have lived have been quick to take advantage of the unusual opportunity afforded them by the visit of these students during the summer. It is evident that they take pride in the new role in which events have cast them.

Harold Allison, farming about 600 acres of land with his brother, Oscar, was impressed with the observations of Jan Ohler who was living with the Allisons and working on the farm. Ohler, like the others, was working for the summer on a farm as part of his course of study at the Wageningen Agricultural University in the Netherlands. "I have learned more from Ohler than he has learned from us, I believe," Harold Allison says. "Ohler has shown us several ways where we could save water in irrigation, and he has made us more concerned about excess irrigation water leaching out minerals from the soil."

A Mind Full of Questions

Jan Ohler has the mind of a true student, continually observing and asking questions. On the day of our visit, Dave Eaton stepped from the car and walked over to Ohler who was loading big bales of hay on a truck. Ohler stopped work, mopped sweat and dust from his face, and began firing questions at the county agent. "What makes cotton leaves turn yellow when there is excessive moisture in the soil?" was his greeting. "Why can't these soils be built up with organic matter so they won't have to be plowed after every shower to keep them from blowing?" was another question among many others.

A criticism of American agriculture common with all foreign students is the waste allowed on the average farm. "In our country every square inch of soil is put to use," Ohler explained. "We allow nothing to go to waste."

On the plus side, Ohler noted that American farmers traveled more, and got more fun out of life.

Ohler likes the farming side of the business better than feeding the 100

steers on the farm. "I like to watch things growing," he says. "I especially like to irrigate and am glad when it is time to run water on the crops."

Jan Cavalaars is also from the Wageningen Agricultural University in the Netherlands.

Cavalaar liked irrigation best of all farm work. His father owns and operates an 80-acre farm in the Netherlands and Jan brought considerable farming experience with him to his new environments in west Texas. But he found farming vastly different. At home he was accustomed to planting grain crops in 4-inch rows and cultivating between the rows. The 40-inch rows of grain sorghum appeared to him to be a tremendous waste of land. "I suppose it would present too great a water problem to plant the rows closer together," Jan surmised.

Cavalaar also questioned seriously the practice of stirring the soil after every shower, seeking to prevent blowing, but losing much valuable moisture in the process. He was seeking more information on the use of increased amounts of fertilizers. "I believe more fertilizers could be used at a profit on this soil," he ventured.

By the time this gets into print, the students will have returned home to continue their studies, but they carry with them new conceptions of large-scale mechanized farming and ranching which they may share with others of the world. Behind them, they leave a new appreciation for water and soil conservation with our farmers and ranchmen.

And for the Extension Service, they have unknowingly revealed a fascinating method of building community cooperation and developing through participation in events worldwide in scope.

A Dutch Ambassador of Their Very Own

BLANCHE COIT recently retired as home demonstration agent after 31 years of service. The folks in Bradford and Sullivan Counties, Pa., wanted to show their appreciation. They cast about for an idea, and then remembered how they had worked with her on help for displaced persons, welcoming war brides, seeds and supplies for German 4-H Clubs. They then decided that something along the line of international understanding would bring the most happiness and satisfaction to their home demonstration agent. They raised \$900 to bring a leader of farm women, Mrs. Mevrow Marie Waiboer Van Elteren, from Holland to the triennial conference of the Associated Country Women of the World meeting last August in Toronto, Canada.

When a project captures the imagination of the American people its success is assured. Mrs. James Pruyne, a member of the Bradford County Agricultural Extension Executive Committee said, "When a

person has done so much for so many people as Miss Coit has done, everyone welcomes the chance to show his appreciation."

After the Toronto meeting, Marie, as she was called from the first, came to Bradford County. Miss Coit was her hostess. Practically everyone talked with her, saw her on television, and heard her on the radio. In 3 weeks, she attended some 20 meetings—Grange, 4-H Club, county fairs, teas, and weddings. The folks of Bradford and Sullivan Counties felt that she was their very own ambassador from abroad.

Marie told them about how she went over to Germany after the war and what she saw. She told them about the disastrous flood in her home country. She described work on her 50-acre farm. She told of the Dutch farm women's groups and how they were studying English. After it was all over, Mrs. Anne Coveney, extension secretary in Bradford County, summed it up this way, "We feel so

fortunate to have had a person like Marie with us. Everything worked out just right. It was a wonderful experience for all of us."

"Treeville"

(Continued from page 211)

ious hold in wornout alluvial sand not more than a 40-minute drive from St. Paul or Minneapolis. They are forerunners of other thousands because Mr. Knox plans eventually to plant a total of 200,000 trees and to rename his farm "Treeville" in honor of the first event of its kind in the State.

County Agent Graham and dozens of others that spearheaded the organization and planning were doubtless thinking more of the trees than of the attending public when they "ordered" the weather. Though it rained, sleeted, and even snowed without letup people of all ages and varied interests braved the elements to witness the steady progress of men and machines in restoring wasted land to productive use.

Side by side on previously assigned one-half acre blocks the tractor-drawn tree planters coursed back and forth. Almost as if by magic, a ribbon of green-topped trees seemed to emerge from the earth behind each machine. Young and old alike showed astonishment that a forest could so quickly be born anew. There were other highlights, like the talks by State and national dignitaries, and crowning of a "queen," but these didn't overshadow the obvious sincere and reverent interest of the people in the fact that God and man could work together to bring back the splendor of trees.

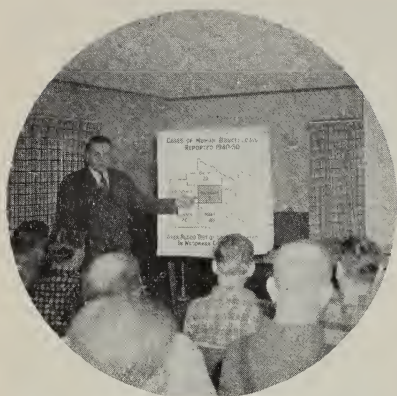
Treeville will perhaps have its successors. But, it is doubtful that any will have more long-term impact than the event in Scott County. More than a score of counties have since obtained planting machines, and plans for other "baby treevilles" are taking shape.

Treeville is like a stone dropped into the millpond which sends ripples out into ever-widening circles. With more than 10,000 lakes in Minnesota it's going to be a long time before all those ripples strike shore.



At Pennsylvania State College, Marie (second from left) visits with Milton S. Eisenhower, president of the college; Blanche Coit, retired extension worker; and Lydia Tarrant, state home demonstration leader.

Extension-led Campaign Spurs *Brucellosis* Control



Ralph Wayne, extension dairyman, tells one group how cattle spread brucellosis to humans, at a Redwood County meeting.

MINNESOTA farmers today are solidly behind a program to wipe out bovine brucellosis. Yet 2 years ago, the sign-up of counties for blood testing cattle and eliminating reactors was at a standstill. In 12 years only 35 counties joined the program. Then in 1952 a full-fledged educational and sign-up campaign was started. In a year 45 out of the remaining 51 counties had signed up for the test. Behind this successful drive is the story of how Extension works with and coordinates the efforts of many groups.

Minnesota law provides that when 67 percent or more of the cattle owners sign a petition requesting the State Livestock Sanitary Board to conduct a blood test of all cattle in the county, the test is carried out as soon as possible. The law was passed in 1939, but in the next 12 years cattle were tested in only about a third of the Minnesota counties.

Cattle owners, the Minnesota State Livestock Sanitary Board, and others interested in disease control requested additional funds from the 1951 legislature to materially expand the area testing program. However, with only two counties on the waiting list, they had little bargaining power. No increase was made in the appropriation. If the program were to be expanded, the counties would have to ask for it through petitions.

Cattle owners would have to fully understand the area test program before signing up. A program was



Peter Hesse, Jordan farmer signs up his neighbor, George Jackelen, (left) for the brucellosis testing program.

agreed upon by Dr. Fred C. Driver of the Bureau of Animal Industry, USDA; Dr. Ralph L. West, secretary of the Minnesota State Livestock Sanitary Board, and Paul E. Miller, Director of the Extension Service.

Working with extension dairymen and the extension veterinarian, they set up a well-coordinated program. In December 1951, Drs. Driver and West started the ring test of milk and cream in counties which had not had an area blood test. This served as a quick inexpensive means of locating most of the infected dairy herds. The ring test helped create interest in the program and resulted in many cattle owners with positive ring tests having their herds blood tested even ahead of the official test.

The Extension Service, with Ex-

tension Dairyman Ralph Wayne in charge, was made responsible for all educational activities of the program.

An early step was to set up informational material working with the extension information staff. A packet of news releases was sent to all participating counties. Stories dealt with the details of the State program, vaccination, ring test, blood test; economic losses from brucellosis, and control measures. Suggested radio scripts for interviews between the extension agent and a doctor, veterinarian, health officer, dairyman or a person suffering from human brucellosis, were prepared.

Fifty thousand copies of a folder, "Wipe Out Brucellosis," were distributed. Subsequent news releases

and radio programs give details on progress of the campaign in different counties. County agents also developed their own news and radio releases.

This entire program got under way in January 1952. County agents made this an important part of their extension programs, using radio and press, and talking brucellosis at all their meetings.

In many counties the home agents took an active part and emphasized the health phase of brucellosis. 4-H Clubs discussed the program.

In most counties a county coordinated committee was active. Medical doctors, veterinarians, the county nurse, vocational agriculture instructors, livestock breeders, and others interested worked with extension agents or those committees and assisted at meetings and other campaign activities.

When this educational program had advanced to where requests for further action were manifest, the county agent called in five to eight leaders from each township for a countywide meeting. At this meeting Dr. George Keller of the State Livestock Sanitary Board reviewed the State area program and the tests used. Wayne then analyzed the program from a cattle owner's standpoint, emphasizing three factors: (1) economic loss by lowered production and calf losses, (2) danger to human health in the form of undulant fever, and (3) possible loss of markets.

Following this discussion, those present voted on whether they should circulate petitions for an area test. In only one of the counties where the vote was taken was this turned down. Several counties voted unanimously.

Each township then organized. Each man took a certain area of his township, calling on every cattle owner and inviting him to sign the petition. Everyone was called on and given an opportunity to vote on the program.

This procedure was used by Carver County Agent Dale Smith early in the campaign. It worked so well that it was used in other counties from then on. A closing date was set when all petitions were turned in to the county agent.

What was the result of the program? Eight hundred and fifty-five local meetings, attended by 51,479 people, were held by county agents. County agents sent out 700 local news releases and made 251 radio broadcasts. Five thousand and thirty-one farmers circulated petitions. In these 46 counties 63,710 or 73 percent of the cattle owners signed petitions.

In Scott County, Extension Agent Chester Graham had things so well organized that 82.7 percent of the cattle owners were signed up in 12 days' time.

In Mille Lacs County, under the leadership of County Agent Ralph Grant, 90.8 percent of the cattle owners signed petitions.

In Stearns County, where County Agent E. C. Lenzmeier directed activities, 350 petition carriers obtained 3,206 signatures.

By April 1, 1953, when the legislature was considering the 1953-55 appropriation, 45 new counties had been signed up leaving only 6 which had not filed petitions. The legislature was so impressed that the appropriation was materially increased so that at least 35 of these new counties will be tested for the first time during the next 2 years.

Why did the program succeed so well? There are several reasons:

1. It was well organized. One person was placed in charge, making it easier to coordinate and push the work along.

2. Educational procedure was well outlined with informational material worked out which could be used in all counties. Campaign-type activity makes it possible and feasible to spend more time in developing educational material.

3. County agents headed up the county activities in which various people and groups were a part.

4. Leaders of every interested group in the county were used in the educational campaign.

5. People were ready for action when they had the facts.

6. No action on petitions was permitted until the program was well understood.

7. Key people were sold enough on the program to donate their time and carry petitions.

8. The sign-up was well organiz-

ed. Everyone was visited and everyone handling petitions had a definite area and closing date.

9. Several counties were engaged in the same program which interested other counties to participate.

10. The program was kept hot; never allowed to cool until finished.

Unusual Club Projects

"There's more than one way of doing things," seems to be the motto of Tennessee 4-H Club members and Young Farmers and Homemakers in Tennessee. A variety of original or unusual projects are being carried on in many counties, according to Lonnie Safley, 4-H Club specialist.

Carter County 4-H reporters compete for prizes sponsored by their local newspaper in presenting information on club activities to the public. A cash prize is offered each month to the reporter who turns in the best report. The reporter receiving the highest score for the year gets a free trip to State 4-H Club Congress; second place winner receives a trip to the district 4-H Club Camp. Dyer County 4-H reporters are also participating in a contest to determine who does the best job of reporting for the year.

Club members and volunteer leaders in Giles, Decatur, McMinn, Davidson, and other counties have erected county line 4-H Club welcome signs on major routes into the counties.

The Range 4-H Club in Carter County has a tobacco bed project to finance members to the district camp this summer. These club members cleared an old fence row at school, planted a tobacco bed, and are selling the plants.

Young farmers and homemakers in Putnam County are cultivating an acre of tobacco in order to add funds to the club treasury.

All these projects provide ways club members can "learn by doing," help them do their jobs better, and in many cases are making it possible for them to carry out other projects, either individually or as a club, point out the county and home demonstration agents.

Follow-up on

Home Furnishings Conference

JESSIE E. HEATHMAN, Assistant Extension Editor, Illinois

THE FIRST national "in-service" training conference for home furnishings specialists held in Chicago, Ill., last spring is paying off. Information and "know-how" gained are being used to key State and county programs more closely to family needs and to the development of satisfying home life.

"The week was worth more than a semester at college," asserts one specialist. "The sessions were packed with down-to-earth information which we are now adapting to the job we have to do regardless of geographic location or the size of family pocketbooks."

Specialists from 41 States and Alaska headed home with confidence, having received the latest information on home-furnishings trends, fabrics, furniture, floor coverings, and wall and floor finishes. In addition, they had received a wealth of inspiration and information from

their association with industry, and they had learned much from each other.

The conference was planned by a national committee composed of members of the Federal Extension Service staff and a home furnishings specialist from each region. Mary Rokahr was chairman of the planning committee; Gertrude Humphreys, State Leader, West Virginia, represented the Organization and Policy Committee of the Land-Grant Colleges; Dorothy Iwig, home furnishings specialist, Illinois, worked part time with the Federal Extension Service to develop the program.

From the perspective of a few months, cooperation of the home furnishings industry was one of the outstanding phases of the conference. Executives contributed unstintingly of their time, energy, and their resources in order to give the specialists information on current

furnishings and on products still at drawing-board and test-tube stages.

One of the most exciting and stimulating sessions of the conference was the symposium on the relation of the house and its furnishings to the mental, physical, and emotional development of the family. Mr. and Mrs. Jack Crawford, farm couple of Swayzee, Ind., and parents of a teenage son and daughter, teamed with Chicago decorators Alma Heiner and Paul McAlister to handle the situation. Sociologist-Anthropologist B. H. Junker served as discussion leaders.

Professor Junker raised the question, "What makes the individual make choices in home furnishings?" He pointed out that in working with people, in determining the relation of the house and its furnishings to the development of the family, we need to know the differences among things about which people make choices or exercise their taste. It is our task to learn more about the cultural, social, and psychological meanings of dwelling interiors and furnishings arrangements.

Mr. and Mrs. Crawford's down-to-earth treatment of the topic gave them top billing for the session. Representing rural families across the country, they said: "We are all born with a sense of pride for wanting family members to be happy. That sense must be preserved. In our family we have operated on the theory that the purpose of the home is to provide a haven of comfort and beauty for our family and friends."

Research held a prominent spot on the week's program. Dr. Jules LaBarthe, Junior Mellon Institute, Pittsburgh, Pa., discussed decorative fabrics in terms of what Mr. and Mrs. Consumer can expect from them. He noted that the new synthesized fibers



Extension specialists visit Chicago's Furniture Mart.

(Continued on page 229)

Pilgrimage to United Nations

JEAN ANDERSON, Assistant Extension Editor, North Carolina

"YOUR program is in your hands," reflected J. Earl Coke, Assistant Secretary of Agriculture, as he spoke to the 108 Tar Heel home demonstration club leaders in Washington, D. C.

"Wherever you find strong home demonstration programs like yours," explained C. M. Ferguson, Administrator, U. S. Department of Agriculture Extension Service, you can be certain that the people had a hand in its planning."

"You farm women are painting the picture of democracy for the world to see," contended Mrs. Eleanor Roosevelt as she addressed the North Carolina home demonstration women.

Unrelated remarks? In some ways, perhaps. But throughout each is reflected the power of the people.

Each of these internationally known speakers emphasized over and over again the strength of the participating citizen. "Our world will be what we make it." That was the keynote of the 6-day educational tour to Washington and the United Nations, and it's the idea in sending the 108 home demonstration club leaders home full of enthusiasm to report—to share their experiences with nearly 70,000 fellow clubwomen and the business concerns across the State who sponsored them.

Each speaker, though discussing a different topic, illustrated forcibly the power of the people in small communities—the power of the people to build a strong agricultural program, the power of the people to raise their own standards of rural living, the power of the people to make the United Nations work, the power of the people to help build international freedom.

So many times, when you live in a small rural community, you feel that any efforts your organizations may put forth to build citizenship are cast into the shadows of insig-

nificance by matters of international concern.

The remarks of these leading citizens reaffirmed in the home demonstration clubwomen a belief in their citizenship, education, and international relations projects. At the United Nations, the clubwomen listened and learned. They discovered the strong common bond existing between them and other peoples of the world—an innate desire to build happy homes for their families. For the first time, many of them learned to understand purposes and objectives of the United Nations. They also began to feel that they could extend a hand to support it.

Several of the leaders remarked that they could hardly wait to get back home—to tell others of their experiences, and to arouse among those in their neighborhoods an interest in active citizenship participation. As one said, "We've just got to get folks thinking 'United Nations' back home. They just don't realize that the UN is an organization of the people and by the people."

Also speaking to the Tar Heel leaders at the United Nations was Mrs. Eleanor Roberts, economic and social council consultant for the associated Country Women of the World. As consultant for the ACWW, Mrs. Roberts is spokeswoman for more than 6 million farm women around the globe. The National Home Demonstration Council of the United States is an affiliate of the Country Women's Council and the Associated Country Women of the World.

"The Economic and Social Council is your field," Mrs. Roberts emphasized. "You must bring to this council your problems; you must take an active interest in its purpose," she said.

Mrs. Roberts urged the home demonstration clubwomen in North Carolina to take a greater interest in foreign students studying in local col-



Ready for the next adventure as the bus unloads.

leges and universities. "Contact your local schools and invite these students into your homes," she suggested. "Let them work and play with you and see for themselves the American way of life."

As the three special chartered buses rolled southward, the home demonstration club leaders could be seen jotting down outlines and discussing the trip with one another. In addition to having their faith reassured in their own programs, perhaps one of the most valuable aspects of the trip was the fellowship of the women representing communities from Manteo at the eastern tip of the State to Murphy in the western part. As the women discussed their visits to the United Nations, they also exchanged ideas about their own local citizenship programs.

There's an old saying that runs, "Two heads are better than one . . ." but think of the progress that can be made when these 108 women pool their ideas, purposes, and objectives, and begin formulating plans for an active statewide program of citizenship participation that will touch 70,000 home demonstration clubwomen, who in turn will be joining hands with 6½ million club sisters around the globe.



GRASSLANDS in the South

Summary of Report of Grasslands Committee, Southern Extension Directors, given by **CLAY LYLE**, State Extension Director, Mississippi, at the Department of Agriculture, Washington, D. C., September 10, 1953.

WEATHER conditions in the South for the past two summers and the severe break in livestock prices have been rather discouraging for grassland farmers and undoubtedly slowed the development of improved pastures in our region. However, the South generally recognizes the fact that it must balance its agriculture with more livestock, and therefore the present setback is only temporary. Reports from practically all Southern States indicate great interest and very satisfactory progress in grassland programs.

Controlled Acres to Pasture

Cotton acreage will almost certainly be controlled in 1954 and most of the land removed from cotton will go into improved pasture or forage crops because other major cash crops are also under controls.

The drought in 1952 and again this year emphasized the great importance of silage in any livestock program, not only for winter feeding but also for emergency summer use, and has resulted in a great increase in the number of silos. Trench silos have become increasingly popular, and many are being filled with the surplus grass and legumes

from spring pastures. Grass silage is now widely used.

There is more emphasis on improving permanent pastures, especially in beef cattle programs, although temporary grazing crops are highly regarded for dairy cattle and sometimes for other livestock.

A recent development of importance is the recently enacted law in Puerto Rico which provides for an expanded grasslands program. The sum of \$6,500,000 has been appropriated to develop 250,000 acres of improved grassland in 6 years. In addition, funds for agricultural conservation programs will be used for liming, fertilizing, and seeding large acreages. New varieties of grasses have been released, taxes have been removed from farm livestock and silos, and 4 new publications are being printed.

Six Million Acres in Georgia

Georgia has taken great strides in grasslands farming. In 1925 there were less than 900,000 acres in permanent pasture, winter pasture, kudzu, clovers, and other pasture crops. In 1952 there were more than 6 million acres in these crops. About 400,000 acres are put into permanent

pasture each year. Coastal Bermuda is now growing on 225,000 acres, and combined with Dixie crimson clover gives almost year-round grazing. Suwanee Bermuda has been developed for the deep sandy areas of south Georgia. The use of limestone on permanent pastures has increased from 23,000 tons in 1940 to 200,000 in 1952. More than 40,000 soil samples have been analyzed during the past year.

Judging cards for pastures and range management have been developed in Oklahoma, and numerous contests have been popular. A range management specialist has also been added to the State extension staff.

Many Methods Used

Four grassland field days at branch experiment stations in North Carolina reached many Tarheel farmers. In addition "green pasture" flags were awarded to 10 counties having the highest percentage of farmers to qualify for farm awards; the outstanding grasslands county agent was chosen; Rowan lespedeza—a new nematode-resistant Korean type was released; and grazing and irrigation experiments were conducted.

Florida has issued about 14 publications on grassland subjects during the past 2 years. The experiment station has initiated 15 research projects dealing with grasslands since January 1, 1952. A superior strain of white sweetclover and 2

new varieties of oats have been released. Pasture contests are under way on both county and State levels.

Kentucky research and extension workers have cooperated in writing a comprehensive circular on Pastures in Kentucky in addition to the Green Pastures Report and a bulletin on Kentucky 31 Fescue. Numerous pasture schools have been successful this year and pasture test demonstrations are scheduled for this fall.

Year-round Pasture-Forage

A year-round pasture-forage program is featured in Arkansas. Area fertilizer and seedsmen's meetings have emphasized grassland farming. The agronomy department of the university is summarizing 5 years of pasture research at the livestock and forestry branch station. Another agronomist has been added to the staff.

In Texas a 9-point livestock and poultry program is in full swing in spite of the drought for the past 2 years. About 1,500 bags of Coastal Bermuda sprigs were distributed to more than 500 farmers the past year. About 150 acres of certified Texas Rescue 46 were planted last spring. Seed laws are being brought up to date. Fifty-one communities have entered the community pasture contest.

Pasture-Management Year

Mississippi has announced 1953 as Pasture Management Year. Pasture tours have been held in practically every county. Field days at the branch experiment stations have emphasized pasture and forage crops. Some counties have this year built 5 times as many silos as previously existed. Three new forage crop varieties have been released by the experiment station, and others will be ready at an early date. Research in pasture planting and fertilizing, seed harvesting and processing, and in pasture management is being expanded. About 50,000 copies of crop and fertilizer recommendations for 1953 were distributed.

Governor Battle of Virginia has appointed a 65-member pasture improvement committee, representing

all groups in the State having any interest whatever in pastures. A 450-acre farm and \$250,000 were donated to Virginia Polytechnic Institute for pasture and forage crop research. A pasture specialist has been employed. Several publications have been issued. County pasture committees are functioning all over the State. Pasture schools are being held at the pasture research station.

Joint forage and livestock schools were held in selected counties of Tennessee, and forage production

and dairy feeding schools were scheduled in other counties. Spring pasture tours were featured in more than half the counties of the State. Two regional pasture contests were held, one in east Tennessee covering 34 counties, the other in middle Tennessee including 39 counties. More than a hundred alfalfa fertilization demonstrations have been given.

These are but samples of the effective extension work being done and the progress being made throughout the South in the grassland program.

To Keep in Step with

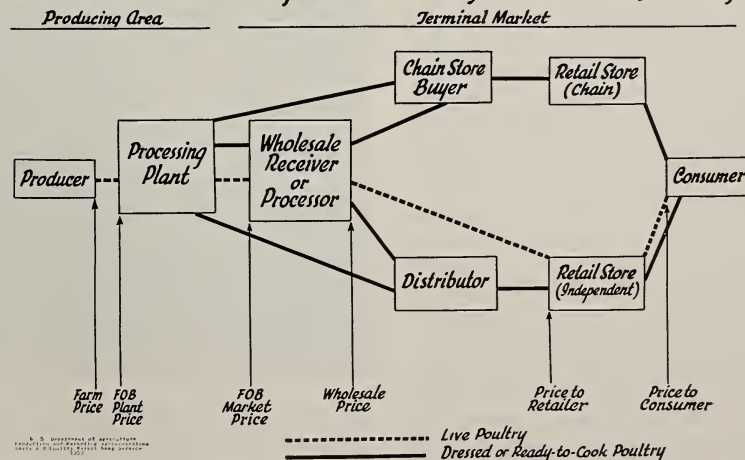
POULTRY MARKETING

THIS chart illustrates the marketing channels through which poultry moves from the producer to the consumer.

Many important changes have taken place in the poultry industry during recent years. These include rapid expansion of commercial broiler production; establishment of many new processing plants in producing areas; nationwide distribution from many of these plants; decreasing quantities of live poultry arriving at terminal markets; direct mar-

keting of processed poultry; quick freezing of processed poultry; and tendency to shift from dressed to ready-to-cook poultry. To keep in step with these changes in the marketing of poultry, the Market News Service of the Department is adjusted from time to time to provide new types of current market information. One of these adjustments has been increasing emphasis on price reporting in producing areas proper, supplementing price information already available at terminal markets.

POULTRY - Stages in Marketing and Price Reporting



The City Cousin

CATHERINE BRENT
Food Marketing Program,
Missouri

YOUR city extension cousin is telling the same story in a different way. It has to be different since the city family is different. Metropolitan St. Louis embraces 1½ million people, and to the majority the Extension Service is unknown. We, therefore, cannot sail in on the merits of our fellow workers, but must cut a brand new "niche" for Extension.

In cutting this "niche," perhaps the greatest aid is the same as in the county . . . good public relations! These public relations are the steps to opening channels for extension information. When there is an understanding of what is being done in the city and how Extension can enhance or fit into the educational program, the door begins to open.

And here is where the difference comes. It is necessary to lean heavily and depend on already established mass media. The visits must be made collectively in order to approach this family. A friendly regular visit by radio can make acquaintances with thousands. Home visits made by way of television will come nearest to doing what we all feel most hopeful. . . personal contacts. In St. Louis, over one TV station, at least 85,000 personal visits can be made in 15 minutes. Compare this with time and effort involved in trying to reach that many people through visits and meetings.

Newspapers rate at the top of the list as to where women go for home-making ideas. It's in print to read, to file, to reread at their convenience. If once a week your story is told in a newspaper with a circulation of several hundred thousand, you have a chance of thousands reading it.

Extension workers in cities spend their time with groups most profitably when the groups are composed of leaders who in turn pass on the information to their clients, club

members, homemaking classes, radio, TV, and utility audience. These are established groups representing many varied interests, with food being the common denominator.

An effective food marketing program helps institutions and large food buyers as well as individual homemakers. In St. Louis, effort has been made to include this segment in the Extension Service. They receive weekly the Food Marketing Bulletin released from this office, giving availability of foods and helps in selecting, buying, storing, and preparing.

In addition, information has been given to these food buyers in the form of demonstrations. It is here that extension marketing specialists from the university are tremendously helpful. Four demonstrations were given recently to food buyers.

The St. Louis Stewards' & Caterers' Association comprising food buyers of restaurants, hospitals, schools, and various institutions were appreciative hostesses to Ted Joule, the extension poultry marketing specialist. A class of Sisters in charge of food buying for orphanages, schools, homes, and hospitals was given a series of demonstrations by marketing specialists on the subject of food buying. These included James Reynolds, meat specialist; and Ted Joule, poultry specialist from the University of Missouri, and I represented the St. Louis office of the food marketing program.

Food marketing is the story being told in St. Louis through these mass media. An effective story means: (1) The consumer and food buyer will benefit by recognizing quality, use, and availability of farm products, (2) The producer will benefit by the consumer being acquainted with and using his products, and (3) A greater understanding of marketing processes is established which is beneficial to the middle man.

LAST CALL TO BREAKFAST



Breakfast for their mothers, with all the flourishes, was a fitting climax to their first year of 4-H Club work for the eight members of the Clever Clover Club of Logan, Utah. The leadership of the club was shared by all of the mothers. Each served as part-time leader of the project "First Call to Breakfast."

Young Folks Study Farm Organizations

THE WAYNE COUNTY (Pa.) Senior Extension Club (older rural youth) has a membership of about 45 young people and has been meeting monthly as a group since 1945 under the sponsorship of the Wayne County Agricultural Extension Association.

Last year the group decided to make a study of how the various farm organizations and cooperatives in Wayne County affected and influenced the county's agriculture. First, they were surprised to learn how many different farm groups were working in the area for the betterment of rural living. The farm groups included the Wayne County Dairymen's League, Wayne County Wool Growers Association, Wayne County Artificial Breeding Cooperative, Wayne County Agricultural Extension Association, Wayne County Farmers Association (Farm Bureau) and the different services of the G. L. F., which included the Feed Store, Farm Store, Egg Marketing, and Gasoline Service. Representatives from the G. L. F. and Wayne County Farmers Association came to monthly meetings and spoke to the group as a part of the regular Senior Extension program.

Committees Report Back

Committees from the Senior Extension group were set up to attend one or more meetings of the various organizations or cooperatives. At a regular monthly meeting, the committees reported on what they had learned and observed from attending membership or directors' meetings of the organizations.

Many Members Participate

This meeting proved to be interesting and instructive, and gave about two-thirds of the club a chance to participate either in gathering the information or in presenting it to the group. After the committee reports were heard, a member of the college extension staff commented on them and gave some valuable and interesting information about farm organizations and cooperatives in Pennsylvania and the country as a whole.

Club as a group thought they had

Even though the Senior Extension covered quite a field of farm group activities, they finally decided they could have gone further and included the dairy herd-improvement associations and the various dairy breed associations in their study.

In addition to gaining knowledge and understanding of local organizations and the services they offer, the club was proud to receive a plaque from the American Institute of Cooperation, which was presented at the annual Wayne County Extension Association meeting in February.

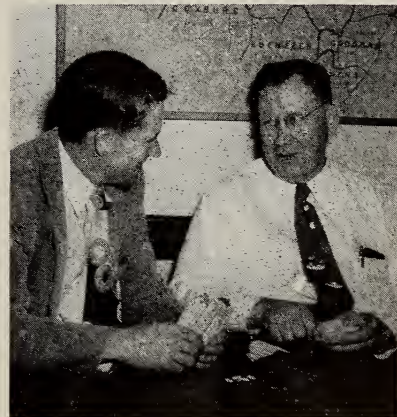
Remember the Boys Corn Club

A HIGHLIGHT of the 50th anniversary observance of farm demonstration work in Lexington, Miss., was the unveiling of an historical marker to the first Federally-sponsored boys' agricultural club, a boys' corn club in 1907.

This early step in the development of 4-H Club work, which has helped many millions of American boys and girls and their families, was under the watchful eye of the late Dr. Seaman A. Knapp, pioneer worker of the United States Department of Agriculture.

Originator of the objectives and methods of the Holmes County, Miss., boys' corn club demonstrations was the late W. H. "Corn Club" Smith, then county superintendent of schools, later State superintendent of education, and finally president of Mississippi State College. Closely supervising the boys was the late W. B. Lundy, first county agent of Holmes County and one of the first in the Nation.

Following scientific methods, 120 boys produced yields as high as 120 bushels per acre. The majority of these boys exhibited corn at the fair in Lexington in the fall of 1907. Dr. Knapp attended this fair, and was so favorably impressed with the possibilities of work with boys that he appointed "Corn Club" Smith as an agent or "collaborator" of the USDA at a salary of \$1 a year to promote



W. R. Sullivan (left) county agent of Holmes County, Miss., discusses corn judging with D. C. Lundy, Lexington, Miss. businessman and farmer who in 1909 was the first boy from Mississippi to win a trip to Washington, D. C. for corn production. He was a member of the historic 1907 corn club in that county. His father, the late W. B. Lundy, was the first county agent of Holmes County and supervised the boys in the 1907 corn club.

boys' corn club work in Holmes County.

Vision of Dr. Knapp and leaders in Holmes County established such a successful pattern that similar boys' corn clubs were soon established in other counties of Mississippi and in several other Southern States. This started much of the movement toward diversification in the South, ending the old "one crop" cotton system.

In My Opinion...

Need More Exchange of Ideas

"It seems to me that the REVIEW could be used more as an exchange of ideas among extension workers. One worker's technique or idea could be profitable to another."

"The REVIEW is a medium of thought exchange with those who know Extension best. I was particularly impressed with Frank C. Byrnes' views of 'Meet the New Director'—just another case of keeping your eye on the ball and teaching by example."

"The experiences of other agents have helped me considerably in changing some of my methods. The magazine also serves as a guide to let me know how I stand among other agents."

"The articles written by other county agents are usually the ones that are of greatest interest to me. I wouldn't miss it, if it were stopped, but as long as it is published, I will read it."

Let's Have More on Methods

"The REVIEW has been a good source of information on organization, office procedure, and extension-teaching methods. I would like to see more articles of this type. A county agent is only as good as the organization and methods used."

"I would like to see more articles on extension procedure. I wish we could have an article on how to file the vast amount of information we have on hand. I am sure that some agent somewhere has a system that is better than mine for putting his hands on the particular bulletin he needs. Let's have more practical articles."

"I have always checked through the REVIEW whenever it came. Almost always there's at least one article that interests me enough to save for my permanent file. Often I read all the articles. Sometimes I disagree with the writers. Sometimes I think they are too optimistic."

"Could we maybe have something

What should be in this magazine? Readers in two States wrote down some of their ideas. Are they on the beam? If you wish to have a voice in this, check the ones you agree with or write your own in the margin and send to the editor.

more on 'method demonstrations' or 'result demonstrations?' Perhaps a series would jog us out of the idea that we are really teaching when we use the 'illustrated' lecture."

"I would like to see the REVIEW eliminate or greatly reduce the space devoted to personalities and concentrate on methods of getting the job done and the latest scientific developments."

"I would like articles concerning what the States are doing on the various projects over the Nation and new ideas on how to conduct demonstrations rather than articles saying 'Do a better job.' In other words more on how other States are getting the job done."

The Spirit and Philosophy

"To a new agent the REVIEW contains an invaluable supply of background material and contains enough current information to help me get the feeling and spirit of Extension work."

"I look forward to receiving it each month, because of its many inspirational articles and its good news material. Speaking for myself, the articles that appear in the REVIEW from agents over the Nation give me a 'target to shoot at.' Of course, one may never get all of these good ideas put into action, but they are worth trying."

"I like to read the articles by other agents on their work and their conception of their jobs. I find them inspirational."

"I use all of the suggestions that apply to my work, and call to the attention of agents in my district numerous outstanding comments. I realize it is difficult to prepare a publication of this nature that will be of direct interest to all recipients. However, each issue does carry several workable ideas for each of us."

"Having been in the Extension

Service a relatively short time, I find that I am rather long on ambition and short on the philosophy which makes a good extension worker. I feel that each publication definitely has something to offer in the form of philosophy that I do not receive elsewhere. I am personally conferring with men who have had years of extension experience."

Want More National and International Articles

"Frankly I do not care for the EXTENSION SERVICE REVIEW in its present form. I would rather see it discuss national and international problems as they relate to agriculture. A summary of happenings within the Department of Agriculture would be interesting. It seems to me that it is now a mass of unrelated activities over the country in which I personally am not interested."

"I believe some changes could be made to improve the REVIEW such as making it not only a magazine on *How Extension Works* but one which gives more recent information on *Research*."

"It needs more Texas news and more scoops on what the Department of Agriculture is doing and thinking—more tangible human-interest success stories—more inspiration to serve for a better rural life."

"To me, the REVIEW is interesting and carries worthwhile news. It keeps me informed, more or less, on a national basis. It has instructive articles along with inspirational ones. It gives references that we do not seem to get elsewhere. It makes us better acquainted with our national leaders and we understand their viewpoints on 4-H Club work and other extension activities."

"Why not have a regular column describing some outstanding agent's work—a sort of 'agent of the month' column."

Farmers Are Listening

(Continued from page 214)

to offer a much larger daytime audience than could possibly be reached through meetings.

9 a. m. to 3 p. m. showed up as the preferred daytime radio hours, with the period 12 to 1 p. m. holding a healthy lead. Early morning radio showed far weaker in the Boston area than it probably would if this survey were conducted in a more agricultural area.

One-fourth of the group with both types of sets failed to check "preferred" daytime hours for informational television. Of those who did indicate a preference, the answers were scattered between 9 and 10 a. m. and 1 and 4 p. m.

The fact that a large percentage did not show any real "preferred time period" for daytime informational television, and our own experience in this field, leads us to believe that daytime television viewing habits still are not as firmly established as daytime radio listening habits. And, we believe if the program is good enough, you can *build* a good TV following during most daytime hours, provided the program receives good supporting publicity through news releases, circular letters, envelope stuffers, and the like.

As far as our Boston radio audience is concerned, we get by far our greatest response to our weekly 12:30 noon hour home and garden program. Our early morning radio programs run a poor second in number of requests received, but due to the large potential audience we still get enough early morning requests to more than justify our efforts.

Despite the fact that the questionnaire did not ask for any specific program suggestions, 40 returned cards carried a total of 140 suggested topics. More than half of these fell under the general heading of our already most popular subject—backyard gardening activities.

We feel the results of this survey put us in a much better position to advise our county workers as to the best time of day for their local radio and television programs, and the most popular, yet helpful topics, to be covered in the Boston area and similar areas.

When A Marketing Problem Arises

(Continued from page 216)

would pay a premium of 10 cents a dozen for good locally produced eggs rather than purchase imported eggs that often are of inferior quality.

This information was presented to farmers in that county during the fall of 1953 so that they could make plans to adjust their 1954 farm operations.

County agents and the extension marketing specialists here in North Carolina have done similar work on many other problems in poultry and egg marketing in this State. We think that this program is paying big dividends for time and expenditures. Improvements in marketing facilities have been made; new facilities have been added.

Both county agents and the extension marketing specialist have been active in planning and putting into operation improvements which include: (1) An egg-grading station in Pender County; (2) an egg-buying and grading facility in Durham County, (3) an egg-marketing facility in Charlotte with buying stations in 12 nearby counties, (4) a turkey processing plant in Union County, and (5) a turkey processing plant in Hoke County.

Other aspects of the extension poultry marketing program have included holding a series of retail merchandising training courses which were conducted in cooperation with the Poultry Processors Association, the North Carolina Department of Agriculture, and the Poultry and Egg National Board. Outlook information is prepared and given extensive distribution by press, radio, and through outlook meetings which are conducted in practically all of North Carolina's 100 counties.

Home Furnishings Conference

(Continued from page 222)

have much to recommend them, and listed eight plus qualities that are common to most of them.

Dr. LaBarthe also stressed the importance of setting up a system of end-use requirements for household fabrics and wearing apparel based

on the ability of the fabric to fulfill the required needs. He urged that everyone—consumers, institutional buyers, distributors and producers—cooperate in developing these standards.

In my own special field, I remember that representatives from newspapers, magazines, and radio and television networks urged extension specialists to take the lead in utilizing the tools of communication. One of the speakers said: "Universities and colleges in every State have information in their research laboratories and in classrooms that we are eager to get. You are prepared to do a much better job than we can ever do.

"As extension folks, you are close to the people. You know their needs and their wants, and you know how to interpret them. Don't wait for us to come to you.

"Home furnishings is a field that can be adapted to mass communications tools, and yet very little is being done. Come to us with your ideas, or send them to us. We'll help you adapt them, even work them out for you. We need information and you have it at your finger tips. We are asking you to help us."

New England Home Demonstration Agents

Nearly 100 home demonstration agents from the six New England States met at Peru, Vt., for a 3-day conference, September 18. As members of the New England Home Demonstration Agents Association, the women discussed teaching methods in home demonstration club work, heard regional leaders, and viewed demonstrations.

Mrs. Jennie Smith, Chittenden County home demonstration agent and president of the New England association, presided. Mrs. Leona Thompson, Addison County home demonstration agent was in charge of the 3-day meeting.

Highlights of the meeting were an old-fashioned sugar party and demonstrations by each of the six States on a phase of its educational work with homemakers.

Have you read.



Capsules of Information

KNOWLEDGE AND SKILL IN WORKING WITH OTHERS—Human Relations in the Organization, Supervision, and Operation of Extension Work. Farm Foundation, 600 S. Michigan Ave., Chicago 5, Ill. 93 pp.

● An intriguing little red book printed by the Farm Foundation and put in the hands of all home demonstration agents. Actually, the book is a series of talks given at the Workshop for State home demonstration leaders at Stillwater, Okla., last January. All these talks—by authorities in their fields—deal with human relations in the organization, supervision and operation of extension work.

Topics such as these are covered: Creating Conditions for Good Human Relations, Resistance to Change as a Force To Overcome in Building Good Human Relations, Understanding and Analyzing Adult Behavior, What Research Shows About Human Factors Involved in Organization of Staff and Personnel Management Procedures, Detecting Personality Strains in Early Stages, How to Help People Analyze Basic Needs.

Today, human beings and how they get along are about the most important considerations in all our living.

Why not take a look at the little red book and see if it can help you in your relations to all those who are about you?—*Mena Hogan, Field Agent, Southern States, USDA.*

PUBLIC AFFAIRS PAMPHLETS, Public Affairs Committee, Inc., 22 East 38th Street, New York 16, N. Y. 25 cents each (cheaper for 10 or more copies).

● Looking for some live ammunition for your leaders' discussion

groups? The Public Affairs pamphlets may be your solution for some topics of discussion.

For 17 years, the Public Affairs Committee, Inc., a nonprofit educational organization, has published pamphlets designed to give vital information in readable form without propaganda. Subjects are chosen carefully to meet the needs of the time. Each pamphlet is written by an eminent authority on the timely topic covered.

Pamphlets on such varied subjects as mental health, heart disease, alcoholism, the drug menace, marriage, children, life insurance, the press, communism, and collective bargaining have brought to millions the latest sociological and scientific information in easy-to-read style.

Senator Paul H. Douglas made a testimonial statement for the Congressional Record (May 3, 1951) paying tribute "to the significant contribution the committee has made to our democracy by its publication of 175 different pamphlets which have now run into a circulation of nearly 17 million copies."

Recent pamphlets include: Democracy Begins in the Home; Its Your Hospital and Your Life; Your Neighbor's Health is Your Business; TB The Killer Cornered; What Can We Do About the Drug Menace; Strengthening Our Foreign Policy; and The Cooperative Looks Ahead.

Write to the Public Affairs Committee for a complete list of their latest editions.—*Amy Cowing, Extension Service, USDA.*

AMERICAN STANDARD, L22, YOUR KEY TO BETTER TEXTILES. American Standards Association, Inc., 70 East 45th Street, New York 17, N. Y. Pamphlet. 13 pp., June, 1953, Price 10 cents.

● Are the people in your county coming to you with questions about textiles? This leaflet may give you some of the answers. It describes the results you may expect from clothing and household items that meet L22 requirements.

L22 is the name for the standards which were developed by the American Standards Association for rayon, acetate, and mixed fabrics. Any fabric which conforms to these standards will have satisfactory color fastness; will be satisfactory in any additional finish, such as crease resistance, extra stiffness, resistance to flame, and water repellancy; and will not shrink or stretch, or, if it does shrink, the percentage of shrinkage will be stated.

Practical labels will tell whether to hand-wash, machine-wash, or dry-clean the article. The best technological knowledge available has gone into the development of American Standard L22. The standard applies only to service and use and will not restrict style, color, or design.

Retailers will probably stock labeled goods only if their customers indicate a steady demand for this type of merchandise. Although the standards were sponsored by the National Retail Dry Goods Association (about 800 retailers), not all of the retailers in your county may know about them.—*Alice Linn, Extension Clothing Specialist, USDA.*

● **HELEN G. CANOYER** is the new dean of the New York State College of Home Economics at Cornell University. She was professor of marketing and economics at the University of Minnesota before assuming her duties on September 15. She succeeds **DEAN ELIZABETH LEE VINCENT** who retired after 26 years of college administration, 7 of which have been at Cornell. Miss Vincent will teach and write as a member of the staff of Pennsylvania College for Women at Pittsburgh.

An outstanding economist as well as administrator, Miss Canoyer has been a professor in marketing and economics at the University of Minnesota since 1941, and a member of the staff since 1928. She has also been a member of the graduate committee of the School of Business Administration there.

About People . . .



Home Demonstration Agents Honored

Fifty-nine outstanding home demonstration agents were honored for outstanding home and community service on October 30 at the annual meeting of the National Home Demonstration Agents' Association held in Buffalo, N. Y.

Each agent has served ten years or more in home economics extension work, was selected by a State recognition committee, and recommended by the State leader. These agents have helped rural families of their respective counties to see their problems and to find a way of solving them through a planned program of work.

In the eastern region, they are: Margaret Smith, Maryland; Molly M. Higgins, Massachusetts; Ruth G. Stimson, New Hampshire; Helen Gail Easter and Georgia Watkins,

New York; Esther R. Hart and Mrs. Margaret Haines, Pennsylvania; Virginia M. Parsons, West Virginia.

In the central region: Mrs. Elizabeth Burton and Marion Charlotte Simons, Illinois; Mrs. Gertrude J. Glasgow, Indiana; Mrs. Winter Wilson McKay, Iowa; Gertrude Hove and Helen Ruth Meyer, Kansas; Agnes M. Gregarek, Michigan; Mrs. Eleanor S. Fitzgerald, Minnesota; Mildred M. Timken and Winifred Lee Yancey, Missouri; Mrs. Helen Gayer, Nebraska; Lucile C. Brown, North Dakota; Harriett Green and Pauline Mills, Ohio; Mildred C. Olson, Wisconsin.

In the southern region: Mrs. Oenoe A. Cook and Fran Mallette, Alabama; Mrs. Mary C. Landrum and Esther Tennyson, Arkansas; Allie Lee Rush, Florida; Alice Gaty and Eunyce Howard, Louisiana; Mrs. Ruth Sigman Hawkins and Mary Elise Thoms, Mississippi; La Una

Brashears, Anne Vincent Priest, Eleanor Southerland and Flossie Whitley, North Carolina; Clara M. Backhaus and Nettie Sitz, Oklahoma; Mrs. Rosario Reboyras de Delgado, Puerto Rico; Frances Manry, Mrs. Ann D. Rozier, and Annie C. Newton, Georgia; Elizabeth Donnell and Kathryn G. Sebree, Kentucky; Ophelia Sue Barker, South Carolina; Martha Permenter and Myrtle Webb, Tennessee; Myrna Holman, Mrs. Geraldine Scott Lee, Mrs. Hattie Gertrude Owen, and Loris Jean Welhausen, Texas; Marion M. Lawrence and Mrs. Margaret Rawlinson Syoboda, Virginia.

In the western region: Clarice Cookingham, Colorado; Vivian Winston, Hawaii; Mrs. Dorothy N. Stephens, Idaho; Alfreda R. Forswall, Montana; Ruby Knudson, Washington; and Helen G. Miller, Wyoming.

• James L. Robinson, Federal Extension specialist in the field of farm credit, received the degree of Honorary American Farmer from the Future Farmers of America (FFA) at their jubilee convention in Kansas City, October 12 to 16. A former county agent in Jacksboro, Tenn., for 19 years, his chief interest has been helping youth in the matter of credit and cooperatives.

• John W. Mitchell is the first to hold the position of national leader for agricultural extension work with Negro farm families.

The new position puts Negro extension leadership in the Department in Washington and is a first step, says Extension Administrator C. M. Ferguson, in a long-range program of further developing and strengthening farm and home demonstration work with Negro farm families and 4-H youths.

Mr. Mitchell, who began work for the Extension Service 36 years ago as an emergency farm agent in two North Carolina counties assumed his new duties on September 15.



Mrs. Geraldine Scott Lee, Angleton, Texas, receives her recognition award from Administrator C. M. Ferguson.

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Extension Worker's Creed *in India*

- I believe in village life and that it can be rich and wholesome.
- I believe in village families founded on mutual affection and respect.
- I believe in village youth; in their longings for opportunity, and in the fulfillment of their right for trained minds, healthy bodies and clean hearts.
- I believe in village people, in their ability to solve their own problems, and in their power to develop their lives.
- I believe in my own work; in the opportunity it affords to be of service to others; and this because

*All men need self-respect
All men need friendship
All men need recognition
All men need opportunity*

and therefore in all my work,

*I shall seek at all times to be friendly
I shall seek at all times to be honest
I shall seek at all times to be sincere
I shall seek at all times to be humble.*

- I shall, with sincerity of purpose, work with village men, women, and children, for better family living, by helping them to make their fields and livestock more productive, their homes more comfortable and beautiful and their community more satisfying.

And because I believe in all these, and I shall to the best of my ability endeavor to fulfill them,

I AM A GAON SATHI

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