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NATIONAL FARM AND HOME HOUR
Land Grant College Series
Purdue University

July 21, 1937 - 11:30-12:30 P.M.

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ANNOUNCER:

Good day, farm and home friends. The National Farm and Home Hour comes to you today from the music room of the Memorial Union Building on the campus of Purdue University in West Lafayette, Indiana, as one of the series of Land Grant College broadcasts. Here on the banks of the Wabash River, which is only a short walk from the campus, it is quite fitting for us to hear that old favorite Indiana state song "On the Banks of the Wabash", which the Summer Session chorus of 40 voices, under the direction of Albert P. Stewart, is singing for us now.

"ON THE BANKS OF THE WABASH"

Segue to

"FOR THE HONOR OF OLD PURDUE"

ANNOUNCER:

Yes, for the honor of Old Purdue! We have heard much in the past years of Purdue, not only for its work in engineering, science, home economics, pharmacy, and agriculture, but also about those Boilermaker basketball and football teams which have made athletic history. But this is the Farm and Home program, and to give you a picture of Purdue today we have asked President Edward C. Elliott, who has accomplished a tremendous amount in the rapid growth of Purdue during the 15 years that he has been at the helm, to tell you briefly something of this University.

ELLIOTT:

Ladies and Gentlemen of my unseen, but, I am sure, numerous audience:

This is indeed a fortunate circumstance, when I am permitted to reach, and perchance to hold you, for a moment, by means of the mysterious, grappling power of the radio. It is certain that Shakespeare knew nothing of modern radio. If he did he would not have written, as he did in Hamlet, "Give every man thy ear, but few thy voice." In spite of this wise counsel, I hope I am giving my voice to many -- not only the many of the citizenship of the Hoosier State who know and promote the work of Purdue University, but also the many throughout the nation who recognize the American Land-Grant Colleges as the most potent group of educational and scientific agencies the world has ever known. While I now speak of Purdue University in particular, the things I say might, for the most part, also be said of each one of the fifty or more institutions founded as Purdue was and activated as Purdue is.

The charter of Purdue University was granted seventy-five years ago -- to be exact, July 2, 1862 -- when President Lincoln signed the so-called Morrill Act. This act provided for the establishment in each state of at least one college whose leading object was to teach such branches of learning "as related to agriculture and the mechanic arts . . . in order to promote the liberal and practical education of the industrial classes in the several

(over)

pursuits and professions in life." The passage of the Morrill Act and the resulting establishment of the so-called agricultural colleges throughout the land marked the beginning of a new epoch in education, a new epoch in the extension and the utilization of scientific knowledge for human welfare, and in the development of the democratic ideals of human opportunity.

In 1864 the Indiana Legislature accepted the provisions of the Morrill Act and provided for an institution called the "Indiana Agricultural College." But the times immediately following the Civil War were disturbed. There was much controversy as to the when, the how, the where, and for whom of the proposed new institution. Then, in 1869, John Purdue, a farsighted business leader of the city of Lafayette, together with other public-spirited citizens of the community, came forward with a gift of \$200,000 and 100 acres of land. This proposal was accepted by the Legislature of the State on May 6, 1869, and the institution to be established was to have the name of "Purdue University." This is the historical explanation why the agricultural college of Indiana bears the name Purdue University.

Even though \$200,000 and 100 acres of land represented in 1869 a large benefaction, after the lapse of years it may be said that John Purdue secured a permanent patent to his name and his memory at a nominal expense.

Purdue opened its doors to students in 1874. There were six members of the faculty and sixty-four students. During the past year there were 6332 different students on the campus. Every county in the State and every state in the Union, but one, and a score of foreign lands, were represented. The three original buildings are now sixty-five; the original 100 acres of land are now 10,000; and the teaching and scientific staff more than 600. In other words, the institution is, physically speaking, 100 times more than when John Purdue began his work on the campus. From present indications the coming autumn will see a further increased stream of students moving toward this recognized center of practical training for living in a practical world -- a world demanding more than ever before a generation of youth trained in the scientific skills involved in agriculture, engineering, home-making, pharmacy, and other phases of applied science.

In the beginning the teaching of students on the campus was regarded as the only function of the University. Today this is the first and greatest responsibility of the institution. Yet through the years, especially in agriculture and engineering, the University has become a center for the production of new knowledge. From the research laboratories of the University has flowed a continuous and increasing stream of new knowledge. There is not a farm, a home, a factory, a highway in this State that today is not the better because of this crusade for the understanding and control of the powers of nature.

It is a cardinal American doctrine that the destinies of a free people, in a state of progressive civilization, are determined by that process called education. The supreme test of this doctrine is being made through such institutions as Purdue University. If the American land-grant college fails, then American democracy fails.

ANNOUNCER:

Thank you, Dr. Elliott. Farm and Home Friends, you have just heard Dr. Edward C. Elliott, president of Purdue University, and now we will call on the chorus again for another group of songs. Director Stewart has chosen first "Gay Is the Rose," after which we will hear the familiar "Morning" by Oley Speaks, arranged by Ralph L. Baldwin with the words by Frank L. Stanton.

"Gay Is the Rose,"
"Morning,"

ANNOUNCER:

And now, we have here with us Dean J. H. Skinner, who only last month celebrated his 40th anniversary with the class of '97, and who has been dean of the School of Agriculture since 1907, and director of the Agricultural Experiment Station and of Agricultural Extension since 1928. No man has done more in the upbuilding of the agricultural part of Purdue than has Dean Skinner, who has devoted his life to the institution. He always has something worthwhile to say. Dean Skinner:

SKINNER:

Agricultural instruction has been offered by the University since it was first organized. In the early eighties two members of the faculty were teaching all of the courses offered in agriculture. Today there are ten different well organized departments in the School of Agriculture, and a staff of more than 50 trained teachers is required to give the courses offered. In 1887, the Agricultural Experiment Station was established under a congressional act known as the Hatch Act. Farmers' Institutes, an early form of extension work, were started in 1889. Twenty years later the Agricultural Extension Department was established.

In the Agricultural Experiment Station there are over 200 research projects organized to obtain new information of value to the farmers of the state. The Extension Department is carrying this information out to thousands of farmers through a force of trained extension workers including county agents and home demonstration agents.

The Indiana farm income is more than 300 million dollars annually. A wide variety of soils, climate, crops, etc., has created a big demand for intensive research, in order to obtain new information based on scientific studies, for the 200,000 farmers in the state.

Indiana is favored with a naturally fertile soil, and the products which come from its farms each year represent new wealth which is exceedingly important in the economic life of the state and nation. No state is more favorably situated for the production and marketing of quality farm products than is Indiana. The soils, climate, and abundant rainfall are favorable to the widely diversified and profitable methods of farming that prevail.

There are many different types of soil in Indiana. The very first work of the Agricultural Experiment Station was concerned with problems relating to soil fertility and the testing of varieties of crops. The first permanent soil fertility plots were laid out on the Purdue campus in 1888.

These plots required about ten acres of land. The Station now owns and operates nine experimental fields, or farms, in different parts of the state on the more important soil types. The research work on these fields was designed primarily to protect our most precious heritage - the soil - from which all new wealth must come. These experiments have enabled the Station to develop profitable crop rotations, and at the same time maintain soil fertility and increase crop yields. Increased crop yields mean larger profits.

The conservation of the soil and the maintenance of high crop yields are of first importance to farmers. Soil studies and soil surveys, which are fundamental, have been made on all important soil types in the state. These have enabled the Station to take the leadership in outlining the programs for proper land use and soil conservation now underway in Indiana.

Closely hooked up with proper soil treatment and management are the problems that must be met by farmers in the successful conduct of other basic lines of agriculture, such as crop and livestock production, dairy farming, poultry husbandry, forestry, fruit and vegetable growing, and the marketing of the crops and products, of which there is a great variety in the Hoosier state. The questions of our Indiana farmers engaged in all these different lines of agriculture are numerous and of a great variety. These are being answered by research work.

From the experiments with beef and dairy cattle, hogs, and other classes of livestock and poultry, involving many studies of housing, rations, pastures, methods of management, and the work in the experimental fields, feed lots, and laboratories, have come new knowledge of great value to farmers who are now using it on their farms.

This Station is also conducting many experiments to discover methods of controlling a great variety of injurious insects and plant and animal diseases. In addition to the studies of production, the Station has made many studies of marketing problems, the results of which are enabling farmers to meet the demands of the markets for quality farm products. This means greater profit to the producer.

Purdue, for a period of more than fifty years, has been conducting research work from which improved methods have been developed that are now used on a majority of Indiana farms. The results of scientific research work in this and other experiment stations form the background for agricultural text books used in high schools and colleges. Knowledge gained from research work is of little value unless it is put into practical use. This is being done. A large force of extension workers, county agricultural agents, and home demonstration agents are taking out the new knowledge obtained by this and other stations and the U. S. Department of Agriculture to the farm people, who are using it on their farms.

ANNOUNCER:

Thank you, Dean Skinner, for your words about the Agricultural work at Purdue. I am sure every Farm and Home listener, at least in Indiana, knows something of the work of Purdue in this important field, and of the real contributions that have come from this institution for the common good.

We have here with us today in this beautiful music room of the Union Building, one of the 130 young men who compose the famous Purdue military band, whose director, Prof. Paul Emrick, originated the alphabetical marching formations which we now see almost every college band perform. This man is Fred C. Baase, of Indianapolis, xylophone soloist, who will be a junior in September in the School of Mechanical Engineering, one of the finest in the United States. He is to play two numbers for us, a "College Medley," and "The Flight of the Bumble Bee."

"College Medley,"

"The Flight of the Bumble Bee,"

ANNOUNCER:

Back of this program of teaching, research and extension work in agriculture which Dean Skinner barely mentioned a few minutes ago, are three men who have done much to see that Purdue does its part in meeting the constantly growing demands of Indiana agriculture. They are T. A. Coleman, assistant director of agricultural extension for Purdue and county agent leader; Harry J. Reed, assistant director of the Agricultural Experiment Station; and V. C. Freeman, assistant dean of agriculture. These men have consented to tell you in a few words of some of those services of this institution, especially those off the campus, and I might add that Purdue regards the entire state of Indiana as part of its campus, so thorough and widespread have become its efforts in the field of extension work.

Mr. Reed, I wonder if you would cite some examples of how these research projects which have been mentioned actually work out in this state.

REED:

There are so many it is hard to pick and choose but the tomato growing and canning industry, which was in its infancy 25 years ago, along with the poultry business, provide two good examples of the effective utilization of methods developed at the University for the agricultural industry of the state.

Farmers were growing just about any kind of tomatoes, delivering them pretty much the same way, and the canners were packing them as they could. Canners, our staff and retailers all recognized the need for better tomatoes.

Our first problem was to produce a tomato that would give high yield and pack well. Eighteen years of plant breeding have produced the Indiana-Baltimore tomato which is outstanding in quality and production.

The seed committee of the Indiana Canners' Association has financed the growing of special plots of six acres annually or more of tomatoes to supply the seed for the millions of plants for Indiana growers.

ANNOUNCER:

Just a moment, Mr. Reed, how about the other steps in this tomato work about which I have heard and read?

REED:

Well, Everett, we found a need for definite standards of quality for both raw and canned products. A system of grading tomatoes was worked out and accepted by the United States Department of Agriculture which has since been adopted in Indiana and many other states. Grading enabled the canners to buy a more uniform quality for which the grower received a higher price.

Our research men found that the really red ripe tomatoes, the kind we like to go out in the garden and pick and eat with a little salt had the highest quality when in the can. The canners recognized this and were sold at once on the idea of the grades and standards thus established. Mr. Coleman can tell you how this plan was taken to the growers throughout the state.

COLEMAN:

First, all needed to realize that to get good tomatoes in the can good tomatoes had to be grown in the field. The tomato growers' clubs were formed. One we called the Double Tonnage Club, the other the U. S. Won Club, both designed to stimulate interest in higher yields and higher quality. Canners offered prizes for Ten tons or more per acre and a bonus above contract price for No. 1's, the regular price for No. 2's and nothing for the culls. This meant that growers, too, had to know the grades, and their pickers likewise had to be trained. Training schools were held for pickers and growers by county agents and extension specialists who put the program into operation.

ANNOUNCER:

Mr. Coleman, how has that affected tomato growers in the state?

COLEMAN:

Today, Everett, thousands who formerly produced 'mine run' tomatoes will sell as high as 80 percent No. 1's and no culls whatever. Many growers obtain yields of 10 to 15 tons per acre and even higher marks have become quite general. Their business is more profitable and the same is true of the canner who gets this kind of cooperation.

Because of this forward-looking program, which is being improved constantly, Indiana has become the leading state in production of tomatoes for canning purposes. Today 120,000 acres are devoted to this crop on about 30,000 farms of the state. The canning industry represents a value of about twenty million dollars annually and it has been built upon a firm foundation.

ANNOUNCER:

That is real romance of business in the everyday life of the state and typifies what a really strong three-horse team you have--the University, the producer and the processor. But, how about that poultry story, Mr. Reed?

REED:

Up to about 25 years ago, the average farm poultry flock didn't amount to much in this state, just a few chickens with an old Dominecker rooster as the boss of the barnyard. The hens spent about half of their time nesting and raising a bunch of chicks. Flocks were poorly housed and managed. It was necessary to get some new facts on incubation, brooding, housing, feeding, breeding, management, disease control, and particu-

larly pullorum disease and paralysis. Many of these problems have been solved.

ANNOUNCER:

What methods, Mr. Reed, were used?

REED:

Early experiments at Purdue revealed an animal protein was necessary to supplement the corn, wheat, oats and other grains in rations for laying hens, if egg production was to be increased and make the flock really pay. New rations were developed to hasten maturity. In fact Purdue pioneered in developing an all-mash ration for baby chicks. Answers to many of these poultry problems were found and today Purdue research work is pointing the way not only in successful egg production but also in the marketing of those eggs, and Mr. Coleman can tell you how this is working out in the state.

COLEMAN:

First, hundreds of poultry demonstrations were arranged by county agents in which the flock owners were shown how to handle their poultry properly. Neighbors came to these meetings to study egg records; methods of feeding; management; housing; and culling to weed out the loafing hens. Farmers studied all of the phases of successful egg production and flock management. The farm press, the newspapers and the radio had their influence in this as well as other lines but the spark plug in the campaign was our poultry extension staff who with the county agent as the man in the field secured the support of the farm flock owners in this far flung educational program. Today, the poultry industry in Indiana has grown from one of pin-money for the farmers' wife to one worth about \$50,000,000 a year. Indiana farmers have begun on a big scale to grade their eggs and sell in the best markets. One of the outstanding examples of an intensive poultry area in America is in Kosciusko County, Indiana.

ANNOUNCER:

Well, Mr. Reed, you are rather proud of the awards your good Indiana corn boys got up at Chicago, aren't you?

REED:

You bet. No corn-belt broadcast on farm topics would be complete without some mention of corn and hogs. I'm going to take it for granted that most of our listeners know that Indiana corn men have won the championship at the International Grain and Hay Show 15 of the last 19 years and also that we have the world's record yield of 183 bushels per acre in the Indiana five acre corn contest. I'm going to talk hogs for about thirty seconds.

We should not overlook the fact that years ago, the hog business was very uncertain because of the annual revages of cholera. Dr. Craig and the veterinary staff of this institution did much to standardize the making of hog cholera serum and thereby effectively control this disease, something which the present generation does not think about.

Long ago our animal husbandry-men realized that corn alone was too costly a feed to fatten market hogs. So they tried various rations and found animal protein was necessary to balance the menu for a pig. As a result of this discovery here, farmers everywhere have been able to save several bushels of corn per hundred pounds of pork produced. The discovery of a mineral mixture to feed with soybeans for fattening swine has made it possible to feed a homegrown protein successfully. What do you think about it, Tom?

COLEMAN:

I believe, Harry, that most of our farm listeners will agree with us that the progress in the hog business again is due largely to extension work; the valuable work carried on by 4-H pig club boys; members of the Hoosier Ton Litter Club, from which started the Ton litter idea throughout the United States; by those farmers in the Thrifty pig project, and others who have done much to advance the cause of swine raising and increase the profits therein.

ANNOUNCER:

How about the extension work in this state, Mr. Coleman?

COLEMAN:

Well, Everett, this year we have over 50,000 boys and girls in 4-H club work, a gain of 32,000 over ten years ago. These boys and girls are members of the agricultural and home economics clubs and are supervised by over 3,000 junior leaders and 2,700 adult leaders who were trained by the Purdue club staff. I believe there is no more important nor hopeful phase of extension work than that with 4-H club members.

Recently we started an older youth program to provide opportunities for those who have passed beyond club age but still are not quite old enough to take active places in the farm bureau, the Grange, and other farm groups. This program is meeting with a wonderful response, and evidently is filling a need.

In this connection we should mention the wonderful work being conducted by Miss Lella Gaddis, state leader of home demonstration work, and her staff which shows 86 counties organized for home economics extension work in a fine way, with over 35,000 Indiana women holding membership in home economics clubs. Last year they gave direct aid to 85,160 women other than those who attended the meetings. These members reported the adoption of over 92,000 better home practices. This record will challenge those in any other extension field.

We are convinced of the effectiveness and demand for extension work when we find that our county agents answered over 118,000 office calls last year, visited nearly 58,000 farms, that 819,000 persons attended the meetings held during the course of the year. Thus county agents have proven themselves time and again of unlimited value.

ANNOUNCER:

All of this helps give an idea of the countless services of Land Grant Colleges in meeting new conditions. What is being done in the School

of Agriculture to meet the needs of the Agriculture of Today and Tomorrow, Mr. Freeman?

FREEMAN:

Our most important job is one of continuously building courses of study for students that will bring to them the most up-to-the-minute information along all lines of production, management, marketing and the industries connected with agriculture. This year we have added several new courses in Forestry and Entomology. We have held for the first time a Pest Control Operators Conference. Purdue students this past year won first place for flowering plants at the National Flower show at Milwaukee, Wisconsin. Also Purdue's record of four grand champion steers, four grand champion fat wethers and five grand champion fat barrows at the International Livestock Show at Chicago indicate that we are keeping in line with changing types of farm animals.

ANNOUNCER:

Have many farmers and farm boys taken training in the School of Agriculture at Purdue, Mr. Freeman?

FREEMAN:

More than 10,000 students have taken training in either the four year courses or the eight weeks winter courses--more than 2,000 students have successfully completed a four year course and more than 4,000 have registered for one of the several different eight weeks winter courses which we have been offering since 1887. During the past school year an all time high mark of approximately 900 winter course, undergraduate, and graduate students were registered in the School of Agriculture, making a net increase of over 20% in total enrollment from the previous year. We are especially proud of the eight weeks winter courses which have been popularized as affording a maximum amount of practical agricultural information in a minimum of time.

ANNOUNCER:

Are there any other types of training available for experienced farm people?

FREEMAN:

Yes, Everett, approximately ten thousand farmers and persons working in industries closely related to agriculture were registered at the University during the past school year for one or more of the farm conferences. Each year these courses are changed to meet the new conditions and the latest facts and tested farm practices are carried back to the Indiana farms and related industries.

ANNOUNCER:

What opportunities exist today for agricultural graduates?

FREEMAN:

I believe the best answer is to tell you that a week before the seniors graduated this year 75% of them were already employed and at the present time the only ones unemployed are trying to decide which one of several jobs available they should accept. More than ninety percent of the agricultural graduates take up farming or employment in related fields.

ANNOUNCER:

Thank you Gentlemen, I am sure our Farm and Home Houselisteners enjoyed your discussion very much. Let's hear from the Purdue Summer Chorus again. This time they offer Cherubim Song No. 7, arranged by Tchaikowsky.

CHERUBIM SONG NO. 7.

ANNOUNCER:

So far all of the speakers have been men who talked about Agriculture, but we must not forget the women. Home Economics is playing an increasingly important part in all Land Grant colleges and we have here today Dean Mary L. Matthews who, for some years, has been head of the School of Home Economics, one of the high ranking schools of the United States. I present at this time Dean Mary L. Matthews whose subject is "Homemakers and Purdue".

DEAN MATTHEWS:

The Land Grant College has always been the pioneer in the Home Economics movement. Purdue University even though among the last group of Land Grant Colleges to establish a Home Economics curriculum, one not being established here until 1905, has as large an enrollment of students as any of the Land Grant Colleges save one. This past year there were 650 students taking work leading to the bachelor's degree in Home Economics.

Practically all of our students come to the University with the purpose in mind of being trained for some sort of profession. Most of our graduates work for a period of years prior to marriage, and during the last few years many have continued in their professions even after marriage.

It is interesting to note that teaching is not as popular a profession for women as it once was - this year there are not enough capable graduates to fill the Home Economics teaching positions. Other fields are attracting our students. They are becoming dietitians, directors of tea-rooms or lunch-rooms, going into various types of commercial positions, into extension positions, into home demonstration work, 4-H club work, into interior decoration, and into many other kinds of positions for which their training prepares them.

Prior to 1905, the date when the Home Economics curriculum was organized at Purdue University, there had been some home economics extension programs in Indiana. Today the home economics extension program directed from Purdue University reaches into every county in the state. There are 1189 home economics clubs in Indiana, many of which carry extension projects as part of their programs. These clubs have a state organization which holds its annual meeting on the campus during Agricultural Conference week in January. During this Conference a daily home economics program for the women is arranged and the genuine interest in the work is shown by the increase in attendance each year - last January 3479 women were here during the week.

There are 28,123 girls enrolled in 4-H club work in Indiana. Many of the girls later come to the University to enroll in Home Economics. 39 percent of last year's freshman class had been 4-H club members.

Also at Purdue University there is a home economics research division maintained. Two women devote their entire time to discovering facts that will aid the homemaker in her work. Much interest is shown in these studies, especially in the use of electricity in the farm home and the information obtained is highly important now and will be more so in the future as the vast rural electric development under way actually materializes.

Thousands of bulletins and much other material is distributed to women in Indiana each year - the college has become a "service station for the procession of humanity".

Go into any county, into any city or town in Indiana and there will be women who are interested in Home Economics. Through Purdue graduates who are teachers in the public schools, through extension and 4-H club workers, through the agricultural experiment station workers, home economics information is being disseminated into every corner of Indiana - and what is more encouraging is the fact that women are using the information they are getting to make more attractive, well organized and managed homes - the real purpose of all of teaching, research and extension work.

ANNOUNCER:

Thank you Dean Matthews. And now Farm and Home friends, it is time for more music and once again we feature Fred Baase, who plays for us this time a group of vibraphone solos, "Star Dust" and the lovely "Trees."

"STAR DUST"
"TREES"

ANNOUNCER:

And now, we are to hear from a real dirt farmer who has put into practice what the Land Grant colleges preach. He is Hassil Schenck, president of the Indiana Farm Bureau, an organization of more than 30,000 farmers, who gives us the farmers' viewpoint, speaking for the farmers of the state.

SCHENCK:

The occupation of farming is no longer regarded as an isolated state of drab existence. It is highly specialized, and applies the latest findings of research, both in the field of agricultural and industrial engineering.

The Land Grant College, and today I especially refer to Purdue University, is the logical place where new ideas originate and are tested for their practicability.

Farming is not an independent industry. It is so interlocked with other industries and professions, that failure of any one has a decided effect on the whole of the nation's social and economic welfare. Farmers find it necessary to look beyond their own boundary lines for a broader knowledge of the fundamentals of successful farming. In this type of training, Purdue University is outstanding.

Each year thousands of young men and women from our farms are enrolled in this agricultural school. Courses are so designed that when graduates leave the University they enter life's work with a broader prospective of their obligation to society, and better fitted to cope with the problems of the economic world. They are contributing to the welfare of mankind.

On the other hand, not all farm youths desire to remain within the realm of their early experience. They frequently enter the scientific field of industrial activity. Their contribution to present day transportation, communication and inventive genius has made life on the farm more pleasant and profitable. They are still farmers, but attacking from another angle.

The study of soils, plant life, animal husbandry and general farm management requires the advice and counsel of experts. This is provided in each county through the County Agricultural Agent, Home Demonstration Agent, and other Extension services. Annually these services save thousands of dollars, which would be required were each farmer to do his own experimental work. It removes the trial and error method of farming.

Graduates of Land Grant Colleges scatter to the many communities to supplant unsound activities with those of approved standing. They keep step with the march of time. Not one farming section of Indiana operates without improved practices originated at the University. It is interesting to note the many new developments along the line of agriculture in the last quarter of a century. While many farmers are unaware of the source of these developments, they are found in practically every case to have originated at the Experimental Station. One shudders to think what the status of agriculture today would be were we to blot out the developments of Purdue University since its establishment in 1869.

As president of the Indiana Farm Bureau, I am happy to say that the closest working relationship exists between our organization and Purdue University. Each of these two great organizations has a specific field, and while their interests are directed toward the same goal, there is no conflict of action. Each is supplemental to the other. In Indiana, organized agriculture stands squarely back of the University,--gladly assists in formulating policies, and lends itself to the execution of the program.

With the experience of the past, the future worth of Purdue University as a direct route to a more happy and abundant farm life cannot be denied.

ANNOUNCER:

Thank you, Mr. Schenck, for your solid farm viewpoint on agricultural education.

"LAST ROSE OF SUMMER"

"HAIL PURDUE"

CLOSING ANNOUNCEMENT:

With the beautiful strains of "Hail Purdue," ringing in our ears we bring to a close another in the series of Land Grant College programs. Today's program was presented by the faculty and students of Purdue University and was arranged under the supervision of William E. Drips, director of agriculture for the National Broadcasting Company, in cooperation with the Land Grant College Association. Until tomorrow when we will again greet you from Chicago, this is Everett Mitchell saying goodbye and lots of good luck, everybody. The program has been coming to you from the campus of Purdue University at Lafayette, Ind. through the National Broadcasting Company.

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