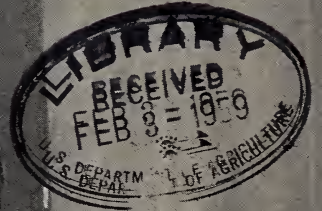


47760 X 3
15
The family works out problems in
Balanced Family Living • Page 3

JANUARY 1950

EXTENSION SERVICE
Review



Next Month

• As we start down the other side of winter, summer is just around the corner and it is none too early to begin to consider the pros and cons of going to summer school this year.

• A class of extension workers at the University of Wisconsin summer school last year sifted all the arguments they could find for and against going to summer school and decided that there were three good arguments for the positive. The teacher of that class, C. E. Potter of the Federal Extension staff, will tell you about it in the February issue.

• The back cover will list the courses now being organized for the four regional extension summer schools so you can pick the one offering the most for you. The dates are also listed for the early birds already making their summer plans.


• To help with the observance of 4-H Club Week, March 4-12, an idea for a window exhibit is both illustrated and described for the next issue. This and other ideas for local materials and programs are offered in the 4-H Club Week Manual being sent to each county this month.

• Did you ever take part in a world's conference? If you have ever had this experience of being a little toad in a big puddle you will know how Editor Clara Ackerman felt at the meeting of the Food and Agriculture Organization of the United Nations where she served as public liaison officer for the United States delegation and which she describes in an illustrated article next month.

• "Take Another Look" deals with the changing face of extension work in marketing and reports on a seminar on the training of retail handlers of foods, especially fresh fruits and vegetables.

In this issue -

	Page
Balanced Family Living	
<i>Mrs. Velma A. Huston</i>	3
Leaders Grow in Ability	
<i>Mrs. Verona Lee J. Langford</i>	4
To Make the Office a Better Place to Work	
<i>Karl Knaus</i>	5
Work With Young Men and Women— A Challenge and a Promise.....	6
Milestones for 4-H Progress	
<i>Betty T. Lindsay</i>	7
Everybody Wins.....	8
Extension Work in the Pacific Islands..	10
4-H Neighbors in Austria.....	10
Tell It to the Parents.....	11
Pasture Renovation.....	12
Looking Ahead With County Agents....	12
The Famous Cardboard Cow.....	13



**OFFICIAL ORGAN OF THE
COOPERATIVE EXTENSION SERVICE
U. S. DEPARTMENT OF AGRICULTURE
WASHINGTON 25, D. C.**

VOL. 21

JANUARY 1950

NO. 1

Prepared in the Division of Extension Information
 LESTER A. SCHLUP, *Chief*
 CLARA BAILEY ACKERMAN, *Editor*
 DOROTHY L. BIGELOW, *Associate Editor*
 GERTRUDE L. POWER, *Art Editor*

Published monthly by direction of the Secretary of Agriculture as administrative information required for the proper transaction of the public business. The printing of this publication has been approved by the Director of the Bureau of the Budget (July 9, 1948). The REVIEW is issued free by law to workers engaged in extension activities. Others may obtain copies from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., at 10 cents per copy or by subscription at \$0.75 a year, domestic, and \$1.15 foreign.

Balanced Family Living

MRS. VELMA A. HUSTON

District Home Demonstration Agent, Kansas

WHAT do we mean by Balanced Family Living?

We are hearing more and more about balanced farming in which the various enterprises on the farm are so coordinated and developed as to provide maximum income. Balanced family living means that each individual member of the family will have the opportunity to develop mentally, socially, spiritually, and economically according to his individual ability. The ultimate goal of balanced farming is to provide for balanced family living. This does not mean, however, that balancing a farm is all that is needed to get balanced living; it is not that easy.

Throughout history families have followed different patterns, each adhering to traditions peculiar to their society. We, as extension workers, must recognize these differences and always work with, rather than for, the family. We can give assistance in analyzing and setting standards. It is to our advantage that the patriarchal type of family, where the husband planned, supervised, and made ultimate decisions, has, largely, been replaced by the family that works out their problems together. This is approximate balance.

Even though each family varies in needs and wants, there are some factors which are of common interest to all. Each family needs an income. This is evidenced by the emphasis placed on balanced farming, but in-

come alone is not the complete answer to balanced living. The problem is not only one of making money but also of spending that money. All of us know families with adequate incomes whose living is far from being balanced. Too often, the idea prevails that if a new house is built or the old one modernized, the family living program has been balanced. The housing for a family is important, but there are other factors of equal, or even greater, importance.

Medical care for all members of the family is an integral part of the balancing process. It is a matter of weighing values, and certainly health is a major concern and needs first consideration. Health for the family includes maintaining optimum nutrition at all times. As a part of balancing, the value of home-produced food is not to be overlooked.

Education is another important point in balancing a family living program. All families need to consider the informal type of books, magazines, newspapers, lectures, or concerts—as well as the formal type of schooling. Education assumes even greater importance if there are young children.

Relationships within a family may make or mar it. This is largely a personal matter with each individual group; but surely if parents can better understand the problems of youth and each other, living together will be enriched. We are only now approaching this broad field of family relation-

ships or family life in the field of home economics.

It is logical to conclude that good citizenship begins at home. Attitudes are built, largely, in the formative years. If we are to expect good citizenship in the local community, in the State, the Nation, and the world, the foundation must be laid in the home. These values, though often intangible, are very important.

A family living plan is not complete without a definite plan for saving. Security is a basic need of all people, and due consideration to some type of reserve income is a necessity. This may be in one of many forms. The one which fits into the family plan must be decided upon by the family itself. Here, again, Extension can give suggestions, but the final decision rests with the family.

The family that does the best job of balancing analyzes its own particular situation and then makes wise use of all possible resources to achieve its goals. Resources include time, money, and special talents of individual members. The homemaker or family member, who sews well can make a special contribution. Each family has special talents. These are all added assets.

It is imperative that each family, as well as each individual, know what is wanted. In other words, what does the family wish to accomplish? In deciding this important question, there will be goals that extend over many years, and there will be those involving shorter lengths of time. Too, these goals need to be revised often in the light of changing conditions, particularly the shorter-time goals.

Balancing family living is an interesting challenge. In fact, it is life itself, and what could be more fun?

1950 Regional Extension Summer Schools

Northeast—Cornell University—
July 17 through August 4.

Central—University of Wisconsin—
June 12 through June 30.

West—Colorado A. & M.—First ses-
sion: June 19 through July 7; second
session: July 17 through August 4.

South—University of Arkansas—
July 17 through August 4.

Leaders Grow in Ability

MRS. VERONA LEE J. LANGFORD

Home Demonstration Agent, Pitt County, N. C.

THE flowering of rural leaders in this county has been the best single result of home demonstration work in the 7 years I have been here. This did not happen all at once but step by step. Each year plans have been laid and goals set to make home demonstration work available to more women of the county. The leader-training program has been the key to success.

We have come to realize that every group, large or small, rich or poor, can be counted upon to have a leader. After the potential leader has been recognized she must be trained, gradually and systematically. First of all, the agent must be well prepared in the subject in which she is training the leaders and be enthusiastic about it. In some way the agent must get across to the most timid woman and girl the feeling that they can do the job. She must give them responsibility and train them to meet it. Eleven leader-training schools were held last year with an attendance of 530 women, who helped the agent or her two assistants give 156 method demonstrations. These women also gave 120 demonstrations themselves without the presence of the agent. In addition, 150 4-H leaders were trained in 4 schools.

If, for some reason, as many as five clubs do not have a representative at the school, a second school is held. The leader and vice president, who serves as program chairman in each club, are invited. If the leader fails to attend the second school, an agent visits her in person, and she is trained in her home.

One of the first jobs leaders undertook in the county was making a survey of all nonclub members. They then divided the list and called on each, extending an invitation for the woman to become a member of the home demonstration club or the children to be 4-H members.

The next year, at the program planning meeting of leaders, it was decided

to have one leader help the home agent at every club meeting. These leaders came to the laboratory in the extension office for training in the subject matter. The third year found leaders ready to hold two meetings alone each year. They now hold five or six with the presence of the agent, depending somewhat on the program planned for the year.

The program is planned in August or September of each year at a meeting of home demonstration club presidents and county 4-H officers. Preceding the meeting, local clubs study their own situations and make up a list of problems with the primary needs at the top of the list. With these lists the group plans the program, and on these needs, as the women themselves see them, the demonstrations are based.

As the leaders have assumed more and more responsibility, the agents have had more time to organize new clubs, make home visits, and for other activities. The way the leaders help in organizing new clubs is illustrated by the Chicod Club which for more than 25 years met in the school. It served 20 families scattered over the

township. When I suggested that they might need another club in this area the members assured me that all the women interested came. I talked over with the leaders the idea of making a survey of the township. The leaders made up a list and, with the help of the agents, visited 124 of the families. We found them in the pack houses grading tobacco and talked to them about the home demonstration club and what it offered and asked them if they would become active members if there were enough women to organize.

This was the foundation work for dividing the original club into three parts. Dates and places of meeting to organize another club were set by the leaders. Twenty members living near the school reorganized the Chicod Club. Hollywood organized with 20 members and has grown to 30. Black Jack organized with 23 members and now has 27 active members. Timothy with 19 members to start, now has 30. One hundred and twelve women in the township are now regularly attending home demonstration clubs instead of 20. The trained leaders in the original Chicod Club made this possible.

A challenge and responsibility are tools in developing leaders. In 1946 the county council president attended Farm and Home Week. During Federation Day a speaker told clubwomen that every county in North Carolina

(Continued on page 13)



A West Virginia local leader trained in the use of visual aids gives her club a good meeting on room arrangement.

To Make the Office A Better Place to Work

KARL KNAUS

Field Agent, County Agent Work, Central States

First of a series on the extension office. Other articles will deal with lay-out, light, and ventilation, the office conference, and office routine.

IF YOU were asked to name 10 things you could do to make the office a pleasanter place to work, what would you say? This is just what 14 county extension agents and 13 supervisors were asked to do in a summer school course at the University of Wisconsin on county extension office management offered for the first time.

As you might expect, the answers varied; but on five items there seemed to be general agreement, and very important at this time of high budgets, most of the suggestions could be carried out with very little additional expense.

Good personal relations stood out as the No. 1 item essential to making the county office a pleasanter place in which to work. This was approached from many angles. Some of the more common suggestions were "Redefine Carefully the Jobs of Each Member of the Staff," "Set Up Office Policies," "Consult Staff Before Changes Are Made," "Equalize the Work of the Secretarial Staff," "Be a Good Counselor and Listener," "Be More Patient—Cooperative—Courteous and Loyal to Everyone."

"Well-planned, businesslike weekly office conferences" were suggested as one of the most practical ways of working out little problems of relations among the staff. The conferences will also keep the entire staff informed about the work of each and give opportunity to plan joint activities or assistance needed. Rotating the chairmanship of the conference will spread the responsibility. All of these suggestions are within the control of the members of the county staff.

Well-lighted, well-ventilated, comfortable office quarters were listed as

the second essential. This one is not so easy. Adequate office space is one of the more difficult extension problems of the moment, as most county extension staffs have expanded by an additional one, two, or more workers during the past 10 years. My home county office formerly housed the county agricultural agent, the assistant agent, the secretary, and desk space for a part-time employee. A home agent has just been added. All these are in one room. Visitors wait in the hall. Supervisors particularly can help call this need for more adequate office space to local sponsoring or appropriating bodies. In this county it was found that there were two rooms available in the Federal building. Steps are now being taken to move from the courthouse to the Federal building, even though space there does not fully meet the need.

Light and Air Needed

Lighting and ventilation are more within the control of the agents than the matter of space. Merely cleaning the light fixtures may increase the light as much as 40 percent. Daylight on desks is much less important with improved lighting fixtures than it was formerly. A small expenditure for proper fixtures and a little thought and attention to the best possible floor arrangement will help with lighting and ventilating problems. Here again, the staff can often make better use of what they have.

The third item mentioned was a good filing system. Most States have given thought and attention to adequate county office records and filing



systems. There are advantages in having a uniform system throughout a State, that is flexible enough to permit variation to fit the program and activities, county by county. A standard system in a State, to be effective, does require some training of the persons who will be responsible for the files; but here again it costs but little more to have a smooth-working and thus satisfactory filing system than to have one that does not make readily accessible the reference material, correspondence, project outlines, and forms of many kinds needed several times daily.

Good office equipment was the fourth item which would make the county extension office a pleasanter place in which to work. The prestige of agriculture, probably the largest industry of the county, of the local county government, of the State agricultural college, and of the United States Department of Agriculture, all find interpretation to the people of the county through the county extension office. Serviceable furniture and equipment help provide efficient service. Equipment need not be elaborate; but it can be well placed, kept in good repair, and give the office a general air of being a smooth-running, efficient business office serving the people of the county. Although the initial cost is beyond the control of the staff, the manner in which the equipment is placed and used in the office is within their control. Here again, supervisors can be most helpful.

We were fully agreed that "Simplified Office Procedure," the fifth item,

(Continued on page 12)

Work with Young Men and Women

A Challenge and a Promise

At the October 1949 meeting of the Association of Land-Grant Colleges and Universities, the extension sections devoted one session to work with young men and women as a follow-up of the National Conference at Jackson's Mill, W. Va., last spring. A preliminary field survey and subsequent discussions brought out some interesting facts concerning the activities now under way and the results obtained.

OF THE 40 States reporting in the survey on Extension work with young men and women, 38 indicated some phase of work with young families or with young men and women. Three-fourths of the States have organized young adults into groups such as young homemakers or brides, young parents, veterans' wives, and other divisions of mutual interest. Active cooperation is carried on with civic, religious, agricultural, and other groups, societies, and associations.

Something Different Needed

From the replies of State home demonstration leaders to the survey questions, it would seem that the consensus encompasses an entire new program—approaches, methods and techniques, agent training, educational materials, and the many other facets concerned in effective educational work.

One of the major obstacles uncovered is the difficulty in reaching young men and women. Many are establishing themselves in communities other than the one in which they were born and reared. They have not yet identified themselves with community organizations and activities. In several States, notably North Dakota and New York, county surveys have been made to locate young men and women in the communities. It would necessarily follow, then, that an extension program must be attractive enough to enlist the active support of young adults.

Most of the States have taken steps to make their programs appealing to the young homemakers. For instance, 13 States have provided for care of children to permit mothers to attend

meetings. Twelve States have formed special-interest groups, and 10 States have considered this group in their program planning and have adjusted programs to fit their needs. Nine States have elected young women to program planning groups, to committees and offices, and seven States have encouraged young homemakers to join clubs by special invitation.

The survey reveals that State home demonstration leaders in 7 States feel the need for establishing in many communities a second home demonstration club with a special program for young homemakers; 8 advocate one group to a community with an adjusted regular home demonstration program; 13 State leaders think that a combination of the two would be desirable, depending upon the community; and 8 States favor one group, plus a special-interest group to a community.

To Jar out of a Rut

Participation of young rural men and women in extension programs has many distinct advantages for the Cooperative Extension Service. For one thing, Extension would gain a longer period of contact and would have the opportunity of developing leaders for adult programs of the future. Young adulthood is the peak of learning ability, and responses are enthusiastic and satisfying to the agents. As one extension worker put it: "Needs of this group are such that they bring a viewpoint of program development which can jar staff members and other adults out of deep ruts."

To overcome some of the difficulties involved and capitalize upon the advantages to Extension and the young

people themselves, extension workers are trying out various methods. In San Bernardino County, Calif., for instance, G. P. Austin writes in his 1948 annual narrative report that beginners' clothing schools were sponsored chiefly by organized groups. Young homemakers in the community were invited. The subject for these demonstrations was "Easy-to-make Blouses." The home agents found that these meetings proved a good way of reaching young women and that once they spent a profitable day with the home agent, "they continued to come back for help."

To Interest Young Couples

In Union County, Ohio, organized farm and home schools for young married couples under 35 years of age drew an average attendance of 20 couples. Decatur County, Ind., can boast of a Rural Couples Club—an active group that meets monthly, with an enrollment of 36 couples interested in agriculture. This year, Orange County, N. Y., planned several discussion-question meetings with parents on child development and family relationships under the direction of the man on the New York extension staff who is trained in this area.

Many more instances could be cited of how extension workers are meeting the challenge of reaching young rural people. But still the problems demand greater attention. The field is fertile. More than 3,000 people between 18 and 30 years live in the average agricultural county. But with only one-eighth enrolled in educational groups it might be said that the surface has barely been scratched.

Milestones for 4-H Livestock Progress

“Over a span of 30 years, the Interstate 4-H Livestock Show at St. Joseph, Mo., has contributed much to the constructive development of farm young folks in four States,” says R. A. Turner, of the Federal staff. This account by Betty T. Lindsay, assistant extension editor in Missouri, shows why.

IT'S seldom that pigs and baby beeves take over the stage of a large city auditorium. But they do that once a year at St. Joseph, Mo., when the Interstate Livestock Show rolls around. This year marked the thirtieth anniversary of this 3-day event held every fall for 4-H'ers in the counties around St. Joseph in four States—Missouri, Kansas, Nebraska, and Iowa.

The interstate show is recognized by 4-H leaders in these States as having definitely stimulated livestock progress during the past 30 years. There has been a marked and consistent improvement in the type and quality of livestock shown. Starting from a mere idea and the showing of only a few head of stock, this show has grown to be a major annual event for 4-H'ers and for St. Joseph.

Any member of a 4-H Club whose baby-beef or sow-and-litter project entry is approved by the State college of agriculture is eligible to compete in the interstate show. The entry must meet the qualifications of the competition entered. There is a quota for the number of entries a county may have, but it is so high that few counties are affected by it.

The first day of the show ton-litters are weighed, and pigs are judged. The second day is devoted to judging baby beeves; that night the climaxing auditorium party is held. The third day the 4-H'ers gather at the yards again to see their animals sold at auction.

The ton-litter pig show at interstate is claimed to be the largest ton-litter show in America. Pigs entered in this class must have farrowed between March 1 and April 1 of the year of the show. The entries over the years show that there has been an increase in the quality of hog production. For a number of years after the show began there were seldom more than 7 to 11 litters shown. Then the war years brought an upturn in production, with 37 ton-litters in 1945 and record highs of 76 litters in 1946 and 1947. This year 25 ton-litters were shown.

An outstanding increase is also shown in the weight of litters. Until 1945 the heaviest was 3,340 pounds, consisting of 14 pigs. That year Paul

Allen Clark, from Andrew County, Mo., broke the record with a litter of 16 weighing in at just 4,000 pounds. Again, in 1948, a 2-ton litter was brought to the show; and this year the winning 2-ton litter was owned and fed by a girl, Patricia Wyant, from Sullivan County, Mo. Her litter of 15 Durocs weighed 4,410 pounds. She also won the ton-litter show in 1947. These records show much progress, for such litters cannot be produced unless good management is practiced from beginning to end.

Classes of pigs exhibited at the show are Duroc, Poland China and Spotted Poland China, Chester White, Hampshire, and Berkshire. In each class prizes are given for the single barrow and a pen of three barrows. The champion county group, consisting of five pens of three, the ton litter, grand champion barrow, and grand champion pen of barrows may be of any breed or cross-breed.

Carlot Is Feature

The carlot division of junior yearling steers is the outstanding feature of the baby beef show. The carlot is made up of 15 calves of any breed from 15 different owners in a county. The peak year for carlots was 1947, when 35 were brought in. This year 15 carlots were shown.

In the baby beef section breeds shown are Shorthorns, Herefords, Aberdeen-Angus, and Home Raised which includes all breeds. Awards are given for the best calves, medium and lightweight, and champions are selected with a grand champion being chosen from the breed winners.

(Continued on page 15)

**Winning 2-ton litter was owned and fed by
Patricia Wyant, of Sullivan County, Mo.**



ONE of the most gratifying things about Tennessee's community improvement program is that everybody affected is happy about it. And that involves a lot of happy people, including nearly 700 rural communities and the business firms, civic groups, and the Extension Service who are all helping this program—in fact, just about everybody. Happy, too, about the improvement contests are the newspapers and radio stations, which have found in community improvement work a platform on which all can stand together.

Farm families like the community organization idea and the contests, because they bring about development of local leadership and inspire improvements which otherwise would not be made. Extension workers, from the top down, like the idea because it affords an effective way of reaching more people than ever before. Business people like the idea because they know that urban prosperity depends upon rural prosperity. Thus community improvement works to the benefit of everyone. The contest is merely a way to motivate it, and in the community contest here nobody loses. Whether a community wins a cash prize or not, it wins a place among good, progressive communities.

Community Contest Is Born

In 1943 a Knoxville civic club called a meeting of interested groups to do something about a rural community betterment program. Tennessee Agricultural Extension was one of the agencies consulted and offered the cooperation of extension personnel. Someone suggested a community improvement contest.

The idea grew, and other civic clubs were invited to join in sponsorship. Soon a dozen civic and service organizations had appointed members to serve on a central east Tennessee community improvement contest committee. Then, in 1944, the first contest was held, in which Knoxville businessmen, through their civic clubs, contributed awards totaling \$2,225. The contest was to be conducted under the leadership of county extension farm and home agents.

The first requirement was that a community must form for itself an



over-all community organization with officers and regular meetings. Everybody belongs, and whole families sometimes attend.

From the beginning of the contest idea, the rule was that communities should plan according to their own desires and needs. Community leaders adopted their improvement plan, and they called upon county and home agents for assistance in achieving their goals. That first year 16 east Tennessee counties were represented in the contest by 64 communities. The move "took," and last year every county in Tennessee was represented, with nearly 700 organized communities taking part.

Idea Crosses State Border

The idea spread, not only in Tennessee—it went beyond State borders. In 1945 Nashville sponsors (Farmers Club of the chamber of commerce) blanketed 38 counties with a similar contest. The following year the Chattanooga area climbed on the contest wagon; and in 1948 west Tennessee pitched into the organized betterment program, with civic sponsors in Jackson. Each of the 95 counties in the State had one or more communities in the running.

Although there are four contest areas in Tennessee—the trade areas of cities in the different sections—the pattern is the same: Community betterment through development of better homes on better farms for better living. And, in the long run, better rural communities make better towns.

Anything that improves a farm and home—and thereby the community—has a place in the scoring. Scoring is on a basis of 1,000 points, divided as follows:

Everybody Wins

The organized community idea proves a useful extension tool in Tennessee.

	<i>Points</i>
Home food supply and management...	200
Development and improvement of sound systems of farming.....	200
Development and improvement of appearance, comfort, and convenience of homes.....	200
Development of the community itself—activities, planning, facilities, beautification.....	400

An elimination contest is held in each county. Local groups sponsor the county contest. Then the county winner competes with other counties of the area. An awards dinner for the area is held, when community leaders have an opportunity to describe improvements made during the year. The dinner is the top meeting event for rural and urban leaders, and here each group learns more of the other's problems and aspirations. And each group realizes more forcefully how deeply it is affected by the welfare of the other.



Farm tours are more numerous in organized communities. Community leaders are more alert to improvement ideas. Training class studying the pasture program, operated in Sullivan County.

The list of community accomplishments is too long to enumerate here. It runs from painting mail boxes to establishing a community hospital and from installing running water in the home to establishing a school cafeteria. As pointed out before, anything worth while has a place in the scoring.

Here are a few representative figures from 200 communities in middle Tennessee (the Nashville area) last year, as supplied by Milburn Jones, State extension specialist in community organization, who was added to the State staff to assist the program:

Church and Sunday school attendance and participation increased more than 10 percent in 1 year; of more than 8,000 families reporting, more than 6,000 grew 75 percent or more of their yearly food needs; seeding of alfalfa, permanent pastures, and cover crops increased from 50 to 75 percent.

In these communities, 748 families installed running water systems during 1948, an increase of 45 percent over the previous year's installations. Nearly 4 million dollars was spent on buildings and repairs; and expenditures for furniture and home furnishings were more than 1¼ million dollars.

The total is staggering, but these figures are for only 200 communities;

remember that nearly 700 communities were in the contests.

A point to emphasize is that each community is judged on the basis of how far it goes "from taw"; that is, how well it uses what it has, both in leadership and in material resources. Thus a prosperous community has no better chance of winning than a community in which cash income is small.

But, it was said in the beginning that everyone concerned is happy because of what is being accomplished. Here is what Ralph Shanlever, former chairman of the Dutch Valley community in Anderson County, says from a farm family's viewpoint:

"Our community has done more toward improvement in 1 year than we formerly did in 10 years. We have learned anew to work together for the common good. Individually we are weak, but as a community we are strong."

And here's what a banker says, as written by Earle L. Rauber, director of research for the Federal Reserve Bank of Atlanta:

"Any organization interested in giving expression to the American businessman's innate idealism by building around itself a more stable, a more prosperous, and a more productive farming area would do well to consider the adoption of such a program. . . . Let its representatives see

and hear what has been accomplished. . . . They may be able to imagine what rural life in America might be like if this program were adopted throughout the length and breadth of the whole United States. . . . A community will always be better off organized than unorganized. Its power of resistance to adverse conditions will be greater, and its recuperative power will also be stronger."

Vernon W. Sims, county agent in Unicoi County, speaks for county agents: "The improvement contests give us a means of reaching more people in shorter time, and thereby getting more done for better farming and homemaking." Another agent adds that "the beauty of working through these community organizations is that they are the peoples', not ours, thus making it easier on us in the long run."

District Agent Judd Brooks, whose territory is 21 west Tennessee counties, says the same in fewer words: "It's the best tool extension workers have had for years."

Extension Director J. H. McLeod concludes: "Community improvement work utilizes all facilities of the Extension Service. It stimulates greater effort by home demonstration clubs, Young Farmers and Homemakers clubs, farmers' organizations, 4-H Clubs. . . . It puts a new premium upon an informed and responsible leadership."



ed communities since
as. This is a veterans'
gram on Maple Crest



For recreation a Washington County Community Council meeting stages a dishwashing contest among Young Men and Women, 4-H and home demonstration club members.



Here's what a community built for its school children—school bus waiting stations with safety chutes for loading and unloading the children to prevent their scattering.

Extension Work in the Pacific Islands

HAWAII is becoming more and more a center for the distribution of breeding stock, planting material, and agricultural information to the natives of Guam and the islands of the Trust Territory. From time to time H. H. Warner, director of the University of Hawaii Agricultural Extension Service, receives letters telling how breeding stock and planting material sent from there are being used. He received three such letters in one week recently.

A letter from Harold S. Schwartz, director of the department of agriculture on Guam, tells of the arrival on Guam of 150 heifers bought by the Navy government of Guam from Edward H. K. Baldwin of Ulupalakua Ranch on Maui. These cattle are to be used as breeding stock to rebuild the beef population of the island. From Ponape came a letter from Robert Burton telling of the excellent growth made by special improved varieties of sweetpotatoes and snap beans supplied by the Hawaiian Sugar Planters Association. Burton, on leave from the Agricultural Extension Service, is with the Trust Territory's agricultural demonstration station at Ponape. The third letter was from Ignacio V. Benavente, who reports progress of 4-H Club work on Saipan. Benavente spent several months at the university learning 4-H methods from agricultural extension service specialists.

Schwartz writes that Maui's grass-fed heifers acted as if they didn't know whether they were supposed to eat the alfalfa hay provided for them on the boat and that a few of them experienced some eye trouble probably due to the reflection of the sun on the water day after day. (Their stalls were on deck.) Otherwise they arrived in excellent condition.

After being serviced by Brahma bulls owned by the Guam Department of Agriculture, these heifers will be sold to Guam farmers.

Burton's vegetable plantings on Ponape are being used to provide seeds and sweetpotato cuttings for

farmers, not only on that island but on several others in the vicinity. He writes that the natives are especially enthusiastic about the sweetpotatoes. They eat even the raw leaves.

4-H Neighbors in Austria

Austrian 4-H Club boys and girls held their first achievement day in December at the ancient cities of Linz and Salzburg but in the fashion of their 4-H brothers and sisters in America. Austria boasts 45 clubs with 836 members in the United States occupation zone of Upper Austria and Salzburg. Marshall Plan funds help to translate bulletins and finance the exhibits that were held at two local fairs during the past season. The Brethren Service Committee procured baby chicks from America for the club members, and they have grown the vegetables with seed from CARE packages. They are also carrying on the usual farm and home projects.

"The Saipan 4-H Pioneers have a garden project and are now clearing their farm land about 300 yards south of the school building. The Aslito 4-H'ers have planted 2 months ago a patch of sweetpotatoes about the size of 1½ acre. They also have a hog and chicken project," reports Agent Benavente.—Mrs. Louise S. Jessen, Extension Editor, University of Hawaii.



Tell It to the Parents

Recent studies show that parent cooperation is a very important factor in good 4-H Club work. Preston County, W. Va., is pleased with the results of special efforts to get this cooperation, as told by Kenneth R. Boord, assistant extension editor, West Virginia.

PARENTS of 4-H members and other interested adults in Preston County, W. Va., are better acquainted with the aims, goals, and accomplishments of 4-H Club work as a result of 26 meetings held especially for them last spring. They were told what 4-H Club work can mean to their boys and girls as 4-H'ers learn "Better Living for a Better World."

This is the first time such an organized county-wide program of parent-contact has been staged in the Mountain State.

It was carried out under the direction of Harry L. (Roy) Propst, county 4-H Club agent, with the assistance of other members of the Preston County extension staff—Roscoe F. Dodrill, county agricultural agent, and Mrs. Margaret S. Effland, county home demonstration agent. In addition, L. A. Toney, Institute, State leader of Negro extension work, conducted the meeting in the one Negro club in the county.

Each Community Contacted

During the last week of January, February, and the first week of March the meetings were held in each of the 26 communities of the county where there is a 4-H Club.

Mr. Propst cites these purposes of the series of meetings:

1. To acquaint parents and other interested adults with the objectives of 4-H Club work and how these objectives are attained; the scope of the 4-H Club program in the United States, in West Virginia, and in Preston County; the role local leaders play in the club program, and the ways in which parents can best assist with the club program in the community.

2. To provide parents with an opportunity to discuss with county extension workers how the club program in each community can be improved.

3. To afford the county 4-H Club agent an opportunity to meet parents of club members.

In most places, the club members met in one room for their regular monthly meeting while the parents and other interested adults met with the county extension worker in another room. Where the club membership was small and only a few parents were present, the club members and their parents met together. After the group sessions, all assembled to see motion pictures shown by the extension worker. Finally, at each meeting, refreshments were served by the club members.

Only two meetings during January and February had to be postponed due to bad weather (and Preston County has plenty of it at that season of the year!). At no meeting was the weather such as to prevent full attendance.

Although only time can tell the complete results of these parent-contact meetings, the attendance and interest indicate full success for the program. Total attendance at the 26 meetings was 1,030, of whom 232—or 22.5 percent—were parents. Of the 507 families who have youngsters engaged in club work in Preston County, 173—or 34 percent—of the families were represented by one or more parents at the meetings. Other interested adults, club members, and other interested boys and girls comprised the remainder of the attendance.

More concrete evidence of the success of the Preston County parent-contact sessions shows up in the annual statistical report.

Of the 635 club members, 90 percent completed at least one project. When you take just the 38 percent of these members whose parents attended a meeting, you find that 95 percent completed at least one project. These

same members won 41 out of 51 first-place awards in the county on project work. They won 27 out of 46 second-place awards and 35 out of 55 third-place awards. In other words, about 40 percent of the county's club members whose parents attended the meeting had more than 60 percent of the highest-scoring projects.

Thirty percent of all club members attended the county camp while 35 percent of those represented at a parents' meeting came to camp. Enrollment records for 1949-50 from nine clubs (one-third of those clubs where parent-contact meetings were held) show that more than 78 percent of those whose parents were at the meeting enrolled again for the current year and only 66 percent of the others are rejoining a 4-H Club.

Volunteer leaders throughout Preston County report much better cooperation on the part of parents and other adults in the county's 4-H Club program as a direct result of the parent-contact work.

And West Virginia State 4-H Club officials are so impressed with this project that they intend to encourage its extension to other counties. In time, who knows, perhaps parents of 4-H'ers in West Virginia will paraphrase the 4-H pledge with one of their own:

"We 4-H parents pledge **OUR HEADS** to help our youngsters plan their projects wisely; **OUR HEARTS** to constant encouragement; **OUR HANDS** to help them reach their goals; **OUR HEALTH** to keep them strong and well, for **THEIR CLUB, THEIR COMMUNITY, and THEIR COUNTRY!**"

● "The women are already enjoying the convenience of an attractive meeting place in Craig," says MRS. BARBARA STREET PUGHE, home demonstration agent in Moffat County, Colo. She is, of course, referring to the room for demonstrations and meetings of the county home demonstration clubs which, with the help of the county commissioners and the husbands of some of the members, has been newly redecorated and furnished. Each of the county clubs contributed either an item for the room or \$10 toward furnishing and decoration.

Pasture Renovation

A NEW way to work the land is gaining ground in western Wisconsin.

It stems from an old practice, pasture renovation, which farmers through this hilly region are adapting to new uses. On some farms they're even "renovating" land for corn.

Pasture renovation consists of disking and working the land in the fall with a field cultivator, leaving it rough all winter, and fertilizing a seeding with grass the next spring.

More than 4,000 acres of old pasture were renovated in Trempealeau County last year, reports Tim Main, county agent. On such land, an oat crop was harvested this year. Next year the grass will go for hay or silage.

Renovation fits this hilly area particularly well. Stubble and the

rough surface of the soil keep it from washing. Most of the water soaks in, and it doesn't pack as quickly as sod does, most farmers have observed.

Walter Bean, Jackson County agent, says that by renovating, farmers can even farm land too steep to strip crop. Much of the land on the hills is good if farmers can only work it.

A son brought the idea of renovation back to the Andrew Pientok farm in Trempealeau County several years ago. This year Pientok got 500 bushels of oats from 6 acres of old pasture land that hadn't been worked for "I don't know how long."

The turn to renovation is largely a matter of some farmers getting results and others hearing about it, says Vern Hendrickson, Buffalo County agent. At one grassland day, 500 farmers turned out to see what could be done on the average farm, when Hendrickson expected 50.

Winter grass silage and hay tours have also been popular. The Trempealeau County agent reached 1,200 people in 14 community demonstrations last year. This year 18 meetings were held.

To Make the Office a Better Place to Work

(Continued from page 5)

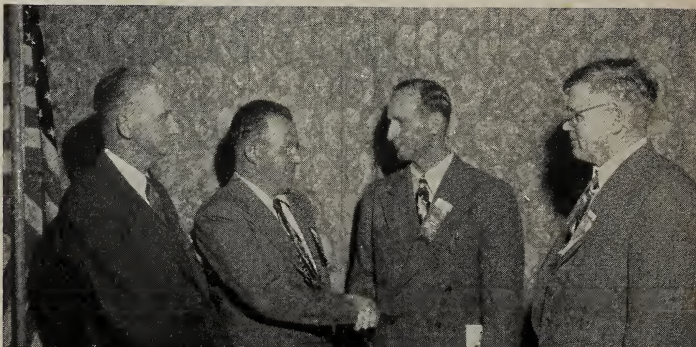
would contribute much to morale in the county extension office. Unnecessary or voluminous reports, unorganized handling of the mail, slipshod methods in handling office and telephone calls or correspondence, accumulations of papers, reports, or samples, have no place in the modern extension office. The group recognized that most of us have had little or no training in office management or procedures. Many of us had not dictated a letter to a stenographer before being employed as a county extension agent. But, after all, management in the county extension office is mostly the application of many of the same principles that are applied to managing a farm or a home. Several good books on office management are available. Although they are usually written for larger organizations than the county extension office, many helpful suggestions can be obtained from them.

Looking Ahead With County Agents

THE annual meeting of the National Association of County Agricultural Agents held October 3-6 in Denver, Colo., drew about 700 agents who considered their problems and set their sights for more effective extension work in the counties.

(1) National leaders considered policies and programs with the agents. Left to right: W. E. Morgan, president, Colorado A. & M. College; J. H. Logan, county agent, Clearwater, Fla., retiring president; M. L. Wilson, Director, Cooperative Extension Work; Rex Carter, county agent, Uniontown, Pa., incoming president; and Charles F. Brannan, Secretary of Agriculture.

(2) The officers who will pilot the association in 1950 are, left to right: Ed Bay, Springfield, Ill., vice president; Rex Carter, president, shaking hands; Retiring President Logan; and the new secretary-treasurer, J. F. Waggoner, Greensboro, N. C.



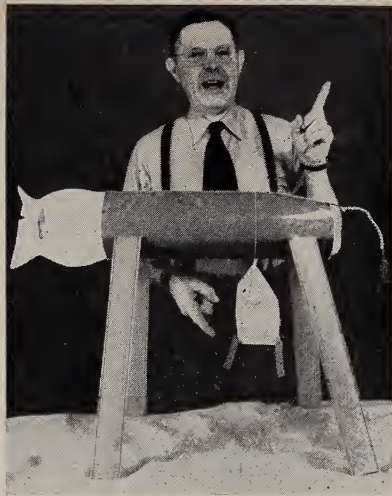
The Famous Cardboard Cow

"JIM HAYS and his cardboard cow." That's the answer you'll get if you ask any Michigan county agricultural agent or farm leader what's the best banquet entertainment for rural or city listeners.

In the more than 20 years he has been lecturing on the bovine architecture, the Michigan dairy extension specialist has worn out lots of cows—but never an audience. There are people who will drive miles just to hear him again.

From the New England States to Kansas City, Hays has given his talk to more than 600 audiences. Recently he flew from East Lansing to Kansas City and back in 1 day to give his lecture to a group of dairy producers.

But when banquet audiences laugh heartily at Hays' ready wit and his battered cardboard cow, there's something behind the scenes they know little or nothing about. Any honorarium paid for his program is going to help some needy student through Michigan State College.



Back in 1941 James G. Hays III, popular son of the dairy specialist, died shortly after graduation from MSC. His student friends started a small loan fund in his memory. Since that time every cent above actual expenses that the dairy specialist has received for his appearances has swelled this fund. It has reached \$5,000, and most of it came through the efforts of the cardboard cow and her master, Dairyman Jim Hays.

Leaders Grow in Ability

(Continued from page 4)

should have bookmobile service. This presented an effective challenge to our leader who at the next meeting of the council presented the matter so well that the council took it for their main project that year. The following spring the president asked permission from the board of trustees of Shepard Memorial Library to appear before the commissioners with a group of home demonstration club leaders. They did such a good job that the citizens of Greenville gave a bookmobile to rural families of the county, and the board of commissioners appropriated money for its operation. This seems to me a good example of how a challenge and responsibility can be tools in developing leaders.

To know what a leader can do and give her an opportunity to do it develops leadership. One way I do this is to take along a leader to speak when I am asked to represent home demonstration work at meetings of other groups.

For example, the State library commission asked me to represent rural women in 14 counties at a district library meeting, speaking on the subject, "What Home Demonstration Club Members and Other Rural Women Expect of Library Service." I asked permission to have the subject presented by the county council president, though I would attend. Even though such people as the president of East Carolina Teachers College, and

other prominent men and women preceded her on the program, our leader's speech was the highlight of the meeting. She impressed the 75 people so much that she was asked to appear with the members of the North Carolina Library Commission before the appropriation committee of the North Carolina General Assembly last November. Her talk was the feature in the November issue of North Carolina Libraries.

"Husbands' Nights" in the county have done much to develop rural leadership. These are educational meetings held in February in each of the 23 home demonstration clubs. Husbands, club members, older boys and girls attend. They are a part of the plan of work. Five years ago leaders requested a school on buffet suppers prior to these meetings. Other schools have followed such as a 2-day recreation school on programs for dinner meetings. Five years ago the agent found timid men and women at their first real dress-up buffet suppers. The agent assisted leaders with everything from serving the meals to giving the programs and conducting recreation. As a result of special training for these meetings the agents found men and women with poise, self-confidence, and smiling faces at the meetings in 1949. The leaders had turned these meetings into citizenship meetings. Arrangements had been made by leaders for county officials to speak on "You and Your County Government." Recreation was well conducted by leaders. The agent went as a guest. Men have developed a real interest in the entire home demonstration club program by attending these meetings. This family approach is necessary if any home demonstration club program is to go forward.

The greatest accomplishment of any extension program is the development and use of trained leaders. This can be done by making a plan and following it.

● New appointments in the home economics department of the New York Extension Service are: HAZEL E. REED, assistant State leader; and Extension Specialists ROYDEN C. BRAITHWAITE, MARGARET BROOKS, MARY L. BELL, ANITA MORRIS, and JANET C. REED.

Science Flashes



What's in the offing on scientific research, as seen by Ernest G. Moore
Agricultural Research Administration

Please Pass the Salt

Research men at the Southern Great Plains Field Station at Woodward, Okla., have a new angle on feeding cottonseed meal to steer calves from a self-feeder. They mix enough salt with the meal so that the calves eat just the amount of meal they need but not much more.

The calves were taught to eat the heavily salted meal by gradually increasing the salt until the mixture contained 1 pound of salt for 4 pounds of meal. At this rate they would eat only 2 pounds of meal a day, which is the amount they needed for wintering on native range.

Blood analysis by the Oklahoma station showed no evidence of harmful effect from eating such large quantities of salt. The report doesn't say how much water the calves drank!

Hybrid Tobacco Next?

Scientists have jumped the first hurdle in producing hybrid tobacco. Male-sterile lines of tobacco have been established by fertilizing wild species with pollen of cultivated tobacco, followed by backcrossing that always used the pollen of the cultivated tobacco on the hybrid flowers. The male-sterile plants look just like their commercial parents but produce no pollen. Besides the other advantages usually associated with hybrids, there is the interesting possibility that by growing plants that set no seed we can do away with topping, a dirty and time-consuming job.

New Onion Travels Fast

A new onion going out to seed producers this fall made three cross-country hops in 3 years during its development to take advantage of growing conditions in widely separated places. It all started from a single self-pollinated plant in the

Beltsville greenhouse just 3 years ago. This plant produced seed which was taken to Texas and planted in the fall of 1946, and a crop of bulbs was harvested in April 1947. These bulbs were then planted in July on irrigated land at Greeley, Colo., and the bulb increase sent back to Beltsville. Seed grown from them during the winter of 1947-48 went back to Arizona this past summer, and most of the increase—100 pounds of it—is going out to seedsmen for building up to commercial quantities. The new onion, known as L. 690, hasn't got everything, but it will satisfy the demand for a better onion while more promising lines are being increased.

Looking at Molecules

Chemists tell us that the physical properties of industrial products made from agricultural raw materials are determined to a large extent by the molecular weights of the material utilized. This is especially true of polymerized products (those that have been built up to high molecular weights by multiplying their single molecules) such as plastics, fibers, and films that are made from natural compounds. One of the necessary jobs at the regional research laboratories, therefore, is to determine molecular weights of compounds.

An instrument that does this by "looking at the molecules" has been developed at the eastern laboratory at Philadelphia. It is known as a photoelectric light-scattering photometer. By measuring the light scattered by the dispersed particles in a dilute solution of a polymer, it is possible to determine molecular weight, particle size, and in some cases the shape of the particle. The new method has the double advantage of being faster than those previously used and giving more information on molecules.

Dairy Social Register

The social register for cows maintained by the ARA is constantly growing. Milk and butterfat production records of 1,250,000 cows are now on file in the Bureau of Dairy Industry. These cows are "members" of the 1,787 dairy herd improvement associations found in all 48 States. Production records originating in the local associations are forwarded by the State extension dairymen to Washington, where they are used in compiling proved-sire records and other herd-improvement information. The information then goes back to the States and local associations, where it serves as a guide in building up the milk and butterfat production levels of the Nation's dairy herds.

Insects Spread Phony Peach Disease

The riddle of phony peach disease has finally been solved. This disease has dwarfed and stunted peach trees in the South for many years and has baffled growers and scientists alike. Entomologists have now discovered that four species of leafhoppers can carry this disease from infected to healthy trees. They are now turning their guns on leafhoppers.

Simplifying Milking Chores

Our engineers are trying to reduce the labor involved in dairying. Time and motion studies were made on seven dairy barns before and after remodeling old buildings or reconstructing new ones. Saving of as much as 50 percent in time and travel were obtained in some barns by simplifying and shortening chore routes through proper arrangement of equipment. Poor methods and techniques in handling equipment and animals accounted for much of the excess travel.

The Audience Stands By

HOLDING an audience is the aim of all extension workers. Mrs. Helen B. Robbins, New Jersey's assistant specialist in nutrition until her recent retirement, proved that she had mastered this art.

She was speaking to a group of 140 men and women from Bridgeton and vicinity on freezing food for the family locker. An auto accident had temporarily cut off the electricity. Expecting this to be turned on again any minute, Mrs. Robbins began her introduction to freezing. The audience became very interested. Then word reached the school that it would be several hours before the electricity could be used.

Not daunted by this, Mrs. Robbins and Jane Conger, home agent-at-large, who had arranged the meeting,

hunted up another place to finish the demonstration. The pastor of the church several blocks away offered the use of his Sunday school room, so they adjourned to the church. The group pitched in and helped move the demonstration and movie equipment. By the time Mrs. Robbins and Miss Conger had arrived at the church the equipment was all set up on a long table which had been thoughtfully covered with brown paper. Even the water was boiling for the demonstration. Not one of the men or women had become discouraged by the delay. All 140 were there, and they stayed on to learn about preparing poultry, meat, fruits, and vegetables for the freezer and to see the United States Department of Agriculture film, "Frozen Fruits and Vegetables."

Milestones for 4-H Livestock Progress

(Continued from page 7)

The third day of the show the livestock is sold at auction, bringing premium prices. The beef animals sold carry special "4-H Club Beef" stamps. This stamp is not used unless the animal is of top good, choice, or prime grade. In general, the beef falls into the class of choice grade. Much of the meat bought is for eastern consumption. As an example of the size of the show, in 1947, 1,022 calves were entered, averaging 998 pounds each, making a total of 1,019,710 pounds. These calves brought about one-third of a million dollars.

A home economics exhibit is held at the chamber of commerce building in connection with the livestock show. Project work in food preservation and preparation, clothing, and home furnishing is shown here. This feature of the show was started 5 years ago.

Although the St. Joseph Show is unique in many respects, the evening of entertainment in the municipal auditorium is the high point of the 3 days. This entertainment was begun 5 years ago as a part of the twenty-fifth anniversary celebration. The auditorium show originated because

the business people of St. Joseph whose money was backing the show couldn't get out to the stockyards during the day to see the prize animals. The planning committee decided to do the next best thing—take the animals to the people. The result was such a success that the auditorium showing of the pigs and baby beeves become a permanent event on the program.

Party in Auditorium

For the annual party the huge auditorium in St. Joseph is filled to capacity with 4-H'ers, parents, and townspeople. In front of the stage a sawdust area is enclosed with fence and has fenced ramps running into and out of it. The prize-winning animals are driven up the ramp and paraded before the people. The stars of the show are prodded now and then by their proud owners to keep them moving in the right direction. The squealing of the pigs and the bawls of the cattle get as much applause and cheering as any concert ever held in the building.

Another part of the auditorium party is the presentation of the interstate boy and girl who are chosen from their records as outstanding members. They are each given a \$100 savings bond. A style revue is also given in which one girl from each county participates. Corsages are given to outstanding models.

After the 4-H'ers present their part of the program the chamber of commerce provides professional entertainment followed by dancing.

Extension Staff and Chamber of Commerce Cooperate

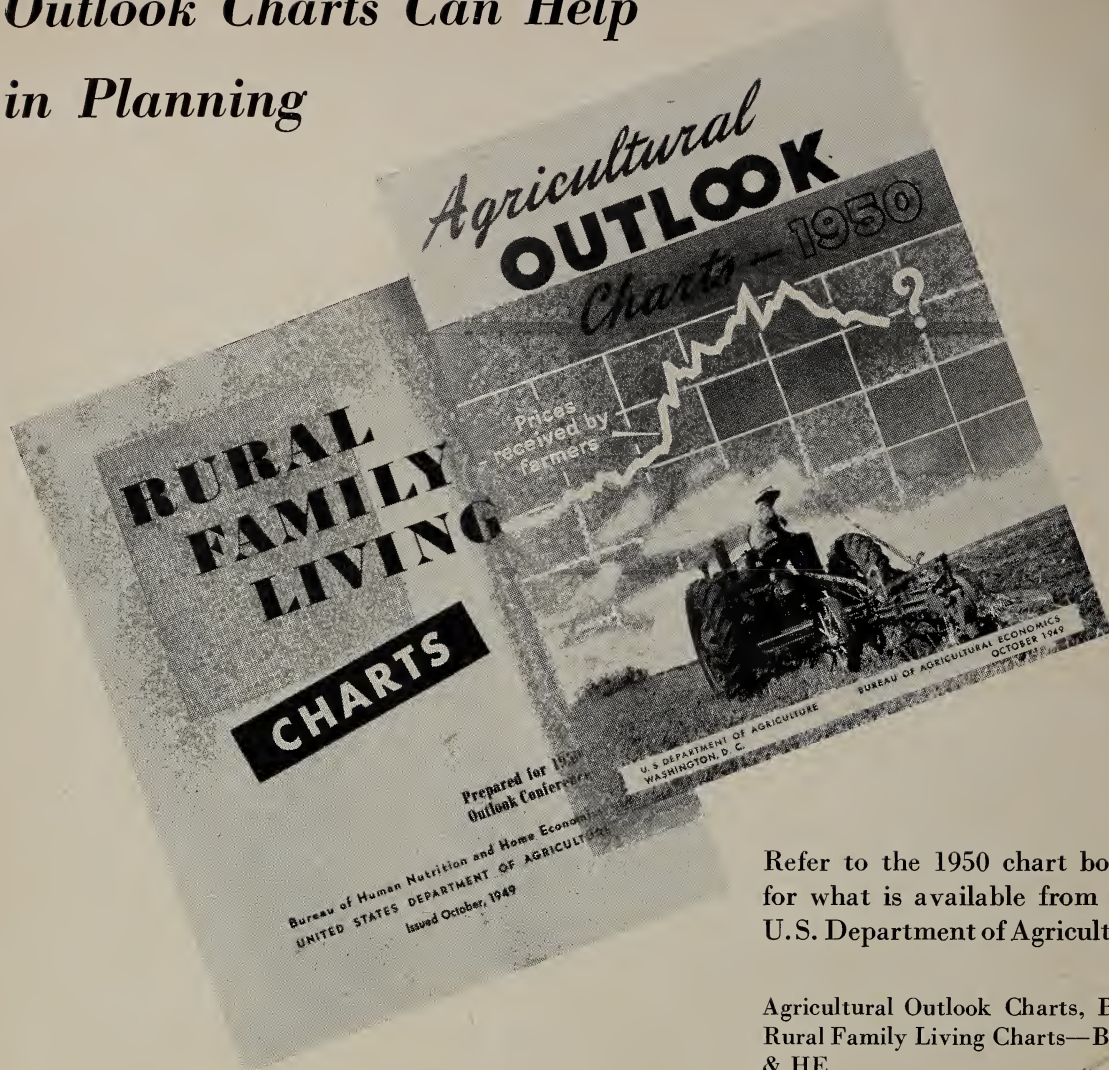
The show has the cooperation of the State 4-H Staffs, the stockyards company, and the St. Joseph Chamber of Commerce. The idea was originated by Harry Garlock, who was then animal husbandry specialist at the University of Missouri, and Frank C. Black, with the stockyards company. Their mingling of interests and vision into the future has had much to do with the development of the show as years have passed. The two are still backing "their" show, Garlock as an officer in the stockyards company and Black as president of it.

St. Joseph provides lodging for the 4-H'ers. The girls stay at the YWCA, and the boys sleep on cots in the high-school gymnasium. One meal is also donated besides the entertainment at the party. In recent years, since premium costs have become greater, some money has been made available for this purpose from State aid for Missouri fairs. Special premiums are also given by various business concerns. Around \$6,000 is spent each year for premiums and support of the show.

A board of directors meets occasionally to discuss the show. It consists of members from each of the State colleges of agriculture, Frank C. Black, Harry Garlock, and John W. Bennett of the stockyards company. The chairman of the agricultural committee of the chamber of commerce often meets with this group.

The interstate show is now an established event with an eye to the future. Its aim is to have an increasingly good effect on the quality of livestock raised in the four-State area.

Outlook Charts Can Help in Planning



Refer to the 1950 chart books
for what is available from the
U. S. Department of Agriculture

Agricultural Outlook Charts, BAE
Rural Family Living Charts—BHN
& HE

Popular Chart Sizes

for publications—8 x 10 inch photographic prints
for discussion groups—16 x 20 inch photographic prints
for farm meetings—30 x 40 wall charts (ozalid prints)

Film strip of agricultural outlook charts (86 charts) may be purchased for
\$1.75 from Photo Lab. Inc., 3825 Georgia Avenue, N.W., Washington 11, .C.