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EXTENSION SERVICE
Review



Prepared in Division of Information Programs

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Have you ever noticed that, after observing United Nations Day, there's a revival of congeniality, a warmer feeling among your fellowmen, and a little wider horizon on which to project your community work. With Thanksgiving Day approaching, you have an additional aid in encouraging that good fellowship.

There's something contagious about neighborliness, once it gets started—whether through Farm-City Week—or a United Givers drive—or an international exchange program—or a spontaneous call on a new neighbor. When we try to understand the customs of people we haven't known before, and recognize the individual's rights to be different, we are making progress. There's plenty of evidence of this in Extension programs.

Next Month—Marketing is the theme for the December issue, and the pitch is to get a better quality product on the Nation's dining tables. Articles cover Extension work with producers, processors, shippers, packers, wholesalers, retailers, and consumers—the whole gamut from farm to table.

Here are a few of the subjects: North Dakota teaches crops judging to improve quality—California's research on getting top-quality produce to eastern markets and subsequent efforts with producers—A countywide marketing program in North Carolina—How Maine extensioners are improving potato quality and sales—Educational programs for consumers in New Jersey, Oregon, and New York—Quality control by Maryland processors—Timesaver lessons in sizing and packing eggs in Pennsylvania. Till then—C.W.B.

COVER PICTURE

The young lady helping herself to two doughnuts is getting special treatment at this International Fair, one of many where United States products are being shown and samples sometimes offered. See page 209 for story on International Trade Fairs.



AN agricultural extension man from Greece told me at the conclusion of his study of extension work in the United States, "Many times as I think about the technical cooperation program, I remember a phrase from the Bible which goes something like this: 'Do not light a candle and then put it under a bushel basket but let the candlelight spread out to shine on all the people in the home.' In the same way, the American people have improved by science new ideas and new practices, and instead of keeping them under a bushel basket, they spread this light of their progress to all the people in the world home. This is something new and strange in the history of the world, but it is consistent with the spirit of the American people who are the best example of democracy and freedom."

The expression of this man from Greece is typical of the feelings of many foreign men and women who have visited the United States under the sponsorship of the International Cooperation Administration to study agricultural and home economics extension work.

This article will primarily concern itself with the impressions of home economics extension which foreign women carry back home with them. It is important to mention that our American system of home economics extension makes a significant impression on agricultural extension workers from other countries. Most of these men go home with the convictions necessary to support the growth of extension work with rural women in their own countries.

What impressions of American agricultural and home economics extension do our foreign women visitors take home with them? In an analysis of evaluation interviews with 111 foreign women who have studied extension work in the United States and whose responsibilities in their own countries are to develop and carry out extension work with rural women, the following points were most frequently mentioned in this order:

1. Democratic teaching methods used by the home agents and the democratic methods of conducting meetings which encourage rural women to express themselves freely and participate fully in the program.
2. The 4-H Club program which trains rural youth not only in subject matter but in leadership, public speaking, and citizenship.
3. The use of method and result demonstrations as a teaching method.
4. The role of voluntary leaders in carrying out the agricultural and home economics extension program.
5. The use of visual aids in extension teaching.
6. The fact that agricultural and home economics extension work is one program.
7. Democratic program planning which is based on the needs of rural people.
8. The support which extension specialists and supervisors give to county programs.
9. The close connection between home economics research and home economics extension.
10. The emphasis in extension

teaching on methods of working with people, good human relations, understanding how people learn, knowing how to help rural people determine their needs and knowing how to gain their confidence.

11. The fact that extension programs with rural women emphasize not only subject-matter teaching but also provide the stimulation to work on community improvements and broader educational programs of national and world importance.

It is interesting to note that these 11 points are generally some of the broad, democratic principles and methods upon which our American extension work is based, rather than the particular subject matter taught in the agricultural and home economics extension program. Because these points are so frequently mentioned, we can assume that these are some of the principles and methods which foreign women have found during their studies here that can be adapted for use in extension work in their own countries.

Agricultural and home economics extension work has become an international movement, and the many American extension people who have demonstrated these 11 principles in action to foreign visitors can feel proud of the fact that they are not keeping their know-how hidden under a "bushel basket" but are helping these principles to find their proper place in the "world home." As our friend from Greece said, Extension Service people are making a significant contribution to a "new and strange" development in world history.

Do You Know Yourself?

by EDWARD V. POPE, *Federal Extension Service*

IF Aristotle were to walk into your extension office tomorrow and ask "Do you know thyself?" what would your reaction be? Some of us might be inclined to dismiss him as a crackpot who needed a kind of help Extension is not equipped to offer. Others, taking him a bit more seriously, might counter, "I'm too busy to think about myself. My job is to work with other people."

Yet, we know that we can improve our relationships with others as we think constructively about our attitudes toward ourselves. The type of people we are determines in large part the kind of work we do with others. Taking stock of our attitudes, while it may be disquieting temporarily, can in the long run pay handsome dividends.

Mental health is gradually coming to be seen as equally important as physical health. The quality of our work and play together, and of our own personal happiness, depends not only upon our physical fitness but also upon the ways in which we learn to make the most of our mental capacities and to enjoy and control our feelings and our emotions. This part of our personality is what we mean when we talk about mental health. Sometimes it is called emotional rather than mental health, and in some ways that is a better term because it avoids the confusion of "mental health" and "I.Q."

Regardless of what we call it, we are thinking of those things that make us better people in our work, our play, and our ability to get along well with others.

Harry and Bonaro Overstreet, well-known writers in this field, have suggested six attitudes which are highly important in building this kind of health. These attitudes are in a sense the food which nourishes our mental health in much the same way as vitamins and protein nourish our physical health. As we make these attitudes a part of ourselves and transform them into useful skills, we are improving ourselves in the

mental, emotional, and spiritual aspects of our personalities.

These six attitudes are expressed in the form of questions which we would do well to ask ourselves from time to time as a measure of our mental health.

Just one more word, however, before we do that. Nowadays people are seeing more clearly than ever that a healthy personality is one that can function well with other personalities. If we are mentally and emotionally well, this shows itself in the way others act when we are in their company. As the Overstreets have put it in their writings, when people deal with you they come into your "psychological atmosphere." You radiate good will or ill will, optimism or pessimism, gentleness or roughness, belief or skepticism, understanding or self-centeredness, and people's actions toward you are colored by what you radiate. These questions, then, are literally a measure of whether you are a good, safe, helpful person to be with.

Reflective Probing

Ask yourself these questions from time to time, as the Overstreets suggest, to check on the state of your mental health.

Do you have a habit of reaching out toward life's experiences—going out to meet life rather than sitting back and waiting for life to come to you? There is no surer evidence of the importance of this approach toward life than the boredom, the critical nagging and hatred we see in those who have no interest beyond themselves, who do not meet life more than half way.

Can you really enjoy yourself, by yourself? This seems at first glance to contradict the first question. But is it not true that one of the most important people in our lives is our self? We need to get to know ourselves in the privacy of our own thoughts and feelings—to develop within ourselves internal abilities to be creative, to make the best of the

talents we have. Do you enjoy "creative privacy," as someone has called it—the pleasure of being with your own thoughts?

Are you capable of honest give and take? Can you cooperate with people in the manner of the Babylonian cuneiform symbol of two people with their shoulders to the same wheel? Or are you the kind of person who says, "If he would only cooperate with me and do what I want him to do?" Can you build cooperation with others, or must you get cooperation from others?

Can you meet things in life which you don't want to meet and still not have them throw you? Are you able to endure, in Hamlet's words, "the slings and arrows of outrageous fortune" and still because of your basic pride in being human and being alive, be able to bounce back into the stream of life? Everyone has a share in the hurts of life. We admire those who, having felt deep loss and profound grief, can carry on not as martyrs, but as dignified, strong, constructive people whose experience has given them even greater sympathy and sensitivity.

Do you have a concern for something much greater than yourself? Do you think of yourself as a person with something to contribute to the advancement of mankind? Are you willing and even eager to be used for such a purpose? Do you have a deep sense of the hugeness of life, and are you able to be grateful for it? Can you truly admire good qualities in others, and not be afraid that by doing so, you might detract from what others may think of you? A large part of greatness is to admire greatness.

Hope—A Habit

Do you have a habit of hope and conviction that more of the good is always possible for more people? Can you, in the spirit of the writer of Genesis say, "Let there be light"? Where it is more knowledge and less ignorance, more fair play and less injustice—whatever it is, do you radiate hopefulness in the possibilities of better human life?

To the degree that we can answer these questions increasingly in the affirmative, we are making progress toward better mental health.



J. W. Reynolds, extension marketing specialist, and Mary Alice Carlson, home economist in marketing of Missouri, present a program in informal dialog.

A Wiser Consumer Goes to Market

by MRS. ROSE FLOREA HOLMAN, *Assistant Agricultural Editor, Missouri*

RATHER new in the Missouri Extension program is marketing information for the consumer. The 200 homemakers who attended the annual meeting of the Missouri Home Economics Extension Club Council in August got some marketing information during their meeting in a way they'll not soon forget.

Using an informal dialog-type presentation, Mrs. Mary Alice Carlson, home economist in marketing, Springfield, and J. W. Reynolds, extension marketing specialist, Columbia, provided marketing information aplenty in as neat a package of puns and phrases as you'd hear anywhere outside a political convention.

Playing the part of a puzzled but determined-to-find-out housewife, Mrs. Carlson as "Mrs. Learning" walked on stage pushing a grocery cart. She studied her shopping list intently as she approached the meat counter staffed by Jim Reynolds, called "Mr. Phil Basket."

During her shopping tour, Mrs. Learning, an avid TV'er who watches a home economist's marketing pro-

gram and also reads consumer news, asks "Mr. Phil Basket" numerous questions.

Prior to giving the skit, Mrs. Carlson pointed out that the objective of the marketing program is to help improve the welfare of the consumer, the farmer, and the marketer. In other words—Let's Eat—but let's know why and where to buy what we eat, the cost of foods, and where to get the better food at less money. That's the way we can team up the work of nutrition and marketing.

Nutrition cannot be separated from marketing, said Mrs. Carlson. Neither can food selection nor information that is pertinent to certain products be separated from marketing. And storage, care, preservation, and preparation of food all go hand in hand with the marketing program. Money management in the food that we buy is a major part of our extension teaching.

Jim Reynolds said that those working on the marketing projects spend their time accumulating information with regard to one part of the mar-

keting system—availability, trends, and supply of food products. The marketing agents then localize it, telling about wholesale and retail outlets, and release information helpful to the consumer. In Missouri, marketing agents have the strong support of seven State specialists working on marketing projects.

Mrs. Carlson told the delegates that home agents and council members can use information from their marketing office to teach other extension women and to inform non-extension women when and where marketing information is released. She also told the women how the marketing program works in the Springfield area. She said all releases go out for Thursday's papers which carry big food ads.

Basically the marketing program is giving information that will help others to help themselves, and in so doing, the farmer, the retailer, and the consumer all are helped because production and marketing must go hand in hand for a prosperous agriculture.

Evaluation Takes Root in EUROPE

HOWARD W. BEERS
and HANS RHEINWALD*

THE idea of evaluation is beginning to be accepted in Europe as a new member of the family of working ideas that agricultural advisers (extension workers) use in carrying on their regular tasks. "Advisory work" is the closest approximation in many European countries to what we call Extension work.

This year in 14 countries that reach from the Mediterranean Sea to the Arctic Circle, procedures for evaluation have been built into the plans for certain selected advisory activities in connection with the participation of these countries in one phase of a project sponsored by the European Productivity Agency.

In these 1956 studies in Europe the evaluator is the adviser himself. The methods and aids he evaluates are his own, applied to a selected aspect of his own advisory work, and not for a new specially designed project. The purpose is his own—to discover how to improve the effectiveness of his work. The procedure is merely a systematic effort to get certain necessary facts, analyze them sensibly, and apply the conclusions reached.

European Productivity Agency consultants in evaluation have visited each country and in each case have conferred with advisory personnel, helping to "tailor-make" or "custom-build" an evaluation plan into the selected advisory project, in the realization that there is no standard technique of evaluation.

*Howard W. Beers has been a consultant in Extension Evaluation, Organization for European Economic Cooperation, European Productivity Agency, while on leave from University of Kentucky. Hans Rheinwald is connected with the College of Agriculture, Hohenheim, Germany.

The only thing which is more or less standard in these studies is a logical sequence of steps to be taken. They are, in summary, selecting an advisory activity and locality, describing the background factors and the advisory situation, formulating the purpose of the evaluation, delimiting the population or area to be covered, outlining the facts needed, planning ways to get the facts—and getting them, tabulating, analyzing and interpreting the data, and applying the findings.

Topics Vary Widely

The topics of the studies cover a wide range of advisory objectives and advisory methods. And here lies almost concealed the first obstacle in an effort to evaluate, whether in Europe or the United States. Evaluation does not go on in a vacuum, nor is it an end in itself. The beginning point for evaluation (so often overlooked) is the beginning point of the advisory activity itself. It is in the specification of objectives. Evaluation can be performed only against given objectives, explicitly stated, and planned methods to reach these objectives.

In the current studies, objectives are explicitly stated. For example, one project has the short-term objective "to get one-third of the farmers in the first year of the project to correctly use nitrogen for rye grown on sandy soil, as demonstrated by a field trial." Another project has the short-term objective "to induce 10, 3, 2, and 2 farmers, in 4 villages respectively, to correctly apply hormones for fruit setting of tomatoes.

The facts needed in these, or any, evaluation of advisory methods are in three groups: Facts about the situation before starting the program,

facts about the activities and the events during the program, and facts about the results.

Facts about the situation at the beginning are necessary whether or not evaluation is proposed. At least, these facts are necessary if the farmer's problem is properly identified, and if the advisory activity is appropriately planned in relation to the farmer's problem.

Regular Record Keeping

So evaluation has introduced a need for only two additional sets of facts, those about activities carried out and those about results obtained. To get the facts about activities, it is necessary only for an adviser to "tighten up" his regular record-keeping practices so that complete information is at hand about the quantity and quality of advisory input. What advisers carried out, what activities, where and when, involving whom, by what methods and involving what aids?

Collecting facts about results may require additional efforts, for example, inquiries to find out how many and which farmers have, or have not, adopted recommended procedures, and for what reasons. Plans for simple surveys have been made in connection with the projects that have been initiated in some of the countries.

Purpose of Studies

The ultimate purpose of the studies which have been undertaken is expressed in a paragraph here quoted from the EPA document describing the project, a purpose accepted by each of the participating advisers:

"The ultimate purpose is to develop improved methods and techniques of conducting advisory work. The last step ('applying the findings') is the most important aspect of evaluation because it points the way to revision and improvement of advisory activities as well as to desirable followup in the evaluation sphere. In this connection, negative results are as important as positive ones. Moreover, the findings of evaluation studies are a necessary beginning for rational and coordinated 'program planning' at national, regional, and local levels, a basic requirement for further improvement of agricultural advisory work."

Olmsted County, Minn., Organizes A Hazard Hunt



by PHILIP TICHENOR, *Information Specialist, Minnesota*

MORE than 1,100 safety hazards became safety examples around farms and homes in Olmsted County when 31 4-H Clubs organized a hazard hunt, with the help of Glenn Prickett, the University of Minnesota's extension farm safety specialist. The youths hunted down danger spots around farm buildings and put red skull-and-crossbone tags in these areas during a 2-month antihazard campaign.

Minnesota's Olmsted County is a safer place for farm workers, thanks to a full-fledged county safety campaign started there years ago.

County extension workers, in cooperation with 51 local organizations, are leading safety demonstrations, hunting down hazards on individual farms, putting reflectorized tape on farm machinery and putting up safety posters so that rural people there won't lose time, money, limbs, and lives from accidents.

While actual numbers of accidents, especially minor ones, where no hospitalization is involved, are hard to track down, Olmsted County Agent Ray Aune says there has been a definite downward trend in accidents in the county since the education program got underway. One corn picking accident was reported in Olmsted County in 1955 and only a few tractor accidents. There were no farm work fatalities there during 1955, compared to 2 in 1954. In 1953, the county also had a no-death record from farm accidents.

The idea started in Olmsted County with a monthly safety message plan set up by the county extension office and local groups in 1948. A dozen

monthly letters containing these safety messages went to safety directors of local farm organizations. The group safety directors in turn passed on the safety messages to people who attended meetings. Last year, Aune estimated that nearly 3,000 people heard 12 messages every month.

The safety message idea seemed so successful that county people later developed a thorough safety campaign. The county extension office teamed up with 4-H Clubs, the Farm Bureau, Grange, veterans' groups, older youth groups, the Future Farmers of America, Rochester Junior Chamber of Commerce, safety council, some implement dealers, and the Peoples' Cooperative Power Association.

Safety work in Olmsted County now is organized and led by a seven-member safety committee headed up by Aune and a local farmer. This committee met monthly in 1955 to coordinate safety work for coming months.

Between October 1954 and September 1955, members of 51 local organizations saw 6 safety movies. Safety slogan writers got another workout in the State 4-H safety slogan contest of 1955. Winning entry was "Slow down, your grave will wait." Youths in 4-H put up safety displays in local store windows during the year and in booths at the county fair. The county Farm Bureau, in cooperation with the extension office, sponsored a safety poster contest.

Individual 4-H groups conducted their own safety demonstrations for rural farm and community groups.

One of the outstanding youths in this work was George Rabelh, Rochester, who used a dummy called Junior to demonstrate proper lifting. Rabelh pointed out in more than 60 demonstrations last year that improper lifting, such as lifting with the back instead of with the legs, is a major source of muscle and back injury to farm workers. With the dummy, he showed how human vertebrae react to correct and incorrect lifting methods. Rabelh's demonstration went on television, too, where he used also a model tractor to show how a tractor can tip over when it isn't hitched properly. This won Rabelh the 1954 State fair championship in 4-H safety demonstrations.

Other parts of the Olmsted County safety campaign included the following:

Fire-control demonstrations at 10 community meetings, handled by men from the Rochester Rural Fire Department.

Nearly two dozen news releases on farm safety printed by a Rochester newspaper.

A dozen safety circulars mailed to the 51 cooperating local organizations.

Safety reminders on 125 of Aune's radio programs during the year.

Safety posters sent to 90 rural schools.

Olmsted County won the State's top safety award during 7 of the past 8 years.

Improved Garden Practices

By following improved garden practices, the Luther Smith family of Buffalo County, Nebr., was able to produce enough vegetables to meet their needs in 1955.

When the Smiths first took part in the farm and home development program, their freezer was stocked largely with purchased food. The family garden was then located in an old shelter belt where the trees took precious moisture from the garden. Upon the extension agent's advice, the garden was moved and fenced, manured, and provided with water. The next year there were ample fresh vegetables until frost. In addition, the freezer and canning shelves were filled with homegrown vegetables for winter.



B. V. WIDNEY, County Agricultural Agent, Whitley County, Ind.

One step closer to Better Farming, Better Living

B. V. Widney believes in getting neighbors acquainted and organized. He says, "The neighborhood approach serves to activate; it accelerates the effectiveness of other teaching methods." A somewhat similar program has been in operation in the Southern States for several years and it works there too.

RURAL and urban leaders in Whitley County, Ind., felt that the county needed a "shot in the arm." B. V. Widney, county agricultural agent, conceived the idea of Neighborhood Extension Organizations.

To form an organization at least 10 or more families in a 3-mile-square area band together to "get done more of the things in sound farming and sound family living that they know they ought to do."

The Neighborhood Foundation was formed to sponsor and finance the venture. Fifteen firms, members of the Foundation, underwrote the project to the extent of \$100 per year for 3 years. The token investments of NEO families go to the Foundation, usually \$2 per family. With the groundwork laid by business and farm groups, farm leaders went to work to interest rural families in organizing.

Just 18 months later, a new first in farm-city relations was established. Service club members joined forces to demonstrate their interest and respect for the work of the 8 neighborhood extension organizations formed in the county. Six outstanding farm residents and the top neighborhood of the year were honored at a dinner.

Citation plaques went to the homemaker of the year, beef producer, crops man, poultryman, pork producer, and dairyman of the year.

The five service clubs in the county sponsored the recognition dinner as they had pledged to do when the program was conceived. Citations and awards were presented by the 15 members of the Neighborhood Foundation.

Eight neighborhood organizations involving 100 families had participated in the first trial run. More neighborhoods are being organized.

Objectives are to conserve the natural resources of the county—land and people—to increase the purchasing power of Whitley County farms, and to promote the dignity and contentment of rural living. The entire program is under the general supervision of the county agricultural extension committee and is designed to develop sound farming and sound living through neighborhood effort.

In contrast to the neighborhood program, Extension's method of better farming and better living deals with personal problems of farm and home management, in which "income and inhibitions must be treated with utmost confidence," as Widney describes it.

He says, "The neighborhood activity is different. It develops a neighborhood consciousness and pride in group achievement. It spotlights the good accomplishments of members as well as those of the group. It tends to help the good farmers pull the tail-enders along."

The Northwest Union Neighborhood of Whitley County has a membership of 15 families. Ten of them were potentials for better farming and better living. Seven joined as part of the neighborhood project, 2 others enrolled later, and the 1 remaining prospect is watching closely the results of the others. All these people live within a 3-mile-square area, and all are interested in improving their neighborhood.

Neighborhoods Organized

Each of the nine townships has an extension chairman, and all were consulted in developing the Neighborhood Extension Organizations. Eight of the 9 selected the most promising area in his community for a trial group, and 4 more were added later.

In one new area, for example, a meeting notice prepared by the community chairman and the home demonstration chairman went to a list of 34 families. This list includes every family likely to be interested. Widney met with the group at a farm home and discussed the objectives and responsibilities of a Neighborhood Extension Organization. The farmers and their wives decide whether or not to organize and how much their token investment in the Neighborhood Foundation will be. They must have 10 families to start. The token investment marks a decision point.

At the next meeting they will begin, with the county agricultural agent's help, to make a survey of themselves. This stimulates decisions

as to improvements to be made. Permanent committees are appointed and their duties discussed.

Widney says, "My third contact with the group is to present them with a charter and with membership cards, authorized by our county extension organization. This adds to their respect for the organization. Rating sheets are distributed so the members may become familiar with the items on which they will score themselves several months later. The plan of work submitted by the committee is studied and each member's responsibility is pinpointed. The planning committee and the chairman are responsible for getting the plan of work accomplished.

"After that," Widney says, "Local leaders are on their own. My contacts are largely by correspondence and news letters."

Groups are rated by a point system which covers individual leadership participation in better farming, better living, civic responsibility, organization, and program. Even though one neighborhood rated only a "C," which is the lowest classification, Widney believes that the first steps were taken in getting neighbors to think and work together. This group consisted of 4 commercial farm families and 6 part-time farmers, a difficult combination of interests. Yet they are neighbors and they desire to improve their neighborhood.

To promote dignity and respect among themselves for their farm enterprise, they decided to name their farms and to post the name of each at the farmstead entrance in a neat and attractive manner. Since the mailbox is the first contact a visitor makes with a farmstead, they are encouraging a box in good repair surrounded by flowers instead of weeds. They are seeking a popular name for their locality, such as "Good Hope Neighborhood," which is one step toward building neighborhood pride.

Widney says they will be doing extension projects before long. The neighborhood idea is just another approach to an old problem—stimulating people "to get done more of the things they know they ought to do." People tend to move in the direction in which they look. Through neighborhood activity he aims to direct their "looking."

International Trade Fairs

Important New Showcase for American Farm Products

AMERICAN farm products have found an effective new showcase in the form of international trade fairs. In country after country, these gala expositions are being used to whet the buying interest of our foreign customers.

In sponsoring agricultural exhibits at big foreign fairs, the longtime interest of the Department of Agriculture and cooperating producer and trade organizations is that of building stronger foreign demand for our products. We've entered a new, highly competitive era in world marketing in which export promotion has become essential.

The list of countries in which our farm products have been shown at trade fairs is growing steadily. It now includes Austria, England, Germany, Italy, Greece, Spain, and Yugoslavia in Europe; Columbia and the Dominican Republic in Latin America, and Japan in the Far East. In 1957 there will be more.

Major Commodities Exhibited

Every major export commodity is being put before our foreign customers—cotton, tobacco, rice, dairy products, poultry and poultry products, grain and grain products, livestock products, fats and oil, fruits.

In one country after another, the American agricultural displays very frankly are stealing the show from other exhibitors. United States agriculture is making a hit with our foreign friends and opening the way to bigger export sales.

International trade fairs in many ways are like the commercial sections of our large State fairs. People attend by the hundreds of thousands. Half a million saw the recent British Food Fair in London, and most of them stopped at the American exhibit. United States trade leaders there said it was sure to increase business between U. S. exporters and British importers.

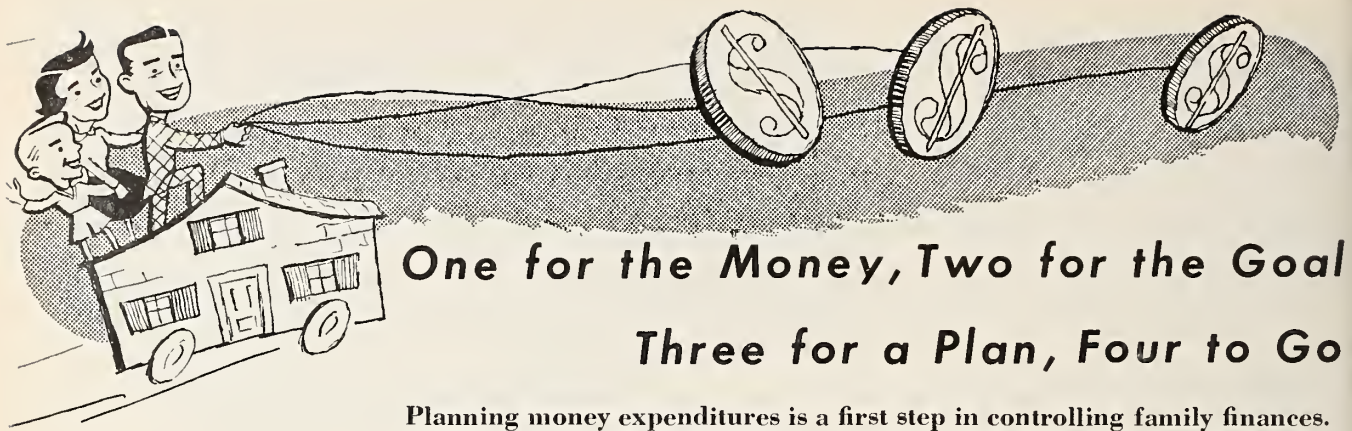
The giving away of samples is traditional at trade fairs. The United States is living up to this tradition and has been giving thousands of potential customers a taste of our agricultural products—ice cream, recombined milk, cheese, doughnuts, hot dogs, cakes and cookies from prepared mixes, cigarettes, fruit juices, even fresh-roasted chicken and turkey. Cotton, being in the "see" rather than "taste" category, is being demonstrated by pretty models wearing attractive garments of American cotton, styled and manufactured in the trade fair country.

Financed From Sales of Farm Surpluses

As every extension worker knows, however, modern demonstration and display methods can be pretty expensive, and the attractive overseas displays of U. S. farm products are no exception. Fortunately, the cost problem is eased in good part by funds made available from sales of farm surpluses to foreign countries under Title I of Public Law 480. This law provides for export sale of up to \$3 billion of U. S. farm surpluses, taking foreign currency instead of dollars, and using the foreign money in various useful ways including foreign market promotion.

U. S. farm exports, excluding cotton, are in good shape today—highest in 30 years. But a third or more of these exports are moving as a result of Government programs. The real hope of USDA and the many private cooperators is that the trade fairs, along with other foreign market promotions, will help build a longtime solid commercial demand for our farm products abroad—with less and less need for U. S. Government export programs and with more and more old-fashioned sales for dollars.

This is an important objective for American farmers who traditionally look to foreign consumers to take the production from one acre of every ten.



One for the Money, Two for the Goal Three for a Plan, Four to Go

Planning money expenditures is a first step in controlling family finances. In farm and home development, workers in the Extension Service have a through route to farm families with help on financial problems.

by STARLEY M. HUNTER, *Family Economics and Home Management Specialist, Federal Extension Service*

IN recent training sessions in Tennessee, Maine, Colorado, and other States, I find that home demonstration agents, farm and home development agents, and home and farm management specialists are eager for help in answering families' questions on how to budget their money.

Certainly the best way for families to plan expenditures is not to start with a complete upheaval of the current spending pattern in favor of a brand new one. A good starting place for family spending plans is first to find out where the money goes. It is easier then to decide where the gaps are—where money is spent with the least value received for the family.

Once people know what their money has brought them during the past month or year, they can make workable plans. They should include what is most important to everyone and some of the things that seem important to individual family members over a period of time. If all members of the family understand the problems and everyone's wishes, each will be much more likely to cooperate in helping carry out the plan.

No two family expenditure patterns are likely to be the same, because all families want different things. Similarities exist, of course, since all families have certain basic needs, such as food. The first "must" of a good budget should be the allow-

ance of an adequate amount for sufficient wholesome and healthful food.

Most families have in common their desire for the best health possible, educational and social opportunities for children, convenient and attractive homes, and as much satisfaction of other kinds as each person can have.

However, families differ in their ideas of how to satisfy these needs and wants. The intent or desire to buy the best possible living for the family is quite different from the ability to do so. But a carefully laid spending plan will go much further toward making the dreams come true than the lack of one. Consequently, a spending pattern should be developed by each family.

Making the Plan

Before workable family spending plans can be developed, some pencil pushing is necessary. This is the place where extension workers can be especially helpful in encouraging people to keep their accounts for a few months or a year so they know what their money is being spent for. It's a good idea also to get specific family goals written down. In doing so most families will weigh them more carefully than in casual conversation.

The profit motive may come first in business but not in the home. Money is only a means to an end, and good family living, good rela-

tionships, and well-being of children and adults are the major objectives for most families.

It helps the family in making plans to list all available resources that might contribute to what the family wants. This sometimes serves to uncover possible sources of income not thought of before and also points out the limitations, too.

Too many people think a budget is a straight jacket. As a matter of fact, it is nothing but a plan for one's future. Plans are especially helpful in an emergency to decide where changes can be made.

Confer Before Buying on Credit

With many tempting offers advertised now, it is increasingly important to analyze every credit proposition. One should learn how to compute interest and ask for help when it is necessary. If some "package deal" is too hard to figure interest and other costs, it's wise to ask for a breakdown of charges. When it isn't available, that's the very time to investigate further.

Every family should be cautioned about too much credit buying. When tied down continuously with payments on many items, families often find that many of the purchases were not important enough to justify the extra burden.

A family conference in advance of a credit purchase is advisable. What

(Continued on next page)

4-H Club Leaders Attend . . .

5-DAY SCHOOL

D. J. Davis, second from right, superintendent of the Montana Grain Laboratory, demonstrates the workings of the dockage tester to a group in the field crops school.



MONTANA 4-H Club leaders spent 5 full days at a training school held at the State college and went home to put into practice some of the skills they had learned.

How to lead a 4-H Club was one of the more popular subjects. Leaders learned how to use blackboard and charts in planning the yearly program, how to give suitable recognition to good work, how to promote interest in 4-H work, what can be accomplished the first year of club

work, and how to maintain interest from year to year.

Leaders were impressed by the stress on Building Boys and Girls rather than material projects as important objectives. However, project training was not overlooked.

Those attending the electric section learned the care of appliances, cleaning and upkeep of motors, wiring, making a splice, and wiring a light. Leaders took home much material to be used in training other leaders of both boys and girls.

In the field crops school, grain sanitation, insect and rodent control, and 4-H field crops identification were taught.

Leaders were shown how boys as well as girls could be taught to enjoy and learn from home-improvement projects designed to fit their personal needs. Informal sessions gave the leaders an opportunity to voice their opinions, and the specialists, too, a chance to find out what problems the 4-H leaders have and how the specialists can help.

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is bought should be an immediate need important to all the family, and one that can pay for itself perhaps in time and energy saved if bought now on credit. If so, that kind of credit is highly desirable.

A plan developed by the whole family should be adjusted occasionally. Doing this helps families to keep in mind their chosen objectives. There are many aids for living within the plan.

Modern advertising has as its basic purpose the creation of need in the minds of the public; and modern merchandising gives impetus to buying on impulse. The best resistance to spur-of-the-moment buying is care-

ful planning, a thoughtfully made shopping list and fortitude. Intention to buy in relation to need can be strengthened by a carefully built design for spending for each individual.

Just as spending habits vary with each family, methods of recordkeeping are also numerous, depending upon characteristics of each individual. Families unaccustomed to keeping detailed records should not be urged to "bite off" too much at first. If the adults find it a burden, younger members of the family often like to keep the books.

Many good home account books provide space for detailed accounting. Well-itemized headings make it easier. Those new at the work or

interested only in analyzing one part of the spending need not hesitate to leave out columns that are not pertinent to the expenditure plan.

Every family can and should have a definite business center. Whether there is a complete filing system or simple envelope files, everything needed for recordkeeping and bill paying should be assembled where it is easy to do the job.

We do not think it possible to fit a family expenditure plan to a fixed percentage for each item. But totaling figures and computing percentages is a good way at the end of a few months or a year to see if the money is going where the family really wants it to go.



WANTED ..

New Goals for Retired Farmers

by WILLIAM H. DREIER, *Hubbard, Iowa*

"Bill" Dreier, a retired farmer of Hardin County, Iowa, is enriching his later years with service to the community. Among his other activities, he is helping to plan the gerontological department of the University of Iowa. He says, "After 65 years of piling up experiences, folks' talents should be used." Extension workers know that retired persons are often splendid local leaders for Extension projects.

ON the farm, retirement is something quite new. In the past, few retired. They kept on working. But now retirement is the thing. Some move to town, others build another house on the farm and stay there. So the time has come to take a new look at this matter of retirement. Perhaps the time has come when we should ask, just what's ahead for retired farmers?

A few days ago I was talking to a friend about the retirement problem. He was a busy lawyer and longed for a rest after a long day's work in the office. When I posed the question what we should do with oldsters past 65, he shot right back—and meant it, too: "What do you do with an old horse that is full of years and deserves release from toil? Turn him out to pasture!" That was the complete answer for the lawyer.

But some of us who have been making a study of this problem find that "Turning the old horse to pasture" is not the answer at all. The rocking chair idea of leisure might please a tired lawyer but would be the wrong answer for a retired farmer.

I vividly remember walking down the streets of a nearby town a few years ago and running across a former neighbor who had just been retired a few weeks. I greeted him

with the question, "Well, how goes retirement?" I shall never forget the pained look on the man's face as he replied, "Bill, this is the biggest mistake I ever made in my life." For perhaps 20 years this farmer had been looking forward to the time when he could get away from the long hours of toil on the farm. That's all he thought of when he thought of retirement. Now, living in town and caught up on his sleep, he was rarin' to go." And the tragedy of his life was that he had no place to go. "The biggest mistake I ever made in my life," he said.

Too late, many retired farmers find that retirement should not be an end but a means. Retirement should not spell out "retirement from" but "retirement to." Real living after retirement comes from a rededication to some great worthwhile task.

Up to age 65 the farmer has given most of his energy and thought to laying aside material wealth to sustain his body until Gabriel blows his horn. Now, in retirement, he finally has time for his greatest task, that of nourishing his spirit. Life after 65 may well be dedicated to new adventures. The last years of life can be the richest of all.

Perhaps Benjamin Franklin can still be cited as the best example of one using his retirement years wise-

ly. Benjamin Franklin today is still looked upon as being among the five greats in American history. He retired from business at the early age of 42. Six months after retirement he wrote to a friend, "Chagrined a little that we have been hitherto able to produce nothing in the way of use to mankind." But Franklin did not stay "chagrined" very long. He became tremendously interested in community problems. And he gave the rest of his long life to helping solve community problems. No one ever lived who had a better time and achieved more good than Franklin.

At the present time there are some 14 million folks 65 years of age or over in the United States. Many, like the farmer I spoke of, are finding retirement "the greatest mistake I ever made." What are they to do? Let them learn from Franklin. Produce something "in the way of use to mankind."

New goals can include taking greater interest in school problems. School problems will always be with us and who should be more interested in our schools than grandparents with five or six grandchildren to educate.

Our farmers' cooperatives need the wisdom of the senior citizen. Let them take a more active part in their political parties as long as they choose thoughtfully. Both parties desperately need clear thinkers at the grassroots. Let oldsters study the recreational needs of their communities. Perhaps they will find not only the young folks but old folks as well need recreational facilities.

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Improved Soil Fertility—

Goal of Missouri County

REBUILDING the county rural program is what the people of St. Francois County, Mo., are doing. This is the name they have for their program projection. More important than the name is that the people of this southeastern Missouri county sat down together with their extension agents, Clara Underwood, Owen Fox, and the author to draw up a program for the county.

In looking ahead to where they wanted to go, they also considered what was keeping them from getting there and how they were going to overcome any "roadblocks."

After discussing their problems the group decided what they should do.

One of their problems was that of improving soil fertility. Both the problem and the solution tied in with two of the objectives set up by the people. They agreed that they should adopt a system of farming on every farm that will yield the maximum net return to the farm family, and that they will use the land resources so that fertility will be restored or maintained at the highest possible level.

To learn what their soils needed, the farmers realized that they should have a soil-testing laboratory. Within a month after the county rural program meetings were held in the spring of 1955, a 16-man committee

was appointed to raise money for such a laboratory.

More than 30 business firms and individuals contributed the \$1,095 to install the laboratory. Sixty days after the committee had been appointed the laboratory was ready and the first soil tests were run. More than 800 samples were tested by the end of the first year.

For more than 30 years St. Francois County farmers had recognized the importance of limestone and commercial fertilizer in building soil fertility. In fact, they have been using 48,000 tons of limestone and 2,600 tons of commercial fertilizer annually on the 1,185 farms in the county. Yet, it wasn't until the written county rural program was developed that a soil-testing laboratory was set up to serve as a scientific guide in the use of plant foods.—*Willard Rumburg, County Agricultural Agent, St. Francois County, Mo.*

"Good Meals for Busy Days"—

New Visual Aid



An on-the-spot shot shows Dr. Evelyn Blanchard Spindler, Federal extension nutritionist, conferring with cameraman on a production problem. One home economist was the model; others prepared food for photography and the sets.

A NEW visual aid for use by home demonstration agents and 4-H Club leaders has just been completed by the Federal Extension Service in cooperation with a milk association. Entitled "Good Meals for Busy Days, Quick, Easy, Nutritious," this visual aid is designed to meet the challenge faced by today's homemaker in preparing attractive and nutritious main meals with a minimum of labor and time.

Three main meals, which require approximately 30, 45, and 60 minutes from beginning preparation to table readiness, are illustrated step by step. Advance planning of menus and shopping, organization of work, and use of convenience foods are emphasized.

This visual material is available free on "permanent" loan as a color 35 mm. film strip (56 frames) or as a set of 56 colored slides (2 by 2). An illustrated reading script is furnished for use with either. A leaflet for audience distribution, containing menus with recipes, is furnished in quantity. Address your request to: Evaporated Milk Association, 228 North LaSalle Street, Chicago 1, Ill. State whether you desire the film-strip or set of colored slides, and the number of menu-recipe leaflets needed for use in your program.

NEWS and VIEWS



At their first camp, Seminole Indian 4-H Club members are shown how to start garden plants.

Any Questions on Milk Marketing Orders?

Dear Editor:

In reference to your letter about helping people in the Wilmington milk shed understand the recent milk marketing order put into effect there, I can report on several actions.

At the five annual extension-sponsored dairy feeding and management schools held in January, we showed a film on the development and operation of a Federal milk order. This film, which was supplied to us by the dairy branch of Agricultural Marketing Service, was used also at two local meetings of the Interstate Milk Producers Cooperative held in Delaware. Questions were raised and some discussion followed on the need and purpose for such an order. In most instances this discussion was handled by the area fieldman for the I.M.P.C.

Also, we made available for distribution through county agent offices copies of the mimeographed releases by the dairy branch of AMS, entitled "Questions and answers on Federal milk marketing orders." There were three radio programs on which the proposed order was explained. The local daily newspapers and radio stations covered the hearings and kept the public well informed as the hearings progressed. Dr. Raymond Smith and Dr. R. O. Bausman of the college agricultural economics department, and Delmar J. Young, extension dairyman, testified at the hearing—*W. T. McAllister, Extension Marketing Specialist, Delaware.*

Florida's First Indian 4-H Club Camp

Seminole Indian girls and boys from the Florida Everglades region like 4-H Club work and 4-H Club camping. Eight girls and 16 boys attended the first camp ever held for Seminole Indians at Camp Cloverleaf near Lake Placid, Fla., last August.

The young Indians have been enrolled in 4-H Clubs only this year, since the Federal Extension Service took over the Indian work from the Department of the Interior on December 1, 1955. Fred Montsdeoca, at Moore Haven, and Mrs. Edith M. Boehmer, at Brighton, transferred from Interior to Extension at that time. As assistant county agricultural and home demonstration agents, they conduct the 4-H Club work with the Seminoles in Brighton, Big Cy-

press, and Davie reservations.

At their first camp, the Indians attended classes in gardening, food conservation, and electricity. Their instructors were Joseph D. Norton, Lena Sturges, and Ben Floyd of the Extension Service. Even though they live in the vastness of the Everglades, many of their chickees (thatched huts) have electric service.

They enjoyed waterfront activities and other recreation. All of the girls and some of the boys took advantage of the opportunity to dig and pot some ornamental plants from the campgrounds to take back home with them when the camp was concluded. Camp Cloverleaf is one of the 5 4-H Club camps operated by the Florida Extension Service, each with a capacity of over 100.

Farm and Home Development Helped

"This winter my husband and I attended a meeting where our county farm adviser and home adviser explained the use of the Illinois farm and home development reference book. In the discussion the family account book was mentioned, and I became quite interested.

"We have three children. The oldest daughter is planning to start to college this fall, and all of us are trying to manage our money so there will be enough to send her. As a

result of our study of the account book, all three of the children now have allowances and keep account of what they spend. I keep account of our household expenses and have been able to economize on many items.

"This past spring and summer we have done some landscaping and decorating that we thought we never would be able to afford, with very little cost and wonderful results.

"Our home adviser and farm adviser both helped us with our planning. By making some longrange plans, we have been able to start improvements at once on what previously seemed like a hopeless task.

"It's been fun too!"—Mrs. Reuben C. Corson, Pleasant Plains, Ill.

Local Soil-Testing Lab

A few farmers, ranchmen, and the agricultural agent, Roy L. McClung, in Baylor County, Tex., wanted a soil-testing laboratory close to home. Explaining how yields and quality could be increased by the right kind of fertilization, the proponents of the lab persuaded their neighbors that they needed to know more about their soil and how to treat it.

McClung said they needed \$1,500 for equipment, and they had to have space and a trained technician. Bank presidents, cotton ginners, fertilizer and insecticide dealers, utility companies, lumber yards, and others contributed to the fund. County commissioners agreed to hire a technician and the mayor of Seymour offered a room in the city hall and utilities for the laboratory. It was soon in operation. Eight samples are tested at a time, requiring about 3 hours. A fee of \$1 per sample is charged, with 60 percent going toward the technician's salary and the remaining 40 cents used for lab upkeep.

Grassland Demonstration Farm

Farmers may see firsthand how the right kinds of grasses and legumes, handled under the right kind of management and getting the right kinds of fertilizers, can boost forage production on rundown, low-fertility land on an 80-acre Bonner County, Idaho, farm. This farm, east of Sandpoint, is the only grassland demonstration farm of its kind in Idaho. G. O. Baker, soils technologist with the University of Idaho Agricultural Experiment Station, reports a one-third increase in production of hay over the previous year. Records kept on the dairy herd by Farmer Marks show a similar increased production. Many visitors have seen the farm in its 2 years of demonstrating modern farming practices.

Pine Seedlings and Bank Accounts Grow

A threefold program for planting trees in Lauderdale County, Miss., which started almost 8 years ago, is already paying off. In 5 years, 4-H'ers planted more than 500,000 pine seedlings. At the time the boys and girls planted their trees, they started savings accounts in their local banks. This was to encourage the savings habit and tie the idea to planting trees which in years to come would yield an income.

When a boy enrolls he is given 1,000 pine seedlings to plant. These are furnished by wood-using companies. The banks have representatives present at the place of enrollment and the boys sign up for their savings accounts. They are taught how to do the planting and care for the young trees.

Pine trees in Mississippi pay a higher percentage income on investment than any other crop. Properly managed, pines will furnish an annual income after the first 5 years. Lauderdale County was badly in need of reforestation, and now it is one of the leading forestry counties in the State.

A score card is used in determining winners. This gives weight to the method of planting the seedlings, percentage of seedling survival, and timber-stand improvement practices carried out.



A 4-H program encourages tree planting on eroded land.

Modern Homemakers

Young secretaries of the Mississippi State Extension staff, intrigued by the information they were sending to county home demonstration agents, decided to start a club of their own. Thirty young women enrolled as charter members, and with the help of their bosses, the State extension specialists, they are completing their first year as a home demonstration evening club.

Reports are that they make better secretaries now that they have firsthand knowledge of club activities.

New Directory

Announcing—ENTOMA—the 11th edition—a directory of insect and plant pest control. Contains information on insecticides, fungicides, herbicides, and rodenticides; safety measures, antidotes, dilution, weight, calibration of field and hand sprayers; how to mix concentrates; and sources of materials, equipment and services. Published by the Entomological Society of America. For further information, write E. H. Fisher, Entomology Department, University of Wisconsin, Madison 6, Wis.

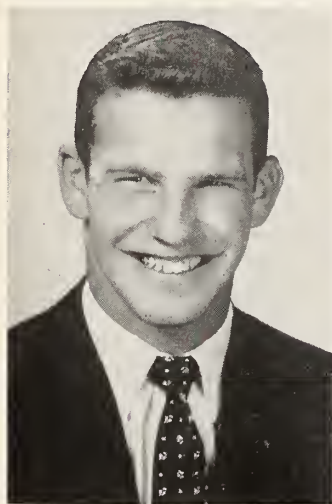
Retired Farmers

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And when the retired farmer finds out that to really live he has to be busy at something, he may agree with the Greek philosopher of old who said: "Employment is nature's best physician and essential to human happiness."

Oliver Wendell Holmes, Supreme Court justice and a fighter for his community as long as he lived, once remarked that it is ridiculous to believe that "we have nothing to do but sit still and let time roll over us." And again, speaking to a friend on the eve of his 80th birthday, "I have much to learn and at 80 I find new vistas opening all around me." And on his 90th birthday he said, "—to live is to function." And a newsman reported, "Justice Holmes makes old age a pleasure, something to look forward to."

Yes, the last years can be the best years. But we need new goals for retired farmers. Not a rocking chair but a struggle for community betterment. That is life!



You Can't Turn Your Back on War

◀ by MAX BENNE, 4-H Club Member,
Michigan

WAR is something that most of us don't want to think about. But we should be prepared for it and fervently hope that our preparation will keep us from involvement.

At a 2-day conference on civil defense, held in Battle Creek, Mich., I learned of many responsibilities that youth organizations can accept during an emergency. In case of natural disasters as well as war, the Federal Civil Defense Administration's activities include detection of attacks or disasters, warning, evacuation, and public education regarding civil defense.

As 4-H'ers who for the most part live in rural areas, we could be very personally affected in times of war or natural disaster. There may be a possibility of people from cities being moved to our rural areas. Food and clothing, lodging, medical services, and sanitation facilities would have to be provided.

Hundreds of communities could be affected by a radioactive fallout, or they could easily be the target for an enemy bomb.

There's much that the 4-H organization is doing and can do toward civil defense just through the usual 4-H program. It helps in the production of food and could do even more in an emergency. First aid and safety training are also given in 4-H. Leadership and cooperation, characteristic of 4-H, are valuable assets in time of stress.

One important contribution 4-H can make to civil defense is to inform members about civil defense work and the ways individuals can cooperate. Local clubs can get movies, pamphlets, posters, and speakers for this purpose. Probably the first step would be to offer a club's assistance to the local or county civil defense director.

Older boys and girls could give valuable service if they were trained in the preparation of meals for a large group. This kind of experience would be useful for many community activities.

Basic training in rescue and first aid might fit into some 4-H programs if there is a person in the community qualified to give instructions. Usually local personnel of the fire or police departments are available and willing to do it.

Another job that older boys would like to do is that of acting as monitors in the aftermath of an attack. The FCDA will lend instruments for the detection and measuring of radioactive materials if an organization is willing to train people to use them.

Fire prevention and protection already are a part of the farm safety project, and this phase could easily be enlarged to include training in fire fighting.

In summary, I think the possible parts that 4-H could play in civil defense would be these:

Encourage local clubs to consult with their local or county civil defense director.

Encourage the relaying of information concerning civil defense. This would include movies, talks, magazine articles, tours of defense installations.

The addition or revision of projects concerning civil defense. For example, preparation and serving of meals for large groups, farm safety, rescue, and first aid.

Consult Mrs. Jean Wood Fuller, Director of Women's Activities FCDA, Battle Creek, Mich., for further information.