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# Extension Service Review

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Vol. 8  
No. 1



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# TODAY . . .

Page

## A WORD FROM THE COUNTY AGENT PICTURED ON THE COVER

"There need be no fear of the future for extension workers", says County Agent H. B. Derr, as he climbs into his car ready for another year of increased work and greater responsibility in Fairfax County, Va. "The need for county agent work has increased during every one of the 24 years I have been a county agent. Greater opportunities accompany improved facilities, and I am in a better position to serve my county than ever before."

## OUR FARMERS ARE \$40,000 TO THE GOOD - - - - 3

How a mountain of marl in Henderson County, Ky., enabled farmers to earn \$40,000 in soil-building payments is told by County Agent H. R. Jackson.

## FIGHTING MORMON CRICKETS - - - - - 4

County Agent P. M. Jesness of Elmore County, Idaho, reports how the Extension Service, cooperating with the P. W. A., dusted 38,000 acres of cricket-infested land.

## MORE LIMESTONE FOR ILLINOIS - - - - - 5

Conservation ideas, higher prices, and better methods are bringing a limestone revival to Illinois with 750,000 tons of limestone applied last year.

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J. E. Wylie, county agent, Miami County, Ind., writes about circular letters and how to make them click.

## BAY STATE CLUB MEMBERS DEMONSTRATE THE HEART H - - - - - 7

Club members develop the Heart H by extending the helping hand to those in need, thinks Charles E. Eshbach, former club boy and president of the Massachusetts State College 4-H Club.

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Eight of the State extension directors bring out some of the important aspects of last year's work.

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Elizabeth Atchley, home demonstration agent, Rutherford County, Tenn., is honored by her fellow citizens.

## SLANTS ON PROGRAM PLANNING - - - - - 13

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Just 25 years ago this month the first memorandum of understanding for carrying on work under the Smith-Lever Act was signed by the U. S. Department of Agriculture and Clemson College of South Carolina.

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EXTENSION SERVICE

C. W. WARBURTON, *Director*

C. B. SMITH, *Assistant Director*

# TOMORROW . . .

A GLANCE at the manuscript of the February *REVIEW* brings to notice a number of stories that we believe will be timely, interesting, and helpful. Here is a preview of some of them.

. . .

**PERSONAL CONTACTS.** The chief reason for the existence of extension agents is the direct contact thus established between the Department and State agricultural colleges on one side and farm people on the other. Director Brehm of Tennessee points out the danger of forgetting the significance of personal contacts.

. . .

**USING THE PLANS.** When the plans are made how can they be used? Stewart Leaming, county agent, Porter County, Ind., has some ideas on this question.

. . .

**FIRST THE FACTS.** A need for more and better facts about rural homes in Mississippi led to a survey which simplified home demonstration program planning for 1937.

. . .

**DEAR MR. EDITOR.** C. B. Dibble, Extension Entomologist in Michigan (alias Bill Bugs) tells how he happened to start his widely read Bill Bugs column.

. . .

**THE OFFICE.** County Agent J. H. Putnam of Franklin County, Mass., describes an office arrangement which he has found very satisfactory.

## On the Calendar

Arizona Livestock Show, Tucson, Ariz., February 18-22.

National Education Association, Department of Superintendents, New Orleans, La., February 20-25.

American Educational Research Association, New Orleans, La., February 20-25.

Eastern States Regional Conference, New York, N. Y., February 25-27.

Southwest Texas Boys' Fat Stock Show, San Antonio, Tex., February 25-27.

San Angelo Fat Stock Show, San Angelo, Tex., March 6-9.

Southwestern Exposition and Fat Stock Show, Fort Worth, Tex., March 12-21.



## Let Us Look Ahead

### EARLY PHILOSOPHY FAR-SIGHTED

The Extension Service in Agriculture and Home Economics as an organized division of the land-grant colleges has an experience of a quarter of a century. The men who championed this type of educational program for our State agricultural colleges in cooperation with the U. S. Department of Agriculture were men of vision and broad understanding of problems related to human welfare. Their objective was higher living standards and a richer life for rural people.

Those who had the privilege of knowing A. C. True, Seaman A. Knapp, Kenyon L. Butterfield, Liberty Hyde Bailey—all of whom were outstanding leaders in promoting legislation to establish the Extension Service—can appreciate the point of view that motivated them in their efforts. They saw the need of rural people for such an educational program and looked upon it as an opportunity and a responsibility of the land-grant college system to expand its usefulness in the interest of national welfare. They saw the necessity of conserving our natural resources for future generations. Their philosophy envisioned the need for maintaining a virile, broad-minded, constructive rural citizenship.

### WEIGHING THE PRESENT

The Extension Service during the past 25 years has pioneered in a new type of education. Its program has been aimed at the solution of important economic problems. As examples, note the growth of farmer cooperative marketing and buying organizations, introduction of important strains and varieties of crops of higher yielding ability, the growth in the use of commercial fertilizers and other soil-improvement practices, improvement in dairy cattle and



H. J. BAKER

Director of Extension, New Jersey

other forms of livestock due to scientific feeding and breeding practices, healthier and happier farm people as result of the work of home demonstration agents, and the 4-H club movement which has brought to rural boys and girls a new vision of opportunity in country life.

### DEVELOPING LEADERSHIP

Growing out of the Extension Service also, and as a result of utilizing volunteer local leaders of rural men and women in assisting with the educational program of the Extension Service, there has developed a leadership among rural people which has built stronger and more effective farm organizations. This progress in a better agriculture and more effective rural leadership can be largely attributed to the educational activities of the Extension Service.

### THE FUTURE BECKONS

Significant as these developments are, however, they now serve as background and foundation on which to build for further progress. The philosophy which dominates the Extension Service is a forward-looking philosophy. The task of the Extension Service is to tackle unsolved problems.

### FORWARD-LOOKING POLICY

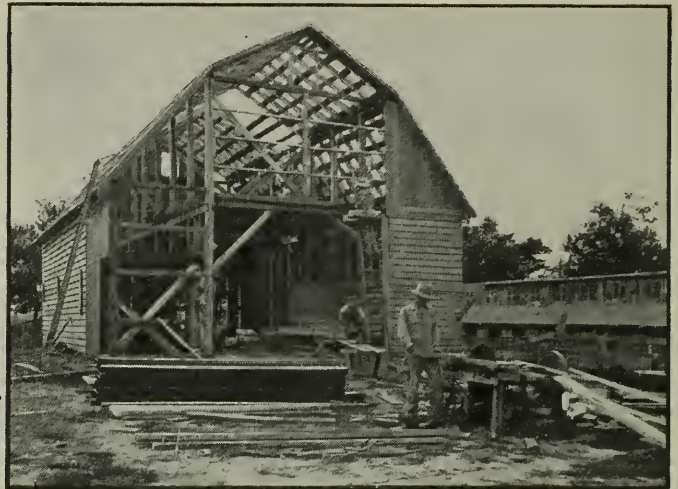
Proper land use, soil conservation, farm taxation, rural government, better systems of distribution, rural electrification, improvement and beautification of rural homes, further development of 4-H club work, an educational program to meet the needs of young men and young women who have not yet become homemakers or farm operators, are unsolved problems affecting the welfare of agriculture and rural life; and these problems are logically in the field of the Extension Service of the

(Continued on page 15)

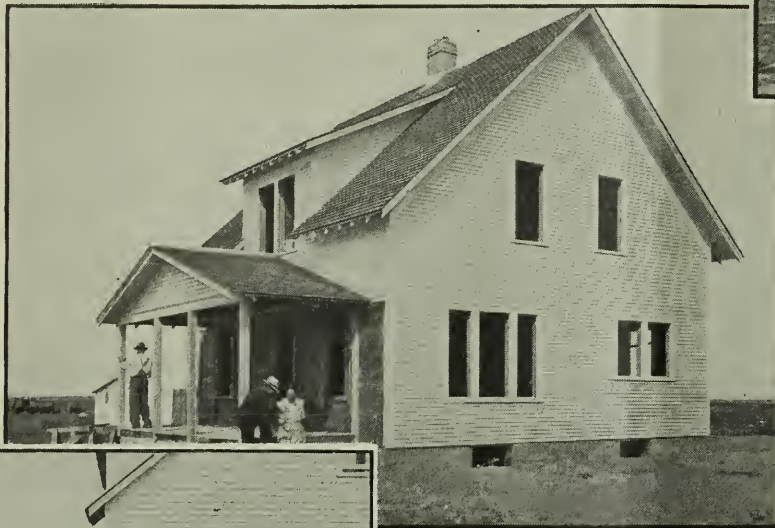


# Building for Tomorrow

Reports from every part of the country indicate that farmers are building, repairing, and generally sprucing up the place. Never before has the Extension Service had so many calls for plans and for advice on building problems.



This Iowa farmer is building his new granary of native lumber.



Left: Extension Service plans are being used in this North Dakota farm home.



A Kansas farmer constructs a septic tank.



After his buildings were burned this Iowa farmer builds a fireproof barn and silo.



Left: An agricultural building in Barnwell County, S. C., first in the State. It is a W. P. A. project and has 6 offices and a conference room seating 125 people.



New poultry house built from Extension plans. The owner built the first demonstration poultry house in Delta County, Mich., 10 years ago and found it so satisfactory that his new one is just like it. During the last 9 years more than 300 people have visited the original house.





# Our Farmers are \$40,000 to the Good

H. R. JACKSON

County Agent, Henderson County, Ky.

**M**ETHUSELAH lived a long time, but he died too soon. There were marl beds in his time, but erosion, soil depletion, and the scarcity of lime at low rates had not become acute problems. If the old fellow were alive now and could see a dragline mining hundreds of tons of marl in a day, he probably would rub his ancient eyes and remark, "How the world does move."

The Henderson County Farm Bureau organized a cooperative and bought terracing and drainage machinery, such as graders, tractors, and dragline, to develop the agricultural industry to a higher state of perfection, and it has been meeting emergencies as they arose ever since.

The dragline was first assigned to restoring faulty public drainage ditches, and, next, to digging ponds and lakes for water storage. Sufficient excavation and construction have been done to impound approximately 26,000,000 gallons of water.

## *Farmers About to Lose \$50,000*

The next problem was to help our farmers meet an emergency of earning \$40,000 to \$50,000 of unearned soil-building payments. The lime shortage became acute because of the widespread demand throughout the State due to the limited time farmers had in which to earn payments before October 31.

The Farm Bureau Cooperative tried in vain last May to contract with lime quarries for 100 carloads of lime to be delivered on order prior to October 31, but they all turned us down. The county and assistant county agents tried to get farmers to place their orders early and avoid the rush, but both plans failed.

On October 1 the farmers were notified that they were about to lose \$50,000 in payments for soil-building practices if they did not act at once and sow grass seed which was high and scarce, spread phosphate fertilizer for which payments would amount to 60 percent of purchase price, spread agricultural lime which was unavailable, turn under green manures which did not exist because of the drought, or spread marl as a lime substitute.



## Development of Local Marl Beds Met Soil-Building Requirements

Marl was discovered in Henderson County in 1924 and was widely advertised and demonstrated in 1935-36, but in 12 years' time our farmers had used only 1,100 tons, according to the extension agents' reports.

Marl—what is marl? Why marl is a soft lime-bearing clay which never formed rock. It was laid down in beds of ancient sea life as oyster beds, mussel shells, clam shells, or other similar sea animals. These beds exist in layers from 2 to 15 feet deep in Henderson County and test 26 to 40 percent calcium carbonate. Some beds in the State are 50 feet deep and test 80 percent. Marl is found in 80 counties in Kentucky. Because of the rush of orders on lime quarries, they have said that beginning with January 1, 1937, the price of lime will advance materially, and some quarries have already advanced the price.

### *Something Had to be Done*

When the lime-shortage emergency arose, marl was pressed into the lead, because it was plain to be seen that if most of these soil-building payments were to be earned, something had to be done. At the request of the extension agents the cooperative voted to send the dragline

to open a good marl bed and dig marl for the farmers. The plan was to dig marl and load it on the truck for 15 cents per ton—5 cents to go to the farmer for material and trouble and 10 cents to pay for digging and loading. The plan was well advertised in the newspapers and every other way available. One editor wrote a splendid editorial on the subject.

The first day 300 tons were trucked away and 500 tons put into the stock pile for future use. The second day 600 tons were trucked away, and 200 tons went into the stock pile, and on the third day the trucks came so fast that the machine could not dig it from the bed and remove the overburden fast enough. We were obliged to load from the stock pile, and by 4 p. m. only 100 tons of the stock pile remained, and 850 tons of marl left the bed in trucks that day.

### *A Mountain of Marl*

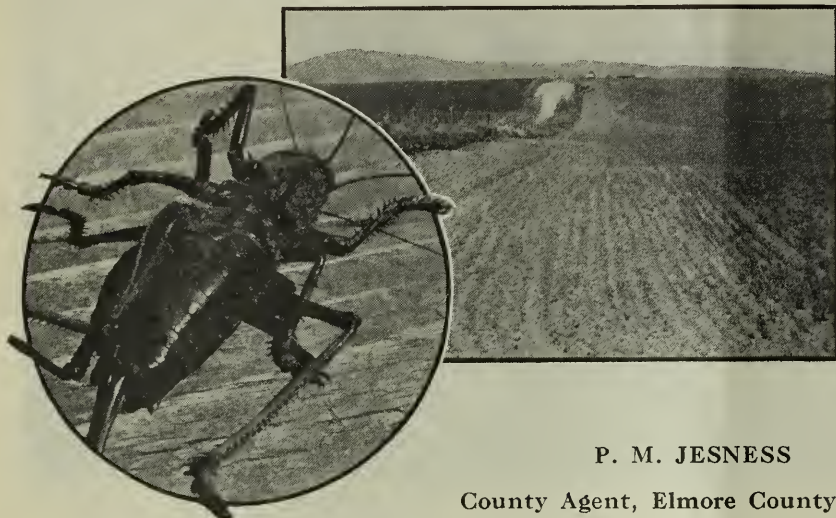
To date the dragline has been digging, loading, and piling marl for 7 days, and 4,000 tons have been moved away, and about 800 tons are to be found in the stock pile, such as the young mountain to be seen in the picture. Yes, that is the

*(Continued on p. 6)*



# Fighting Mormon Crickets

## Requires Prompt Action



P. M. JESNESS

County Agent, Elmore County, Idaho

**N**INETEEN hundred and thirty-six was the fifth year of control work on Mormon crickets in Idaho. During the season many counties in Idaho, under the supervision of the University of Idaho Extension Division, using W. P. A. labor, dusted 38,000 acres of cricket-infested area, using hand dusters and applying sodium-arsenite dust mixed with lime directly on the crickets.

The outbreak of Mormon crickets was brought to our attention during the summer of 1932 when a band moved into the peach orchard of a farmer near Mountain Home, and several large bands reached irrigation canals at Fort Hall.

### *The Crickets Arrive*

A fruit grower on Canyon Creek was astonished one day to find numerous full-grown crickets roosting all over his peach trees, gnawing holes in the peaches. He lost no time in appearing at the office of the county agent at Mountain Home looking for help. As no control work had been carried on in this area previously, very little was known about control methods, but, after investigating the situation, it was found that there was only one small band in the vicinity and that the crickets could be driven out and many killed by using brooms and sticks.

In the spring of 1933, three ranchers living on Canyon Creek purchased hand dusters upon recommendation of the

extension entomologist, and a few other dusters were borrowed from other sources. The board of county commissioners authorized a small fund for purchase of sodium-arsenite dust and hydrated lime, and the battle really started.

By this time the crickets were becoming numerous, and ranchers at Mayfield, Canyon Creek, Adams Ranch, and Smith's Prairie took part in the 1933 control work. The crickets appeared shortly after the snow was gone, and, although these young growing insects were covered with snow by early spring storms, farmers and stockmen were much surprised to see them emerge as lively as ever when the snow disappeared and the sun came out.

### *Control Methods Effective*

The use of sodium-arsenite mixture on bands of small crickets proved very effective. At first many farmers were skeptical about its use owing to the difficulty, in some cases, of finding numerous dead crickets where dusting operations had been carried on. When the crickets are really small, application of sodium-arsenite dust causes them to crawl into cracks in the ground and to hide in every way possible. Larger crickets migrate when dust is applied, and the band may have moved a mile or more before crickets begin dying. However, enough good kills were observed by people actively engaged in the control work to build up confidence in the

method. Later, when control measures were inaugurated on a larger scale, remarkably good kills were observed in all districts and all doubts as to effectiveness of the method were removed.

The crickets are heavy feeders and eat range weeds and grasses during their early life, later migrating onto cultivated land located near the foothills or mountainous sections. No definite records were available to show exact amount of damage done, but, without question, the damage was great.

Stockmen reported that cattle would not feed on heavily infested range. One farmer on Canyon Creek lost grain and alfalfa, although he dusted many bands and saved part of his crop through several years of control work with the sodium arsenite dust. Some farmers in the mountainous parts of Elmore County lost all crops, and establishing a new seeding of alfalfa was out of the question during 1934 and 1935. These years saw control work extended to cover five areas in Elmore County. Dusters were borrowed from the Indian Service, and farmers bought dusters for their own places. The county appropriated a small sum for purchasing poison, and control work was carried on as vigorously as possible.

The infested area was estimated to cover 78 square miles, or 300,000 acres.

Through this period, the burden of getting this work started fell upon the extension agent and the extension entomologists from the University of Idaho Entomology Department. The observations and recommendations submitted by the extension entomologists were invaluable in carrying on this work.

### *Recommendations*

Early experience indicated that for satisfactory control the following must be observed:

1. The work must be started immediately after the crickets start hatching in the spring so as to take advantage of concentration of crickets in small areas.

2. There must be enough manpower to cover a large area in a comparatively short time, inasmuch as crickets grow rapidly and the most ideal conditions exist for only a short time.

3. In an area like Elmore County, Idaho, the men should be located within the infested area to eliminate wasteful travel.

4. The supervision must be sufficient to insure efficient work and to prevent livestock poisoning.

*(Continued on page 12)*



## Agricultural Conservation Plus

### Higher Prices and Better Methods Mean

# More Limestone for Illinois

**I**T'S REVIVAL time in Illinois—not one of those old-fashioned camp-meeting varieties but a revival of interest in the spreading of limestone.

C. M. Linsley, soils extension specialist, College of Agriculture, University of Illinois, estimates that farmers of the State applied more than 750,000 tons of limestone last year.

This revival of interest has been brought about by farmers having more money for the purchase of limestone, by the importance placed on soil treatment and legumes by the agricultural conservation program, and by improved methods of spreading limestone which have taken much of the backache out of the job.

Increased prices for farm products have put money into the farmer's bank account, and he in turn is using some of this money to improve his land, an activity which was more or less neglected during the period of low prices.

#### *Payments Encourage Liming*

The new farm program, keeping closely in line with local needs and in harmony with practices which successful farmers and the agricultural college experiment stations have found to be best, has encouraged the spreading of limestone, applied in connection with soil-conserving crops, as one of the practices for earning soil-building payments.

While the farmer has long recognized the value of limestone applications in making soil-building legume crops possible, he has at times, especially in years of low prices for farm products, hesitated to invest in limestone as, in most instances, he has to wait 2 years or more for the soil-improvement practice to show returns in higher yields and higher-quality products. Recognizing the importance of a sound soil-conservation program to the consumer as well as to the farmer, the agricultural conservation program meets the farmer half way by standing part of the expense of spreading the limestone.

Liming fields is not the task it once was. Endgate and trailer spreaders, which spread the limestone direct from the

trucks, have proved a boon to the soil-sweetening program. As a result of the increased demand for limestone, commercial truckers are now quoting prices on lime scattered on the field.

Still another factor in the revival of interest has been the droughts of 1936 and 1934 which convinced farmers that limestone puts the soil in shape to grow drought-resistant crops such as alfalfa and sweetclover. They have seen also how legume crops, grown on limestone-sweetened soil and plowed under, or fed and the manure returned, increase the water-holding capacity of the soil through the added organic matter.

Since the College of Agriculture began experimenting with limestone shortly after the turn of the century and pointed out its value as an adjunct to legumes in soil conservation and improvement, Illinois farmers have not strayed far from the limestone-legume program. During the past 15 years more than 7 million tons of limestone have been put to work sweetening the soil so that soil-building legumes can be grown. But there is still so much acid land in the State that 55 million tons would be required to sweeten it all, and it would take 2 million tons a year to keep it sweet.

In connection with the limestone project, the Extension Service of the college has pushed soil-testing meetings for a number of years. It is estimated that this year more than 12,000 farmers have attended regularly scheduled soil-testing meetings where they have tested more than 150,000 acres of their land.

#### *Farmers Test Soil*

Farmers and not farm advisers do the testing at the meetings. The farm adviser explains the importance of limestone and legumes in a soil-improvement program and shows the farmers assembled how to use the Comber test for acidity on the soil samples which they collected from their fields before attending the meeting. By using a simple test developed by the college, any who desire may also test their soil for phosphate needs.

Providing a means of obtaining an invoice of the soil, the first step in planning a sound soil-conservation and soil-improve-

ment program, the soil-testing meetings are proving to be one of the best methods of reaching farmers who have never come into direct contact with the Extension Service.

"During August and September we were able to reach more than 700 farmers who had the privilege for the first time of testing their own soils", said Farm Adviser H. C. Neville, Saline County. "We did not do any of this testing but taught them to test just as though they were plowing corn or carrying on any other farming operation.

"This has been one of the most profitable projects we have had since I have been in extension work. There was as much interest in this, a fundamental agricultural activity, as any other project carried on. Results have been surprising. More limestone has been bought and spread in the last 2 months than in the past 6 years. Businessmen owning farms have become interested through their service organizations and are now missionaries in the cause of soil improvement."

Realizing that the agricultural conservation program would place added emphasis upon the limestone project, the College of Agriculture sent to nearly every farmer in the State an illustrated letter from Dean H. W. Mumford calling attention to the value of the use of limestone in making possible the growing of legumes as soil-conserving and soil-improving crops. (A reproduction of this letter appeared on p. 159 of the October issue of the Review.)

The interest in limestone goes deeper than just spreading the lime on the ground. Farm Adviser E. O. Johnston, Piatt County, reports that farmers are concerned with the quality of the stone they buy, the length of time it takes to sweeten the soil, methods and time of spreading, and changes in cropping systems made possible by the soil-sweetening process.

Several farm advisers report that more limestone is being spread this year than any previous year, which would indicate that 1936 may be a bigger limestone year for Illinois than 1929 when a record of 925,000 tons were applied.




# Cartoons Help Circular Letters

J. E. WYLIE  
County Agent,  
Miami County, Ind.

CO-OPERATIVE EXTENSION WORK  
IN AGRICULTURE AND HOME ECONOMICS  
STATE OF INDIANA  
Peru, Indiana  
June 23, 1936

Dear Poultryman:

**SUMMER IS HERE**



THE FOLLOWING FACTORS WILL INCREASE QUALITY

1. Gather eggs in wire basket at least twice daily.
2. Put eggs in cool basement or cave.
3. Cool eggs thoroughly before crating.
4. Remove broody hens daily and have one nest for each 8 hens.
5. Feed a balanced ration.

QUALITY EGGS IN THE SUMMER SELL AT A GOOD PREMIUM.

Very truly yours,  
*John E. Wylie*  
John E. Wylie,  
County Agricultural Agent,  
Miami County.

JEW/meb

"There is one crop in Smith County that has grown and flourished this year. That is the membership in both 4-H clubs and women's farm bureau units. We have eight 4-H clubs with a membership of 147 and 14 women's units with 211 members. Figures cannot tell what that means in a fuller life for the farm wife and child. I do not know the exact number of pounds of cheese made or bread and rolls baked, soap made, garments made or remodeled, pieces of furniture refinished, kitchens and living rooms remodeled, and all the practical things that were accomplished under the trained leadership of the extension workers, but I do know that it has meant a large financial saving in our homes.

"We cannot measure by pounds or dollars the value received in character development through the cooperation of farm bureau units and 4-H clubs."

## Our Farmers are \$40,000 to the Good

(Continued from page 3)

A SHORT, snappy, properly cartooned circular letter is one of the most effective means of contacting rural people, I have found during years in extension work.

We, as extension workers, today are competing with other agencies in getting the attention of rural folk. Therefore, we are obliged to use salesmanship in our letters which embodies the principles of attention and interest.

Proper cartooning is a very efficient means of attracting the attention of rural people, I learned early in the extension field. In most rural homes the women go to the mail box for their mail or send some of the children to get it. When the letters are opened the children are eager to find out what is in the envelope. They look at it especially eagerly if the letter is cartooned.

A cartoon will always arouse the curiosity of the children, and mother usually will read about it to them. Later, I have often observed, when the farmer comes in, the children will show him the letter, and they also want him to read it for them. Thus both the farmer and his wife will read the letter which otherwise might have been hurriedly read by the wife and laid aside and probably forgotten or destroyed before the farmer got a chance to see it.

The interest of the rural folk in circular letters can be obtained most efficiently by a neat, short, simply worded letter.

This has been my experience as it has been that of many extension workers. Often the main points of a letter can be emphasized more clearly in the cartoon than by lengthy discussion. Many a good, long letter, especially if mimeographed, reaches the "vertical file" before being read, because the American people will not take time to read such letters. This is true of us in extension work, and it is true of farmers as well.

The type of letter that is being used in Miami County and shown with this article is the kind that has brought me best results.

## Optimists

"Kansas farm women are optimistic, according to Smith County Farm Bureau women speaking on their annual KSAC radio broadcast", states Ellen Batchelor, acting State home demonstration leader.

Mrs. Don Hardesty, Kensington, gave a résumé of conditions during the past year in her home county. She said: "The optimism of the Kansas farm family is one of the seven wonders of the world. No sooner do we have a sprinkle of rain than we take our spades and hoes and put seed in our shabby gardens, while the beetles are thick on the tomatoes and the grasshoppers are finishing the last of the beans.

mountain in the picture, but a mountain of marl made by man.

In the past it has been hard for some farmers to believe in this lime material, because it looks so much like dirt, but this prejudice has been broken down. Some men, who have beds of it on their own farms, are hauling it 10 miles. Their problem has been one of getting it dug. Now that marl has been popularized, the county agent's office has been flooded with marl samples. Some samples are so large that we ask the farmer why he did not bring us the deed instead of his farm.

Marl exists so widely in Henderson County that no farm lies farther than 5 miles from a good bed, and fully 25 beds have been opened and more than 1,000 tons dug by individuals. It is spread with endgate spreaders, rear wagon attachment spreaders, manure spreaders, with lime and marl attachments, and also by shovels. It may be loaded into vehicles by using the incline table with team and scraper drawn by a rope. It need not be touched by a shovel. We predict, now that marl has been made popular, that Henderson County will have 15,000 acres of alfalfa within the next 5 years; and oh, what a county this will be then. That much alfalfa means 45,000 tons of the finest hay known to man, then fine, fat, contented livestock and more fertile land. What next? Oh yes, better homes, churches, schools, and all of them electrified with rural electrification.



## Demonstrate the Heart-H

The hold of the Heart-H on Massachusetts club members is here described by one who ought to know, Charles E. Eshbach, a former 4-H club boy with a fine record and now president of the Massachusetts State College 4-H Club.

**I**N THE past 6 months Massachusetts club members have demonstrated that 4-H work in this State truly represents all four H's. Repeatedly, incidents have brought out a faith in the ideal of the Heart-H, the H that some club officials felt was being left out.

The biggest source of such examples was the destructive flood of last March when many cities and towns in the State were seriously affected by rising waters and fast-moving, ice-laden currents. When State Club Leader George L. Farley dictated a special flood message to members and leaders on the afternoon of March 23, little did he realize the response he was to receive.

### *4-H Flood Message*

"Those of you", he said, "who have read stories of the circus know that there is a saying among those people that, no matter what happens, the show must go on.

"In the recent disaster some have suffered not at all; others have had everything they possessed swept away. At the present time, those who have suffered are receiving the attention needed in food, clothing, and shelter, and willing hands are giving the aid necessary to meet the situation. But, as the water subsides and people return to their homes, the real losses which they have suffered will come home to them with increased realization.

"It will be the long months ahead that will be hard for these people to bear up under. Then is the time when clubs and club members who have not suffered in any way can lend a helping hand and do many worth-while deeds of kindness to individuals and clubs that have suffered. I look forward to the time when we can bring personal information of needs to those who can best help, and I believe

that a generous response will be forthcoming at that time."

And State Leader Farley went on to relate how toys, sewing kits, day-old chicks, and hatching eggs might all be given where needed.

Immediately, club members began to respond in a way that left no doubt as to the existence of the Heart-H in the Massachusetts 4-H clover leaf. Money, toys, workboxes, and material for dresses began to arrive at Massachusetts State College.

In the town of Hadley a number of club boys are carrying on work in the poultry project. The flood waters of the Connecticut River seriously hit this small town, and much of the low land was under water for several miles each side of the river. The poultry efforts of many of the Hadley club members were dealt a serious blow. Hen houses were swept away and the chickens drowned.

Through the response of the 4-H club members to Mr. Farley's appeal, all these Hadley club members received new flocks of hens and were enabled to continue their project work.

In the town of Agawam, in Hampden County, the flood carried away the sewing kits of a number of club members. Club members from other sections of the State "chipped in" and replaced every kit. In addition, they provided enough material so that three Agawam girls were able to enter the county dress revue.

In Chicopee the floodwaters destroyed the canned fruits and vegetables of a large number of club members. These people received 6 gross of glass jars to enable them to do their regular canning this summer. Another group of young people in the neighboring city of Holyoke were set up with seed and fertilizer for their spring garden work. And, Mr. Farley reports that more than 1,000 toys were given away to young people who lost theirs in the flood-swept area. As far as is known, every 4-H club member in Massachusetts who suffered from the flood received some help.

But the examples of Heart-H work are not confined to the flood period. The regular everyday contacts of the club agents with young people in the State yield excellent stories of a real fulfillment of the ideals of the Heart-H.

In North Reading, Middlesex County, there is a food club under the leadership of two women in the town. This club, in addition to carrying on regular food-project work, has been engaged in a special program to develop the Heart-H. The group found 50 youngsters in a hospital, and it wasn't long before the club members had distributed games and scrapbooks to the entire 50. Persons in the neighborhood who are sick receive "sunshine baskets", plants, or some similar token of cheer. At Christmas and Thanksgiving time this North Reading food club distributed baskets of food to needy families. Most of the money which goes to defray the expenses of this Heart-H work is raised through food sales sponsored by the club.

### *Cheer Hospital Patient*

Another incident concerns a boy who was involved in an automobile accident. He was confined to a hospital for a considerable period of time. He wanted to hear from some other young people of his own age and requested Mr. Farley to announce the fact at the regular meeting of the WBZ radio 4-H club meeting. The announcement was made, and club members in all parts of the State immediately responded. Between four and five hundred letters, post cards, books, and magazines helped to cheer the young man during the rest of his stay at the hospital.

In the town of Burlington, a club boy had saved some money to enable him to attend the Middlesex County 4-H camp. A few weeks before the camp was to open, the boy met with an accident. He was confined to a wheel chair and, of course, could not attend the camp. So, before the camp started, he sent the money to another boy in the same club so that he might attend.

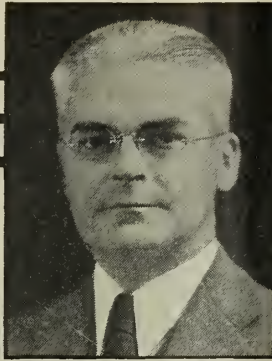
A club girl was presented with \$10 to use in any way she wished on a trip she was about to take. The young lady went on her trip, but she did not spend the money. When she returned she used the \$10 to send her mother to the Massachusetts adult leaders' camp.

Such are the examples which show that in Massachusetts 4-H club work the Heart-H is on a par with the H's of Head, Health, and Hands.





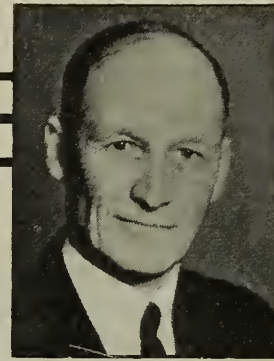
H. H. Williamson.



L. R. Simons.



L. N. Duncan.



Thomas P. Cooper.



F. E. Balmer.

## High Lights of 1936

Looking over the year's work, certain high lights appear significant in retrospect. Some of these, as reported by directors of extension from various sections of the country, are given here.

### Correlation of Activities

The past year has seen definite progress in practically every phase of the extension program—in technique employed, scope of the program, and the numbers of people reached with extension information.

One of the difficult problems which has confronted and continues to confront the Extension Service is the coordination and unification of its own forces and programs. The Extension Service the past year continued the policy of holding monthly conferences of all specialists and supervisors. A committee of county agents and a committee of home demonstration agents attend this conference of the State staff. The agents' committees are made up of a representative from each district in the State. Following the conference of the staff, the committee members meet with other agents in their respective districts. In this way a contact is made either directly or indirectly with each member of the staff each month.

The past year also shows an increase in the work of joint committees of field agents and specialists. These committees include those on professional im-

provement, a 4-H club committee, farm crops and soils committee, and numerous others.

To assist in coordinating the work within the college, extension workers are urged to hold conferences with members of the teaching and research staff of their respective lines of work each month. Progress also has been made in the development of interdepartmental conferences. For example, the county agricultural planning work last winter required the joint efforts of the economics, soils, and farm crops departments and the extension supervisory staff. The soil conservation work required joint action on the part of soils, economics, and agricultural engineering departments. Joint committees, including both extension and research men, worked on these projects. A campus committee on Smith-Hughes relationships also has been in operation.

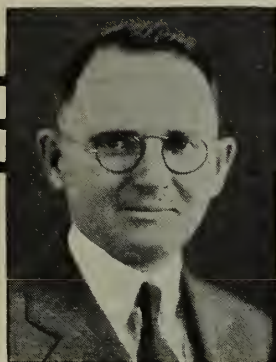
The conference idea also is being developed in counties where there is more than one agent. Regardless of the fact that the agents work together all the time, many of them have found that a conference at least once a month at a stated time to discuss the whole county program has a definite value.—*Director R. K. Bliss, Iowa.*

### Rural Leadership

Soundness and fundamental strength of the general policies and type of organization developed by the New York State Extension Service have been well demonstrated during the past few years. All three branches of the service have strong and active local leadership. No doubt we are especially fortunate in having on the farms and in the rural homes of New York a large number of individuals with educational training and background well above the average for the industry as a whole. Many are college graduates. The Extension Service has always relied upon the judgment of this able volunteer leadership, but especially in dealing with the many important questions of policy and procedure growing out of new and emergency programs. This rural leadership is conservative. It has been insistent upon maintenance of purely educational objectives and continuation of our long-term regular programs with as little interruption as possible.

While the detailed operation and administration of the agricultural conservation program have been handled by a separate organization, the Extension Service had the responsibility for the educational features and played a vital role in shaping State policies. The director of extension nominated the State committee of leading farmers who directed the State program and regularly met with them in an advisory capacity. The extension director also organized a technical committee of college experts who advised the State committee on sound practices that came within the purview of the act and was in many other ways

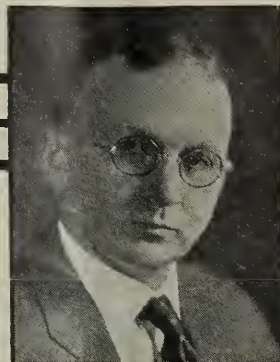




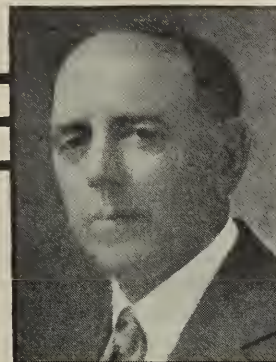
R. K. Bliss.



C. C. Randall.



H. C. Ramsower.



E. J. Iddings.

largely instrumental in keeping the Agricultural Conservation Service in New York on a sound basis. The director and his assistants, several members of the experiment station and teaching staffs, and extension specialists, as well as the county agent leaders and the county agents, have carried a heavy extra burden growing out of this new Federal program.—*Director L. R. Simons, New York.*

### Major Problems

The Arkansas Extension Service gave special attention this year to five major problems. These were (1) the economic use of land; (2) establishment and improvement of a program designed to fit the needs of the older young farm people; (3) reaching a larger number of farm people through "mass" approach rather than through individuals; (4) increasing the use of available economic information; and (5) maintenance of a complete extension program in addition to various emergency activities which have been assumed by extension agents.—*Assistant Director C. C. Randall, Arkansas.*

### Broad Participation

The base of extension activity and results is undoubtedly growing larger and better. The services of recent years have greatly increased the number of friends and cooperators in the extension enterprise. In many counties examples may be cited where nearly all farm families are cooperating in one or more extension projects or, if not, are influenced by information furnished or made available. In essence, this broad participation is a new development in extension work.

All counties of the State of Washington, except Jefferson, employ county agents. Nine counties employ home demonstration agents, and two more are being added January 1, 1937. Two counties employ county club agents, and more than half

the counties employ one or more assistant agents in agriculture relative to dairy, poultry, weed control, agricultural conservation, and other special needs. Seven assistant agents in agriculture were added in June 1936. All assistant agents aid in 4-H club work. The plan is being continued whereby assistant agents at large are employed in training

The special or emergency activities which occupied such a prominent place in the recent year's work have now tended to become quite largely absorbed in regular programs of work of both State and county extension workers.—*Director F. E. Balmer, Washington.*

### Encouraging Signs

The most important features of our work have been renewed interest and even increased demand for information on what might be described as traditional lines and the initiation of the agricultural conservation program.

For a period of a few years, especially from 1931 to 1934, the farmers felt rather hopeless about their industry. Upkeep of the premises was neglected. There was a materially lessened interest in pursuing good farming methods and a lack of much interest in cooperation with the agricultural experiment station and the extension service of the college.

Especially during the past year, this situation has been entirely changed. Farmers and homemakers are showing concern in improving the home and farm site. Those things that mean increased returns from farming and in efficient farming are again popular. Our extension agents and extension specialists have many demands made upon them for information and assistance with what seem to the farmers to be their pressing problems, namely, better farming methods and more comfort in living on the farm, together with preservation of soil resources.—*E. J. Iddings, dean and director, Idaho.*

### Rural Backing

In all the years of its existence in Ohio, the Agricultural Extension Service has had no better support than in 1936. This support, coming from the rural people as a whole, as well as from the farm organizations in the State, has strengthened because of the realization that the Extension Service has not only had the responsibility for carrying its regular program but, in addition, has been called upon to do a considerable amount of educational work in connection with the emergency projects. These projects would include the agricultural adjustment program, the rural rehabilitation program, and the increased attention given to soil conservation and to the emergency caused by the drought.

This fine backing on the part of the rural people has also encouraged the entire extension staff to work hard on all phases of the regular extension program. It has seemed to us that farm people are manifesting greater interest in adult education activities, realizing that, after all, many of their more important problems can be solved only through the educational process.

It would be difficult to set forth in a brief statement the many accomplishments in the various divisions of the Extension Service for the year. However, we give the following as some of the high lights.

Cooperation in the agricultural adjustment program.

Farmer interest in planning farm programs that will more effectively conserve soil productivity than present plans have made possible.

Continued widespread interest of boys and girls and their families in the 4-H club program.

Participation by farm people in discussion groups where current economic and social problems are the subjects for discussion.



The demand for technical help on production problems which has continued in spite of the fact that many have believed that we have overproduction and that the only need was for more information on marketing.

The expansion of home economics extension work evidenced principally by the desire of farm women in counties for more home demonstration agents. More new home agents have been placed in counties during the year than in any one year for 10 years.

The growth of the cooperative idea. While this growth has not been sensational, there are many evidences of renewed interest on the part of people in the cooperative marketing and purchasing groups.—*Director H. C. Ramsower, Ohio.*

## A Respite

The change from the A. A. A. program to the agricultural conservation program provided a few weeks that gave opportunity for the development of extension activities. Advantage was taken in this period to build up the 4-H club enrollment, perfect county plans for extension work, hold leaders' training meetings, and in other ways revitalize the projects essential to a well-conceived agricultural and home economics program.

A considerable amount of dissatisfaction was becoming apparent because of the neglect of a well-planned program, a situation brought about by the demands of the A. A. A. program upon the time of the extension workers. The agricultural conservation program, in its execution, involves the performance of many practices that have long been advocated by the Extension Service. The results of the soil-building and soil-conserving practices will, in most cases, be so easily visible as to add potency to the recommendations of extension workers in the future.

One of the most encouraging features of the agricultural conservation program has been the great stimulus it has given to carrying out soil-building practices formerly recommended by extension workers. The most noticeable result has been the increased use of limestone on the soil. One agent who reported 20,000 tons used in his county last year said this year it probably would exceed 50,000 tons.

Other agents report that the limestone crushers are being operated 24 hours per day. The State as a whole probably will use about 85 percent of the soil-building allowances and increase the use of limestone about 300 percent over last year.—*Thomas P. Cooper, dean and director, Kentucky.*

## Conservation Keynotes

To readjust agriculture, to reconstruct the country home, to place rural life upon a higher plane of profit, comfort, culture, influence, and power, is the purpose of the Texas Extension Service. Teaching by doing—the demonstration—is the method which it pursues.

"What a man hears he may doubt; what he sees he may possibly doubt; but what he does himself he cannot doubt", said Dr. Seaman A. Knapp, who established the first such demonstration on the farm of Walter C. Porter in Kaufman County, Tex., in 1903.

Dr. Knapp supervised that first demonstration himself. From that small beginning the work in Texas has spread throughout the State and now includes more than a quarter of a million adults and 50,000 4-H club members. To supervise this work, 264 county agents, 187 home demonstration agents, and 67 specialists and administrative officers carry on Dr. Knapp's job.

During the last 3 years, as a part of the original great commission to "readjust agriculture", the Extension Service has taken to the farmers and ranchmen of the State the programs organized under the A. A. A. and on the farms and ranches of the State was to be found the leadership of trained demonstrators available to carry on the work of administering these programs locally. And, because of the habit of being demonstrators and so making effective use of opportunity, these leaders were wise enough to see in these new agricultural programs opportunities to develop more fully the ideas which experience as demonstrators had implanted.—*Director H. H. Williamson, Texas.*

## Soil Building and Planning

It is encouraging that a great majority of the farmers in Alabama have carried out on their farms the soil-conserving and soil-building practices constituting performance in the 1936 agricultural conservation program and are making applications for payment. Approximately 85 percent of the cropland in Alabama is covered by these applications, and approximately 275,000 Alabama farmers are participating in the program. This number includes landlords, tenants, and croppers.

It is especially encouraging that the 1936 agricultural conservation program has enabled the county agents to make great progress along many lines of endeavor in which they have always engaged. An example of this is in terracing. The

program has greatly stimulated terracing and also the planting of summer and winter legumes, and many of the other important projects which the Extension Service has sponsored for a long time.

Through State and county committees of farmers under the leadership of extension workers and county agents, definite progress has been made toward the planning of a long-time agricultural program. County committees, community committees, and other groups of farmers have met in practically every community in Alabama to study local, State, national, and world economic conditions as they affect agriculture, and also to set down their own ideas about an agricultural program for their county and for the Nation. This work has great educational value and will also, we believe, be very beneficial in planning a wise farm program.—*Director L. N. Duncan, Alabama.*



Claude R. Wickard

## New A. A. A. Regional Director

CLAUDE R. WICKARD has been appointed as the new director of the north central division of the Agricultural Adjustment Administration, comprising 10 States. Mr. Wickard, formerly the assistant director of the division, succeeds Gerald B. Thorne who has resigned to enter private business.

After graduating from Purdue University, Mr. Wickard returned to the 380-acre farm near Camden, Carroll County, Ind., on which he was born. He continued farming until 1933 when he came to Washington as assistant chief of the corn-hog section of the A. A. A. In 1927, the *Prairie Farmer* placed him on its list of master farmers. Mr. Wickard was an Indiana delegate to the National Corn-Hog Conference at Des Moines, Iowa, in 1933 and was chosen a member of the National Corn-Hog Committee of 25 which was delegated by the conference to advise with the Secretary of Agriculture and the A. A. A. on means for carrying out the wishes of the producer representatives.





## Starting a Negro Curb Market

### In Tuscaloosa County, Alabama

THE project of a Negro curb market for Tuscaloosa, Ala., had for a long time been a subject of much discussion among the leading Negro businessmen and farmers of the county. The project became a reality on Saturday, May 23, 1936. Prior to the opening of the market, Blanche C. Gee, home demonstration agent, and C. E. Trout, county agricultural agent, made necessary contacts to obtain proper authority and to promote a feeling of general good will with all concerned.

Privilege was granted to operate the market on the sidewalk in front of three Negro business establishments which gave their consent. The market began with four sellers but soon grew too large to be accommodated by the sidewalk location. A larger and more suitable site was found and the market continued to grow.

The products offered for sale represented the surplus products of the farm this season, due to the fact that no previous notice concerning the opening of a market had been given out in time for extra preparation. Eggs, poultry, vegetables, watermelons, meal, sirup, and native fruits, berries, and nuts represented the bulk of the products sold.

#### *Efficient Service*

Interest of customers was stimulated by announcement at public gatherings, news articles, and circular letters. At present the market has established a sizable number of regular and steady customers through courteous, sanitary, and efficient service. General supervision of the market is carried on by the agents. A monthly meeting by a curb-market com-

mittee, consisting of interested businessmen and one seller from each community, plays a large part in promoting the general welfare of the project.

The market is operated on Wednesday and Saturday from 6 o'clock in the morning until 1 o'clock in the afternoon. The volume of business has steadily increased; in May \$34 worth of business was done and in September \$311.05 worth.

A monthly report by the sellers, who are mostly women, shows that the money made on the market is being used to furnish the rural homes with the many things needed for comfort and convenience which the women are learning about in their home demonstration work, such as stoves or screens for the house.

### Programs on the Air During the Coming Year

The radio programs sponsored and scheduled by the Extension Service in cooperation with the State agricultural colleges as a part of N. B. C.'s National Farm and Home Hour will be continued during 1937.

The 4-H club program, the oldest of a trio, will continue on the first Saturday of each month. Four of the programs, those for January, April, November, and December, will follow the type of former years. The January program included two talks by club members from different States and two by extension workers; the April program will feature Negro club work with speakers from Negro clubs; the annual Radio 4-H Achievement Program will be in November as in former years,

and the December program will be reserved for the customary featuring of the leadership phase of 4-H club activities.

The remaining eight programs will be presented by eight States to be selected from the four regional divisions of the Extension Service. Each program will be devoted to club work in the selected State, with the club representatives in charge. About 20 minutes of the period will be given to club messages developing the national theme of "New Frontiers for Farm Youth." The music for the year will be furnished by the Marine Band and will feature the works of American composers.

The success of the individual State programs as carried by the land-grant colleges during 1936 has encouraged the National Broadcasting Co. and the Association of Land-grant Colleges and Universities to continue the programs. Eleven broadcasts were made directly from as many land-grant colleges and varied in type from music and talks to a full 1-hour dramatization of the State's agricultural history. These programs have given the radio audience of the Nation a better understanding of the national program for scientific and economic assistance to agriculture and of the parts of the program in which the colleges give assistance. Each program was organized and prepared by the staff of the college presenting it. The third Wednesday of each month in 1937 will find some land-grant college telling of its part in agricultural education with the general theme of "How Land-Grant Colleges Aid in Meeting Changing Conditions."

The home demonstration program will continue on the first Wednesday of each month, presenting the theme of "Rural Women Keep on Learning Through Home Demonstration Work." A new theme will be announced when the program year ends in June.

#### *1937 Extension Farm and Home Hour Radio Programs*

	4-H clubs (Saturday)	Land-grant colleges (third Wednesday)	Home demonstration (first Wednesday)
Jan..	2 (Regular) .....	.....	6
Feb..	6 (Central) .....	17 (New Jersey) .....	3
Mar..	6 (Eastern) .....	17 (Washington) .....	3
Apr..	3 (Negro) .....	21 (North Carolina) .....	7
May..	1 (Western) .....	19 (Iowa) .....	5
June..	5 (Southern) .....	16 (Pennsylvania) .....	2
July..	3 (Central) .....	21 (New Mexico) .....	7
Aug..	7 (Eastern) .....	18 (Alabama) .....	4
Sept..	4 (Southern) .....	15 (Montana) .....	1
Oct..	2 (Western) .....	20 (Texas) .....	6
Nov..	6 (Achievement) .....	17 (Ohio) .....	3
Dec..	4 (Leadership) .....	15 (Wisconsin) .....	1



# The County's Best Citizen



WHEN a home demonstration agent finishes her first year's work in a county and wakes up one morning to find that its residents have named her the "best citizen for 1936" that's news.

It happened recently to Elizabeth Atchley, home demonstration agent of Rutherford County, Tenn., and to prove that they meant it, men, women, and children gathered at Murfreesboro, the county seat, for a banquet which included, as a high light, award of a cup to the slightly amazed Miss Atchley.

Now behind all this is the story of how Miss Atchley, sent to Rutherford County on trial, organized within 12 months 14 home demonstration and 18 4-H clubs, these organizations totaling 600 members.

"Miss Atchley's work has had great influence for good", said the Rutherford Courier, sponsor of the "best citizen" election. "The farmers are the foundation and backbone of our county. The farmers' wives make the farmers. And the farmers' wives elected Miss Atchley. Her election was not only an endorsement of her individual work but of all work of the Agricultural Extension Service."

In October 1935, Miss Atchley, resident of Sevierville, Tenn., came to Rutherford County on trial. In April 1936, the county court voted an appropriation for a home agent. Before that April meeting, the new home agent had gone along

at her job of organizing farm women and 4-H clubs. Folks began talking about the large attendances of these home demonstration and 4-H clubs. Businessmen saw their streets filled on rally days in Murfreesboro. They became interested, as individuals and through luncheon clubs, when these same home demonstration and 4-H clubs came to the county fair in droves with their exhibits. It had been a good many years since such spirit was shown, and folks began to ask how it had come about.

About this time the Courier started its annual ballot for the best citizen of the year. Subscribers followed the usual procedure of clipping out a blank form and mailing in their votes. There were no published nominations, in accordance with the usual custom.

But when the ballots were counted, the name of Miss Atchley was far ahead of all other nom-

inees. In fact, the election was as near a unanimous proposition as the Courier had ever experienced. And so, late in October, they had some 600 farm women and 4-H club girls in Murfreesboro, flanked by local citizens. And on the honor roll of citizens chosen in preceding years they added the name of Miss Atchley, an extension worker, who celebrated by going back out into the field and carrying on, as her duties prescribe.

"Creation of the enthusiasm that exists among home demonstration and 4-H clubs for their work and for their leaders was no small accomplishment", observed the Courier. "One visit to any club meeting or to any rally or demonstration held by the clubs is sufficient to illustrate the spot which Miss Atchley has won in the hearts of her club members."

To which observation little more can be said. The point is not that Miss Atchley won such an honor in her county, but that she achieved it as a home demonstration agent and was not, as many an agent is—just another unsung worker.

This note of appreciation from a county previously indifferent to extension work was so spontaneous and surprising that the whole extension force in Tennessee has felt the reaction.

## New Officers Elected in N. A. C. A. A.

Bright McConnell, who has been county agricultural agent in Richmond County, Ga., for the past 17 years, was elected president of the National Association of County Agricultural Agents for 1937. G. W. Boyd of Wheatland, Wyo., was elected vice president; J. E. Whonsetler of Columbus, Ohio, was re-elected secretary-treasurer; and H. E. Abbott of Indianapolis, Ind., the retiring president, was made a member of the executive committee, which is made up of the association's elected officers.

The executive committee will meet with the officials of the A. A. A. and other agencies early in the spring to confer regarding the development of the new Federal farm programs. Problems of land utilization will be strongly stressed during the conference.

## Fighting Mormon Crickets

*(Continued from page 4)*

5. Transportation must be provided to haul men and supplies.

The generally inaccessible character of the natural hatching ground of the Mormon crickets creates numerous difficulties in carrying out control work. Sparsely settled mountainous areas are generally the heavily infested areas. Storms and windy weather in early spring interfere with the work.

Many men do not like the work of carrying dust guns over the rugged country; others object to the dust, and great care has to be observed in protecting the health of the worker. In spite of the difficulties, however, successful campaigns are entirely possible, and the method mentioned, outside of labor, is a very inexpensive one.

Under large-scale control programs, the cost of materials per acre should be under \$2, with labor the largest factor in areas where resident farmers are unable to cover sufficient area.

With close check on cricket population, and with proper organization, future outbreaks of Mormon crickets could be nipped in the bud at a very slight cost, as compared to the tremendous loss of crops and range feed, as well as the considerable outlay of money necessary for carrying on a campaign such as was necessary in Idaho and other Western States during the last few years.



# Slants on Program Planning

## Records

In connection with the county agricultural adjustment program planning project in Massachusetts, basic information concerning practically every farm in each county was tabulated on specially prepared farm-information cards. The information was obtained primarily from the assessors' offices in each town. Committeemen and local leaders in the towns and communities assisted in the preparation of the cards, in supplying the information contained on them, and in analyzing the information when the cards were completed. In all, some 40,000 cards were filled out. These represented nearly 30,000 actively operated farms, and the remaining 10,000 represented small enterprises and part-time farmers. In all, 325 towns cooperated.

As one result of this project, the mailing lists in each county extension office are far more complete and up to date than ever before. It has been possible to subdivide mailing lists accurately by enterprises and in many cases by size of enterprise as well. In each county now a permanent record of each farm is available. It is hoped to keep these records up to date through the use of local leaders and committeemen. In several counties maps have been prepared showing the location and type of each farm in operation. Use has already been made of much of this basic information. It was of considerable value in developing and carrying on the agricultural conservation program. It has been used as the basis for analyzing the agricultural situation in towns and communities and in program planning. It has supplied information never before available for the development of extension programs that meet actual conditions in communities, towns, and counties.

## Farm-Business Planning

"Perhaps the major achievement of the year in Minnesota was the progress made in farm-business planning and the accompanying emphasis upon adopted programs of extension activities by local county groups", says Director F. W. Peck. With the background of research material obtained in this project during the previous 2 years, it was possible to bring to the counties a summary of applied economic information which, coupled with a technique of planning

methods, resulted in the adoption of well-planned programs through the assistance of interested local individuals and groups.

The importance of local planning with its requirement for thinking out basic facts and implications cannot be over-emphasized. As a matter of fact, it has been this development that has made possible the return to subject-matter emphasis that had been somewhat curtailed by the emergency nature of previous Federal programs. The training received by local groups to depend upon their own planning and upon their own initiative is an important byproduct of the planning work. The "proof" of the planning work, however, lies in the follow-up methods that are adopted to actually put over in a county a constructive, permanent farm program that will be helpful in meeting the general objective of improved standards of living by rural people.

## Better Living Program

One of the most outstanding pieces of work with rural women in Maryland was the planning in January 1936 for a long-time program on better family living, starting in 1937. County-wide committees on projects were appointed in each county. These committees, with the specialist and home demonstration agent, made a survey of the needs in clothing, foods and nutrition, and home furnishing; and the program for 1937 is planned on what the survey shows the needs to be.

## Community Survey

An experimental community survey to assemble local facts to be used in the preparation of community programs was conducted last year in Susquehanna County, Pa. The summary of this survey and an analysis of the material assembled were presented before the entire group of extension workers and the results taken back to the county. From this preliminary work a key questionnaire has been developed to cover all lines of extension work, which will be used for reference in making project surveys.

## Farm Record Books

In connection with the county program-planning work in New Mexico, the need for more adequate records was apparent. Temporary program-planning assistants were employed in several counties to

aid in farm record work. As a result of this work, 745 farm record books were started and carried up to date July 1. Since July 1, these record keepers have been contacted and aided in getting records up to date, so that it is hoped that a large number of the record co-operators will complete their account books at the end of the year. With the assistance of these temporary program-planning assistants, the poultry-record cooperators were increased from 37 to 242, and the dairy-record cooperators from 64 to 342.

## Pictures Tell Story



This is one of the pictures being used by E. R. Duke, county agricultural agent of Potter County, Tex., in telling the story of the emergency listing program early in the spring of 1936.

"This picture was taken in midsummer, but the sorghums went on growing and produced good grain from the moisture stored in the soil", wrote Mr. Duke to the REVIEW. "The field was planted immediately after the heavy May rains, when 9 inches of rain fell. After that less than one-fourth inch of rain fell on the crop from the time it was seeded until the grain was practically mature. A sample of milo selected from this contoured field was good enough to place fourth in a class of 33 entries which came from widely scattered points over the Panhandle of Texas and Oklahoma. Although most of the feed crops in this section were a failure from the standpoint of grain production, this farm produced enough grain to feed the livestock, consisting of 6 brood sows and litters, 200 chickens, 10 milk cows, and 6 work horses."

These results are not exceptional, as many farmers who had their land contoured, so as to store May rains, have produced sufficient grain for their livestock.



## Montana Rates Circular Letters

A rating system of county agents' circular news letters instituted by R. E. Cameron, State 4-H club leader at Montana State College, has resulted in definite improvement, has encouraged more regularity of issue, and has increased interest in club work.

Mr. Cameron uses a simple method of measuring quality of agents' letters. Five stars are used for those rated "excellent"; four stars mean "very good"; three, "good"; two, "fair"; and one star, "poor."

The letter-improvement program started with instructions on writing good "sales" letters, the category into which most extension letters fall. These instructions were prepared by the publications department. Before they were sent out, Mr. Cameron worked out the 10 points upon which to criticize.

These 10 points, listed in order of importance, are: Subject matter, illustrations, cartoons, stencil cutting, mimeograph reproduction, use of leaders' and members' names, conciseness, heads for various items, and the cover page.

While this order represents in a general way the weight given to each point in relation to the others, Mr. Cameron prefers to regard all 10 collectively. He considers regularity of letters to measure results of a campaign and also improvement as shown by successive letters.

In discussing his method of rating, Mr. Cameron says he regards subject matter as most important because it provides the "meat" of the letter, without which perfection in the other points would be valueless.

He is critical of illustrations, cartoons, excellence of stencil cutting and its reproduction, because "attractiveness and readability" appear to be the most important factors in determining whether or not the letter will be read. An attractive letter which also is a good letter turns the "frank" obstacle into an attraction.

## 4-H Poultry Flocks

Nearly 1½ million eggs were laid by poultry flocks owned or managed by Connecticut 4-H poultry club members during the period, October 1, 1935, to September 30, 1936. On a per bird basis this means that each hen has laid an average of 182 eggs for the year, which is higher by 10 eggs than any record made since the 4-H home-egg-laying contest started 12 years ago. The first year of the contest, 1924-25, the hens laid 150

eggs per bird. Club members, through better stock and better management practices, have increased their production 32 eggs per bird in 12 years.

Financial figures are available on about one-third of the hens in 4-H poultry flocks in the State. These figures show that Connecticut 4-H poultry club members had returns above expenses of \$14,700, or about \$2.60 per bird. Three other interesting figures brought out by this study are: (1) The hens each consumed 97½ pounds of feed in the year; (2) it cost 14.9 cents per dozen to produce the eggs; (3) the expense per bird was \$2.20.

## Learning About Insects

What is considered to be a forward step in acquainting the South Carolina farmers of tomorrow with insect pests was begun this year by the South Carolina Extension Service in promoting an insect-pest-collection contest among 4-H club boys and girls of two counties. Through the cooperation of the Columbia Junior Chamber of Commerce, \$20 in prizes was offered, \$15 for the best collections, and \$5 for the 4-H boy or girl having the best knowledge of insects. In addition, a price of \$7.50 was given for the best collection of insects, \$5 as second prize, and \$2.50 for third prize.

It is estimated that field-crop insect pests cost the State of South Carolina approximately 10 million dollars per year. The Extension Service believes that through stimulating interest in prize contests among the younger generation they will accomplish untold benefits, insofar as pest control is concerned, in the years to come.

Of course, the 1936 contest, which was conducted during the State fair, is only the beginning. The insect collections of the two counties, Richland and Lexington, created considerable interest, and already other county and assistant county agents are planning to stress insect collections during the coming year.

The pest collections were judged on neatness, accuracy, the knowledge contestants had of the identity of various insects, and of the control of the various pests.

Much credit for the interest manifested in the insect collections should go to O. Romaine Smith, assistant county agent of Richland and Lexington Counties. The club members were also given demonstrations by W. C. Nettles, extension entomologist of the South Carolina Extension Service, and, through his instructions, learned a great deal as to how to go about their assignment.

## First Extension Agreement Has Silver Anniversary

Just 25 years ago this month, on January 24, 1912, another milestone in the evolution of agricultural extension work was passed, when a memorandum of understanding between the farmers' cooperative demonstration work of the Bureau of Plant Industry, United States Department of Agriculture, and the Clemson Agricultural College of South Carolina was signed at Clemson College. This was the first college in the country to enter into a formal cooperative arrangement with the United States Department of Agriculture to carry on all extension work in the State. Similar agreements were entered into in 1912 by Georgia and Texas, and in 1913 by Florida, West Virginia, and North Carolina.

The intent and purpose of this understanding, as stated in the South Carolina document, is "to correlate the work of the college and the demonstration work in the State of South Carolina, to mutually support the work of getting practical and beneficial information to the farmer who is in need of such instruction, to carry to the farmer, through the system created by the late Dr. S. A. Knapp and known as the demonstration work, all information possible in such a way as to assist him in maintaining fertility of the soil and conducting his farming operations as nearly as possible on the basis of continuing and substantial prosperity. It is intended to connect the college and the farmer—to connect the Department of Agriculture and the farmer, and, through personal contact between the agents of the college and the Department and the farmer, to endeavor to be as helpful in building up the agriculture of the State of South Carolina on a permanent and substantial basis as it is possible to be. This combination of forces is entered into in order better to serve the agricultural interests of South Carolina."

After the Smith-Lever Act was passed in 1914, a general memorandum of understanding was drawn up between the United States Department of Agriculture and the land-grant colleges, with a view to securing economy and efficiency in the organization of extension work. Upon acceptance by the States, the memorandums of understanding were signed by the Secretary of Agriculture and the presidents of the State colleges. The memorandum of understanding has been the basis upon which cooperative extension work of the land-grant colleges and the Department has since been conducted.



# Big 4-H Achievement Day

## Despite Weather Handicaps

B. P. GORDER

Agricultural Conservation Agent,  
Adams County, N. Dak.

**A**LTHOUGH in the siege of the greatest catastrophe in the history of this area, Adams County 4-H folks rallied despite the numerous set-backs caused by heat and draught.

Receiving the necessary cooperation to institute the 4-H program in the winter and spring of 1935 of communities, parents, local leaders, and members, 20 clubs were organized with unusual success in their first year's work. Boys' clubs were largely swine and corn projects.

Twenty purebred Duroc gilts were purchased at Breckenridge, Minn. All were sired by the Giant and Wave Ace boars, National Swine Show winners in 1934. From this nucleus 128 pigs were farrowed in the spring of 1936. Because of the severe drought it became necessary to dispose of the gilts and boars through county agents located in counties of the State more favorably situated as to feed. W. H. Gray, county extension agent of Dickey County, bought 10 gilts for club purposes, and the remainder were disposed of in Pembina County, N. Dak. Prices received were in advance of market prices, giving the boys a very favorable price despite drought.

Beginning the club year of 1936, agricultural clubs that had organized sheep clubs in 1935 this year decided that their grade Hampshires and Rambouillets were not the proper foundation stock. As all members were particularly interested in this work of improving their stock, a very satisfactory purchase of bred ewes from the Mount Haggin Land & Livestock Co. of Bozeman, Mont., was made with the cooperation of R. L. Olson, State club agent at large. The deal was consummated about January 1. The money was raised for the purchase of these 39 selected purebred Hampshire ewes

through the local banks of Reeder and Lemmon. A 105-percent lamb crop through the months of January and February was obtained. Some of the lambs were dropped only a few days after the ewes reached their new homes.

As a result of the importation, renewed interest of members and parents alike was shown in 4-H club work. The fall achievement day exemplified the accomplishments, with all ewes, ewe lambs, and ram lambs being on exhibit. Although drought forced numerous sheep owners to sell their flocks this summer, there were still enough sheepmen who

were interested in purchasing rams for the substantial sum of \$20 to \$25, even though they had sold ewes and lambs for \$5 earlier in the summer. The remaining rams were sold in the northeastern part of the State.

With these importations, Adams County 4-H'ers are making a very fine record, and, because of their efforts to pioneer in the sheep and swine enterprises, which are considered the proper species of livestock in this area, they are to be complimented for their valiant stand against the elements.

## Good Will Demonstrations

Last year more than 1,612 people attended 29 home-made ice-cream demonstrations conducted by the Extension Service in Pennsylvania. Dairy Specialist I. E. Parkin, of Pennsylvania, believes that these ice-cream demonstrations are an effective means of creating good will for extension work and have an educational as well as social value.

During the summer, at the request of the people of Penn Valley, County Agent L. F. Rothrock of Perry County, in cooperation with a local committee, arranged for an ice-cream demonstration. The entire community cooperated in supplying materials and labor for this meeting which was attended by 72 people.

## Let Us Look Ahead

*(Continued from page 1)*

land-grant colleges in cooperation with the U. S. Department of Agriculture and the agricultural experiment stations of the several States. The resident staff of our colleges of agriculture and experiment stations, the county extension agents and extension specialists of our Extension Service, together with leaders of farm organizations who are intimately associated with the Extension Service, understand these problems better than any other groups. They are problems within the scope of the original land-grant college charter.

### **SWEEP OF TASK AHEAD**

Looking ahead to the further development of the Extension Service, I believe that the challenge to the Extension Service is to broaden its scope to include any fundamental economic and social problem affecting the welfare of our rural people and in developing and maintaining the agricultural resources of this country in the interests of national welfare. This is the original philosophy and objective of the Land-Grant College Act and of all the subsequent Federal and State acts under which the agricultural experiment stations and the Extension Service in Agriculture and Home Economics have been established.

**T**hirty-eight counties joined together at the Missouri 4-H round-up in giving a musical drama to depict periods of American history and to show the effect of the growth of the country on its songs.

Several weeks before the State meeting, the counties that were to participate received a chart showing the part of the presentation for which they were responsible. In parallel columns the chart showed the progress of the story, the action that was to take place, and the music that was to be used. Each county group then prepared its costumes and practiced its part in the play. At the round-up the united groups held two rehearsals, one of these being a dress rehearsal. The presentation was given much as though one group had practiced together during the entire preparation period.



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## AMONG OURSELVES

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C. C. RANDALL, who for the past 18 months has been acting assistant extension director in Arkansas, has been appointed assistant extension director, succeeding T. Roy Reid who has resigned to continue with the Resettlement Administration. Mr. Randall is a veteran in the Extension Service, having completed 21 years of service which began as county agent in Drew County in 1916. He served as county agent in Lawrence and Lee Counties, as district agent of the Southeastern district, and as administrative assistant to Mr. Reid before taking up his present duties.

. . .

GRACE E. FRYINGER of the Federal Extension Service has been elected president of the American Country Life Association for 1937. Miss Frysinger is the first woman to receive this honor.

. . .

JOHN HULL, extension agent in Vanderburgh County, Ind., was recently named "first citizen" by the Evansville Chamber of Commerce. This award is an annual event and is given to the citizen of the county rendering outstanding service during the year.

. . .

MARY K. GREGG, assistant State home demonstration leader for the last 10 years and pioneer home demonstration agent in Iowa, retired on January 1, completing 20 years in the Extension Service. She began her work in 1917 during the colorful war emergency campaigns when she was appointed a State war emergency agent. After 7 years as the first county home demonstration agent in Marshall County, she was appointed as part-time nutrition specialist in Iowa, later going to Minnesota as home demonstration agent in Ramsey County. In 1926 she came back to Iowa to accept the position which she has held until her retirement.

"Although Mrs. Gregg's retirement is well earned, it will mean a distinct loss to the extension program in the State and to the thousands of farm women with whom she has worked during her two decades of service", says Mrs. Sarah Porter Ellis, State leader.

CHARLES A. LEWIS, until May 1934 county extension agent in Hartford County, Conn., has been appointed assistant director of the northeast division of the A. A. A. Mr. Lewis had been county agent for 8 years before coming to the A. A. A. in 1934.

. . .

### By Way of Professional Improvement

THOMAS H. JOHNSON, while county agricultural agent in Athens County, Ohio, made a study of 60 rural youths in that county as part requirement for his master's degree. He gathered data for this study by personal interviews with 50 young men and 10 young women between the ages of 18 and 25 years, all out of school and unmarried.

Mr. Johnson, now agent in Perry County, Ohio, received his M. A. degree at Ohio University.

. . .

CHARLES WILCOX REED, club agent of Jefferson County, N. Y., made a study of present and former 4-H club members in New York State to determine some of the factors affecting membership tenure. He analyzed the data from 267 questionnaires filled out by 173 present and 94 former 4-H club members representing 28 counties in New York State, and wrote up the results in his master's thesis.

Mr. Reed received the degree of M. S. at the Pennsylvania State College.

. . .

W. R. AMICK, assistant State club leader in Indiana, made an analysis of the traits of 252 successful junior leaders, including 158 girls and 94 boys, to gather data that would tend to establish a junior leader profile and be helpful in selecting and training junior 4-H club leaders. The results of five different psychological tests used in rating these young people were compared with existing norms for high-school pupils in general.

Mr. Amick received the degree of M. S. in psychology at Purdue University partly on the thesis describing this study.

. . .

O. G. PRICE, county agent, St. Tammany Parish, La., living close enough to Louisiana State University to drive in for classes, recently completed his work and received a master's degree in agriculture. His thesis was a study of lambs, wethers, and ewes in St. Tammany Parish.

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## IN BRIEF . . .

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### Reaching Young Mothers

Particular efforts were made during the year to reach young mothers in New Hampshire who could not attend the regular meetings. Letters with information on clothing and nutrition were sent to 5,000 of them. Extension circulars with pertinent information were offered, and more than 8,000 copies were requested. The "children's clothing kit", with samples of small children's clothes from which patterns could be made, was sent to more than 700 young mothers. Personal visits by the home demonstration agent or the specialist were made when individual help was requested.

. . .

### Poultry for College

A go-to-college poultry project has been presented to 60 of the 67 counties in Alabama during the past few months. Ten to thirty boys and girls in each county will start this fall to develop a go-to-college flock. It is estimated that 300 hens properly taken care of will pay the necessary expenses of a boy or girl while in college. One hundred hens with 160-egg production will produce approximately the same gross income as five bales of cotton.

. . .

### Utopia Clubs

About 700 young men and young women are enrolled in the Kentucky Utopia Clubs. In addition to carrying their projects, about 100 of these young people are assisting the county agents in the soil-conservation program. The Utopia Club members are usually the most active members of the rural communities, and a number of them who do not have large enough farms to justify their continuance are getting positions in the cities and elsewhere. Many of them, however, are developing a farm business of their own and will continue on the farm.

. . .

### 4-H Entomology

About 20 collections of insects were made by 4-H club members of Cloud County, Kans., last summer. Five of the collections were excellent, and two of them are being identified at Kansas State College to be used as subject matter for other Cloud County 4-H club insect collectors.





# My Point of View

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## Richly Endowed

In the home demonstration work there are "the yesterdays", "the todays", and "the tomorrows." The yesterdays mark the time Dr. Seaman A. Knapp had the vision of a field that would enrich life in the rural home. The work and practices were the best that could be, and then the todays brought great changes in improvements and conveniences that made the best of yesterday better today.

The tomorrows will use the best of today, the tangible things as food, clothing, management, and daily routine; and include with them what now is a real need, such intangibles as recreation, music, reading, and desirable family relations, and make the tomorrows better.

Following such plans, a long stretch of the road will be covered toward Dr. Knapp's goal, "A country home, be it ever so simple, with a father and mother of gentle culture, is nature's university, and more richly endowed for the training of youth than Yale or Harvard."—*Lucy J. Walter, county home demonstration agent, Worcester County, Md.*

• • •

## In the Long Run

Looking back over 24 years of extension work in Chemung County, it is not difficult to pick out the important projects that were started 10 years ago or more. This list certainly would include demonstration work in connection with the use of ground limestone in order that Chemung County farmers might grow better clover and alfalfa. It would include the organized campaign to free the dairy cattle of the county of tuberculosis. It would also include the development of a systematic plan under which Chemung County farmers now market their milk, known as the Dairymen's League Cooperative Association, and a cooperative association through which they purchase their feed and farm supplies, known as the Grange League Federation.

It would not be difficult to pick out several other important projects that were started in the early days and that now mean a great deal in the life of every Chemung County farmer.

On the other hand, there are some things which were started in the early days that we now hear or know little about. Among these might be included the reforestation of idle land in the county and the development of cooperative associations to market such commodities as wool, potatoes, tobacco, and eggs. The thing that appeals to me as I am writing this is that at the beginning it was very difficult for us to tell the importance of various projects started; but when we can look back on them over a period of 10 years it is not difficult to pick out the important things that have been accomplished by extension work.—*L. H. Woodward, county agricultural agent, Chemung County, N. Y.*

• • •

## Successful Campaign

On coming to Patrick County, Va., in 1930, I found that a very high percentage of the farmers growing wheat had their crops badly damaged by stinking smut. A program was begun to clean the farms of this pest. Demonstrations were given and farmers urged to treat their seed with copper carbonate. By constantly treating their seed, the farmers have eradicated the disease. There was not a case of stinking smut reported this year.

The farmers were urged to use the barrel method; that is, putting the wheat and the dust disinfectant in the barrel and rotating it. Demonstrations were given at the county fair and also at several farms.

In checking up on the smut situation, millers were asked to report any wheat brought in to them that showed the presence of smut. No reports have come from the millers this year.

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## Your Page

This is your page, a place to set forth your ideas and opinions of your work, economic or social problems, or anything else which moves you strongly. The page is dedicated particularly to county extension agents, but contributions from all extension workers are invited.

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The farmers have treated their wheat this year, even though they had no smut, to insure against this dreaded pest.—*J. C. C. Price, county agricultural agent, Patrick County, Va.*

• • •

## Stands the Test

A man's willingness to invest money in a project can be taken as a test of his belief in it. That the Watonwan County (Minnesota) Bankers' Association so rated 4-H club work was shown by their purchase of a 4-H baby-beef calf in 1935 and their fully matured plans to repeat in 1936.

The calf was bought at the Junior Livestock Show and donated for use at the bankers' 4-H baby-beef banquet held later. The event brought speaker representatives of the State Bankers' Association who spoke of the State group's interest in boys and girls.

Moral and financial backing for 4-H club work, the fostering of friendly relationships between groups in the community, and offers of financing the purchase of club calves can be counted as a part of the results of the undertaking.—*J. I. Swedberg, county agricultural agent, Watonwan County, Minn.*

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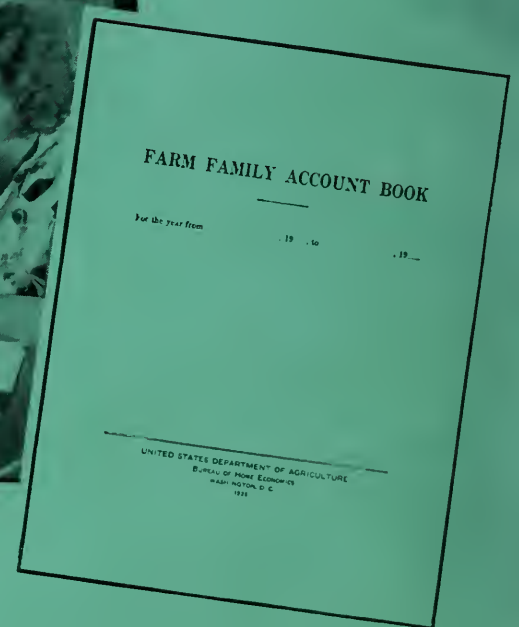
## The Fable of the Rabbits

Several years ago, while listening with rapt attention to about the eighth speaker on the fourth day of the county agents' annual conference, the following thoughts entered that part of my mind that wasn't rapt: The rabbits held a convention to protest against the injustice of being harassed by the foxes, caught by the hawks, eaten by the owls, and hunted by hound dogs. They elected a president, vice president, secretary, and treasurer and, after a great deal of discussion, passed the following resolution: That under no circumstances from now on will the rabbits tolerate any interference from the foxes, hound dogs, owls, and hawks. With general good feeling the meeting adjourned. On the way home the president was caught by a fox, the vice president by an owl, the secretary by a hawk, and a hound dog ran the treasurer into a hole.—*J. F. Hart, county agricultural agent, Laurens County, Ga.*

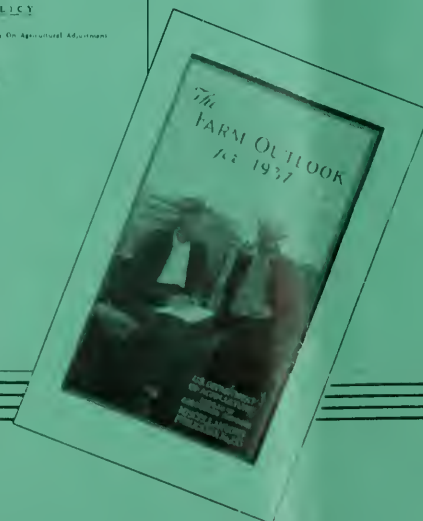
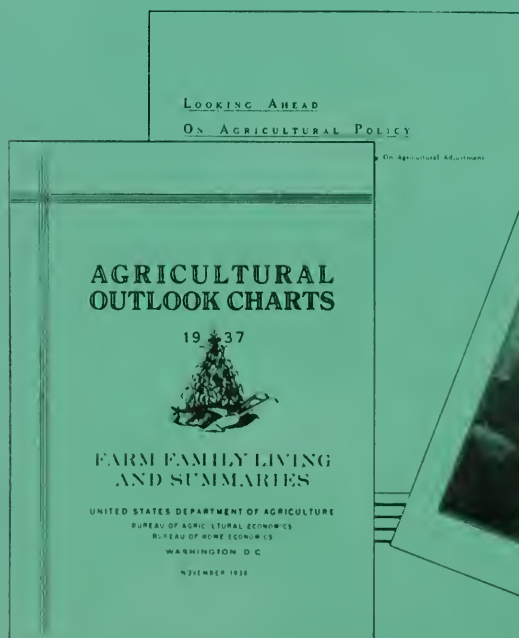


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