

8922
copy 6

LIBRARY
CURRENT SERIALS
MARCH 2 1944

Extension Service *Review*

VOLUME 15

MARCH 1944

NO. 3

This is my country, and I love it

■ The week of March 4 is mobilization week for all 4-H Club members. Agnes Doody, 13 years old, of Connecticut, writes: "I seem to be too young for all regular war jobs, yet I want to do my bit for America. I can't wear a uniform, so I've put on overalls and worked on the farm. I've saved my money and bought six war bonds to help 'pass the ammunition' to the boys in the front lines. This is my country, and I love it."

Yes, 4-H Club members put on overalls and went to work on the farm last year. County Agent Joe Hurt of McCracken County, Ky., reports that the work done by 4-H Club boys and girls in his county was equal to 75 men working 10 hours a day for 142 days. Alabama boys and girls raised more than 3 million pounds of beef; Connecticut members grew 300 acres of vegetables; and the boys of Antigo, Wis., brought 27 hogs to their first Victory Meat Show. All together their record of production is magnificent.

This year again they are called to service to put on overalls and work on the farm. The Commander in Chief, President Roosevelt, says to every 4-H Club member: "This year more than ever, members of the 4-H Clubs will be among the shock troops on the food-production front to give that extra impetus to the war effort so essential to ultimate victory."

Maj. Gen. E. B. Gregory, the Quartermaster General, also is depending on 4-H Club members. He writes: "We of the Quartermaster Corps do not evaluate a contribution such as yours on a dollars-and-cents basis or in terms of pounds or bushels. Our yardstick is the number of soldiers clothed, fed, and equipped by the product of your toil and sweat."

"The coming year is destined to be one of the most important in all our history and will demand the utmost from each of us. I am confident that in 1944 you will again acquit yourselves in a manner that will reflect creditably upon you and uphold the principles of the 4-H

Clubs. In so doing, you inevitably influence others, quicken their sense of public duty, and assist in making this a better Nation for our servicemen when they return after Victory is won."

4-H Club members of yesterday, fighting on every battle front, are also looking to the capable, energetic boys and girls of today's 4-H Clubs. They have distinguished themselves in battle. Two 4-H Club members, one from Texas and one from Montana, were with the Doolittle raiders bombing Tokyo; and Capt. Paul V. Williams, formerly an Erath, Tex., 4-H Club member, is reported to be the first American to bomb Berlin.

Some have made the supreme sacrifice just as has William Lloyd Nelson, who was awarded the medal of honor, the

Nation's highest decoration for gallantry in action. He was a Delaware club member for 5 years, the first president of the Middletown 4-H Club and an authority on Holstein dairy cattle, corn, and potatoes. He was cited for self-sacrificing devotion to duty and heroism in Tunisia. "Under intense artillery, mortar, and small-arms fire," his citation read, "he advanced alone to a chosen observation position from which he directed the laying of a concentrated mortar barrage which successfully halted an initial enemy counterattack. Although mortally wounded, Sergeant Nelson crawled to a still more advanced observation point and continued to direct the fire of his section." Sergeant 4-H Club member Nelson gave his life. Can 4-H Club members in 1944 do less than to make their best better? They will not let their comrades down, for it is their country, and they love it.

On the docket this month

■ Plans for a greater production in 1944 are taking shape. Food production in 1944 is expected to be somewhat above the record reached in 1943 if yields are normal. However, both military and lend-lease requirements will be larger in 1944 than in 1943, and shipments for European relief may become a more important factor than in the past.

With these facts in mind, extension directors met last month in a series of regional conferences beginning in New York City February 17 and finishing in Denver March 1. The responsibility of the Extension Service is great in stepping up production by a more intensive educational effort on better methods, efficient management, elimination of waste, and help with the labor problem.

With the signing of the new farm-labor law, the Extension Service again undertakes a big farm-labor-recruitment program which was one of the main topics of discussion at the regional meetings. The set-up is much the same as last year, but will be carried on more intensively. It looks as though 4 million additional workers will be needed to sup-

plement the usual labor if war food goals are reached. This is 500,000 more than the 3,500,000 recruited last year.

Women and youth will be counted on even more than last year. The Women's Land Army, this month, is appealing especially to teachers and college girls who have the long summer vacation, calling their attention to the need for farm workers through national magazine articles, radio broadcasts, meetings, personal contacts, and other ways.

Victory Farm Volunteers are already training for their summer's work in thousands of schools throughout the country. March is the latest that such courses should be started to give adequate prefarm training to these city and town boys and girls.

Neighborhood leaders will contribute on practically every phase of the food-production front. To facilitate the work in 1944, the Federal Extension staff is working on the neighborhood-leader problems in six subcommittees.

The part that the Extension Service is to take in post-war planning was discussed at the directors' conferences.

When a community gets a pain

C. R. ELDER, Extension Editor, and K. R. MARVIN, Professor of Journalism, Iowa State College of Agriculture



SEAMAN JONES WANTS TO TALK TO YOU!

...A me to ev

HYBRID CORN ADDED APPROXIMATELY 300,000,000 BUSHELLS TO THE 1942 CROP

For many of us here at home the battle of food production is being fought in the corn fields. It is our duty to cooperate in saving the corn crop. Help U. S. Crop Corps today. —H. R. Marshall, Extension Editor of Agriculture

Your Detasseling

Can account for
180,000 bushels of corn next year

... and this 180,000 bushels of corn can be turned into:

- 24,000,000 pounds of Explosives
- 1,200,000 pounds of Pork
- 1,500,000 dozen Eggs
- 3,375,000 gallons of Milk
- 940,000 pounds of Rubber
- 1,000,000 pounds of Beef
- 400,000 pounds of Lard

—That is what YOU can do now to assure victory by detasseling 5 acres of corn.
5 acres of seed crop - 300 bushels of Hybrid Seed
300 Bushels of seed - 2400 planted acres.
2400 acres will produce 180,000 Bushels of Corn



Join U. S. Crop Corps Today

Will you help? This is war work, too. Register your name today at the nearest farm labor placement center or at a hybrid corn plant. Earn good wages. Every man, woman, boy, or girl who can help save the seed corn crop will be making an important contribution to victory. Farmers, who can spare the time or send a member of the family, can thereby assure themselves of their own seed for next year.



■ When a man is sick, he goes to the doctor to get fixed up. When a community gets a pain, the chances are that the local newspaper editor is the first man called upon.

So it was in Iowa last year.

When adverse weather kept the normal number of workers out of the canning-crop fields for several days; when the need arose for the recruitment of a large number of workers to detassel corn for the State's seed crop, something had to be done and done quickly. We went to the newspapers.

Here is how it worked in one community:

This particular community had a large acreage of canning crops which had to be picked within a week if the crops were to be saved. To add to the trouble, corn detasseling was demanding immediate attention.

Two members of the State extension editorial staff were sent out to lend their assistance. Cooperation of the county-

seat newspaper was obtained, and a special labor-recruiting edition was put together to promote a mass meeting for recruiting volunteer workers.

A series of ads was hastily written to support a liberal use of news copy. These ads were readily sponsored by canners, hybrid-corn companies, local service groups, and business firms. The most popular was one captioned "It Must Not Happen Here," and showed a picture of a farmer in another State plowing up a field of beans.

With the help of volunteers enrolled and some imported labor, all crops in the county were saved; and we were convinced that we had something that would help other Iowa communities to solve their own labor problems.

Immediately after this experience, the extension editorial staff prepared a kit of materials to be used in special labor mobilization campaigns wherever the need arose. The kit contained 10 advertisement lay-outs varying in size from

30 inches to 100 inches, along with as many skeleton stories.

Proofs of these kits were sent to newspapers and to the county agricultural agent in 25 crucial food-producing counties. For reasons of economy, the mats of the illustrations were not mailed until ordered by the newspapers. Eighty mats were mailed to fill requests the first day after the proof sheets went out; 200 mats were sent out the first week. Kits were later sent to newspapers in 25 other counties.

Several publishers took time to write complimentary letters to show their appreciation for the kits which, for once, enabled them to solicit some financial help in promoting the cause.

The advertising series was so well received by newspapers, businessmen, and civic organizations that the kits will be revised and republished this year. And we know that in Iowa we shall be using ad campaigns for local sponsorship to promote some of the other educational campaigns.

Although we are strong for local sponsorship of such advertisements, we believe that the Extension Service should think twice before it starts to buy space for farm-labor recruitment. Community cooperation is what is needed. When local civic organizations and businessmen buy space to promote food production and conservation, there is good community cooperation, and this is a product that cannot be bought with money.

On the farm machinery front

A new farm machinery distribution program provides for actual rationing of considerably fewer items and sets up a more flexible system for distributing the relatively greater amount of machinery available in 1944.

To get an up-to-date farm machinery picture, New York sent brief questionnaires to 18,000 minutemen. In addition, reports from 14 district engineers, and records from ration boards showing what machinery was sold and delivered in 1943 were checked against research data showing the normal lifetime of different types of machinery. A surprising amount of old equipment has been repaired and most of the replacements needed are for tractor-drawn machines to replace smaller horse-drawn equipment.

A series of tractor and machinery repair schools covered practically every county in Tennessee by the middle of March. These schools were conducted by specialists and agents in cooperation with vocational agriculture teachers, dealers, supply houses, machine shops, and blacksmiths.

Every agent an editor

SAM WHITLOW and MARGARET HEISER, Associate and Assistant Extension Editors, Oklahoma

Release your good news stories locally is the advice of Oklahoma editors

Each Oklahoma county and home agent functioning as a county extension editor!

That was the purpose of a series of meetings held in Oklahoma about 3 years ago when the extension editors set out to sell the idea to extension agents that extension information can best be sold in the county because of the factor of "local interest."

At the meetings, agents were strongly advised to arrange to write regular weekly columns for newspapers in their counties or to supply material regularly to newspapers and radio stations. The response to these suggestions far outdistanced even the hope of the editors. Agents took hold, and today 48 agents maintain regular columns in newspapers, and practically every one of them uses newspapers and radio to further the extension program.

A number of the agents will tell you frankly that these outlets are the most profitable they have in extension work. As one agent put it: "I really hadn't thought about the power of this outlet until I talked to one local editor in my county. I found I could reach 2,000 farm families in the county weekly, so I simply couldn't afford to overlook this golden opportunity."

Rather than presenting any cut-and-dried plan for relations between the agents and media, the agents were advised to work out these relations with newspaper and radio representatives. Consequently, many different types of cooperation are being practiced, but they are all getting results. The agents have been "sold" on the idea of making the material newsy as well as informational.

As a result of this widespread news handling by agents, the Oklahoma extension editor's office has stopped sending out mimeographed releases directly to newspapers. Instead, any general material of this type is released through the agents to the newspapers or radio.

As an aid to extension agents, a regular "weekly news kit" is released to the agents pertaining to the work that extension specialists consider most timely. Agents are advised to make local application of this material, either through results of demonstrational work or successful practices of this type carried on in the county.

Another service maintained by the extension editor's office is that of making mats available to be distributed by the agents to papers within their own and surrounding counties. These mats accompany feature or straight news stories obtained within the counties and prepared by the editor's staff and are made from cuts which are used later in the Oklahoma Extension News for State-wide-distribution.

The only direct relations maintained with newspapers, magazines, or radio by the extension editors are where the medium covers more than a one-county area. In these instances, the supply is "tailor-made" for the particular medium. In other words, direct arrangements are made with the editors of the publication. For instance, the extension editor's office supplies to larger newspapers in the State, three weekly columns dealing with timely and helpful agricultural information for the territory served by the medium. Six radio stations are served in the State regularly, and several others on special occasions. Material through five of the stations is handled directly by county and home agents.

Local Stories Handled Locally

The Oklahoma plan works on this assumption: Leave the local handling of stories to the local extension agents. Stories of sectional, regional, or State-wide interest will be handled through the State extension editor's office.

All in all, the Oklahoma Extension editor's office has the following main functions: News and features to the newspapers, magazines, and radio stations; photography; publications; and relations.

Pictures usually are made on order for a county or home agent or for some publication. This calls for very close contacts with the work of the agents and of the publications. But the editors are finding that these close contacts pay. Very few pictures are made that are not used. As an additional service, prints can be furnished quickly because the Extension Service maintains a darkroom and developing and printing facilities.

Publications include the Oklahoma Extension News, which has a circulation of more than 65,000 among farm families in

the State. This is a 4-page tabloid paper printed on news stock and released monthly. It deals with the high lights of the extension program in the State as reflected in personal experience stories and achievements of farm people.

Circulars are "pared to the bone," and many of them are cut down to pamphlet size. An OP (Oklahoma Pamphlet) series, started about 3 years ago, has proved successful. This series deals briefly but fully with one idea or phase of a subject on a timely agricultural or home economics topic. Agents all over the State report that these condensed editions are well received by farm people.

All circulars and other printed materials are handled by a committee which checks them for content and against the author's printing budget. The extension editor is chairman of this committee. Before material is approved for publication by the director, it must have the approval of this committee.

After it is approved, the editorial staff does the editing, supervises the art work, orders the engraving, and keeps an eye on it until the finished job is delivered from the print shop. Practically all of the printing is done on the campus by the college printing department.

A large mimeographing department is maintained in the extension building, but its work is largely confined to letters, some forms, and other routine materials. The editorial staff has found printing is the cheaper medium for subject-matter material in large quantities.

Relations form an important part of the Oklahoma plan for dissemination of information. In order that material may be "tailor-made," extension editors maintain the closest possible contacts with media and extension agents in the field. These contacts form the basis of the plan of procedure. In a sense, this particular factor is considered most important by extension editors.

As an outgrowth of this method of handling information through agents, the agents have become very much news-minded, and today they are sending in an abundance of outstanding news tips from their county. Many tips have sectional and State-wide importance and are used accordingly by extension editors. The development of agents as a source of news tips is considered a very important part of the over-all extension information program in the State.

So here you have the Oklahoma plan for dissemination of information. Or to put it in another way: "This extension information should originate, so far as possible, in the field. For it is in the field and on the farm front that the most important functions of the Extension Service are in operation."

Live and learn with the farm labor problem

ROBERT P. DAVISON, Extension Farm Labor Supervisor, Vermont

■ When the emergency farm-labor program got under way in Vermont last April, many problems were to be solved. Notable among these were the need for regular year-round dairy help, the need for workers during the haying season, and the need for seasonal workers to harvest apples, potatoes, and canning-beans and corn.

In helping farmers to find regular farm workers, the county emergency farm-labor assistants worked in close cooperation with the local U. S. Employment Service offices and Selective Service draft boards. Through referrals of men from these 2 sources, and those who came to the county offices for jobs, 644 year-round placements were made in the first 6 months of the program's operation. Some difficulty was encountered in the placement of year-round workers because of lack of adequate tenant houses in some sections of the State. Because the custom has been to hire single workers who live with the farm family, in some areas no tenant houses were available. In other areas, the tenant houses were there, but lacked electricity, plumbing, and other conveniences.

The State War Board has been consulted relative to this matter and is now trying to work out ways whereby farmers can more easily obtain needed materials, both to modernize tenant houses and to build new ones.

Obtaining the needed workers for the summer haying period presented a problem. Because many men who had normally been available for such work were in industry or the armed services, such jobs had to be filled with local volunteer labor and high-school youths, both from within the State and from cities in other States.

A law passed by the Vermont Legislature permitted the payment of State school-aid funds to towns if high-school youths who were absent were employed in agriculture. This law made it possible to place many Vermont high-school youths on farms before the close of the school year. Of course, many Vermont youths worked on farms during the summer season.

Those working on the farm-labor program in Vermont had some practical knowledge of the use of out-of-State youth on farms from their association with the Volunteer Land Corps in 1942.

Early in the spring, plans were made to use as many of the out-of-State youths as possible. Final reports show that 603 youths from New York, Philadelphia, Boston, and other eastern centers were placed on Vermont farms. These and the in-State youths made a total of 2,236 youths who worked on Vermont farms in 1943.

This year's operation of the Victory Farm Volunteers' program indicates that further steps are needed:

1. A better recruitment job in the cities.
2. An orientation or training course for youth who come to the farms.
3. A closer check-up on the health of recruits.
4. A better understanding on the part of the farmer of the type of work he can expect from youth.

These needs have been discussed with farmers, supervisors, and recruits; and it is hoped that some solution can be reached. Among some definite suggestions made to date are:

1. Have youths come to the farms late in May and thus give the farmers and workers a chance to get into the swing of things before the rush of summer's work.
2. Give youths some training during the winter on the operation of tractors and trucks.
3. Give youths a better preparation during the winter for what will be expected of them and what they can expect on a farm.

When the fall harvest period started, it became necessary to rely almost entirely on local men and women in their off-shift hours, during vacations and week ends, as well as on high-school youth who could be released from classrooms for a period of 1 day to 3 weeks. In a few areas, members of the armed forces, who were issued 3-day passes, were employed.

The principal impression gained in this period was that some farmers lack ability to estimate correctly their needs for labor. This resulted in overrecruitment in a few areas and underrecruitment in others. A few farmers expected emergency workers to do as much as their experienced hands did. The results in some cases were not good, and the workers were moved to other places where they were employed to better advantage.

Use and abuse of the circular letter

MOORE VALOIS, County Agent, Assumption Parish, La.

■ Congress, in the Smith-Lever Act of 1914, under which cooperative extension work is carried on, gave as the purpose of our work: "To diffuse among the people practical information on subjects relating to agriculture and home economics, and to encourage the application of the same." Therefore, merely to give information is not enough. The act provides for encouraging or even persuading people to do the things that will be good for them.

We can give information in a hundred different ways, but we can persuade people to use it in only a limited number of ways. Writing effective circular letters is one way.

By writing and distributing a circular letter to his people, an agent is trying to accomplish in 1 day something that would ordinarily take him 8 to 12 months if given by personal contact. Therefore, an agent is justified in devoting 3 to 5

days of his time in preparing even only one circular letter.

Before I write a circular letter, I ask myself: Is this information necessary, needed, and applicable in my parish? Can I present this information in a form simple enough for all my people to understand it? Can I make my people want this information? If my people actually use this information, what will it be worth to them in dollars and cents?

When I am convinced that I should give my people this information, I classify it as: New and up-to-date; repeated, because not all of it was understood when I gave it the first time; or a reminder.

Certainly, the reminder type should not be loaded down with details. In such a case the people already know how to carry out the information. People resent being told how to do what they already know.

The repeated type of information should be written more simply than it was the first time and should be explained in different language. We must remember that this information had to be repeated and redistributed because not enough people understood and carried it out the first time it was given. Maybe the agent had overestimated its importance; in which case, naturally, the people did not take much interest. But if that information is still of great importance, then there is no doubt that the agent had failed to present it properly.

In presenting the new type of information, of course, we necessarily have to offer explanation in detail. But such explanation should be restricted to those facts which will interest the people, those which will activate the people, those and only those which the people can understand and are able to apply.

Arouse Interest of Reader

I like to begin an informational letter by arousing the interest of the reader or by making him aware of his problem. Make him see in a forceful way what will be his loss in dollars and cents unless he does something to solve his problem. Unless an agent can make a farmer see that he has a problem, that he has an opportunity of gaining something by solving that particular problem, then he is not justified in sending information to that farmer. If he does, he should not expect any results.

I sometimes find it necessary to resort to what I call "innocent trickery and mild exaggeration" in order to make people open their eyes to something they ought to know. It is not that I want to deceive or misinform my people, but oftentimes a shock will create attention and curiosity when nothing else will. After all, it is for their own good. For example: A year or so ago, the Assumption Parish Rationing Board asked me to get information for them. They had to know how many sugarcane carts and tractors mounted on rubber tires were in the parish. I immediately prepared a circular letter, which was to be sent to all cane farmers. The letter stated in simple language what information we wanted on the return self-addressed card. But my motivation was in the form of a large illustration. That illustration was the picture of a large tractor tire held upright by Uncle Sam, and Uncle Sam was saying: "You had better let me know what you have, or else you will not get any more." That circular letter brought results. Ninety percent of the farmers responded immediately. I still think that the few words that Uncle Sam had said on that circular letter was the reason for the results.

The actual information to be given, of course, should be simple and to the point; and only the practical steps that the reader can understand should be given. All theories should be left out. And these steps that the farmer is to carry out in actually performing the operation should be listed in the order that they would ordinarily be performed. This is done to avoid confusing the operator. This information should, however, answer all questions that may confront the reader. When I prepare a circular letter I always think of the fact that many of my farmers do not know how to read and write and often have to depend upon their 12-year-old boy, who is in the fifth grade, to read and explain the text to them.

The last paragraph of the circular letter should certainly suggest but not dictate action. Such action can be suggested by citing what this or that farmer gained when he carried out that same information. Let the person be one that he knows, if possible. Action might be suggested by even implying a challenge or a threat, as I did in my circular letter on the rubber-tire survey. Such a threat or challenge, however, should never be directed at any one person or group of people. Rather, it should be mildly put and applicable to just anybody. If we do not take this precaution, someone may call upon the agent for explanation.

At no time should an agent write a circular letter implying that he had to tell farmers what to do because they were too ignorant to know it or because they were not skillful enough to do it. The farmer, like all of us, likes to feel that he did something on his own initiative. It is always better to write a letter in a suggestive sort of way, leaving the reader to believe that he did it because he knew it already. This style of writing will breed good will and closer friendship.

Use Illustrations and Color

I can think of nothing that will attract attention quicker than illustrations and colors. Pictures and colors create curiosity in the prospective reader. And if pictures suggest the subject of the information contained, they will lead the reader to the written information. Illustrations should always be those which create imagination and curiosity in the reader. Illustrations can often suggest even more than reading matter that would occupy the same space.

Farmers, particularly those who do not know how to read and write, like to receive illustrated circular letters. Some time ago, I prepared and distributed a circular letter on "AAA Facts for 1944." A few days after I had released it, a farmer (incidentally, one who did not know how to read and write), called at

my office with the letter in his hand. After the usual "Hi-You-Do," the farmer slowly opened my circular letter to the page where I had a picture of cows, and of a boy riding horseback. He said in French: "Cette vache la"—"This cow here—where could I buy a good milk cow?" I had illustrated the cows in connection with better pasture under the Triple-A program. But, as the farmer could not read, he had understood the picture of the cows to mean that I knew where he could buy a good milk cow. Of course, I settled the question of finding him a good milk cow first, but later politely explained to him what the circular letter was all about. I mention this incident to illustrate that pictures will create thought and curiosity in the reader. That particular farmer was driven to my office not by what was written in my circular letter but by pictures which conveyed some meaning to him. Otherwise, I never should have seen him.

Questions and Answers

I find the question-and-answer style valuable because it directs information more exactly to the questions that would confront the reader. It leaves the reader with more simple and exact information. Yet, even in this style of writing circular letters, we must not forget to motivate the reader. In this case, however, the motivation is prepared in the form of questions, the answer to which will reflect a problem.

The war has jeopardized the effectiveness of our circular letters. This is a bold statement to make, but I have found it to be true. Many of us have distributed a circular letter once every month because we had pledged to do so or because we had nothing else to do. It is certain that our farm people have been sent too much information since the war began, information which they did not read, did not want, and which was never read. It is like the shepherd who "hollered" "Wolf! Wolf!" merely to amuse himself with his neighbors. Every agency in the United States has sent all sorts of information to the farm people. Piles of it were distributed without regard to whether the farmers needed it or not. Now a farmer pigeon-holes nearly all information we send him. I still maintain that necessity for and practical use of information make an effective circular letter. The most delicious thing I know of is one single piece of good old coconut, home-made, Christmas cake. Two pieces fill you up. Three pieces make you despise it. I know, because I have tried it. Circular letters also are most appreciated when used in moderation.

Improvement program doubles value of cotton

M. D. AMBURGEY, County Agent, Pemiscot County, Mo.

■ The value of the cotton crop, around which the economy of our county is built, has been doubled during the past 18 years under the improvement program sponsored by the Extension Service. Proceeds from cotton lint alone amount to 7 million dollars annually at present prices compared with about half that amount received prior to the time this improvement program was started. The production of better grades of longer staples has not only increased the value of each bale by \$15 to \$25, but has also provided the types of cotton needed in the war effort.

Cottonseed at \$50 a ton adds another 2½ million dollars to the total value of the crop.

Improvement has been accomplished largely through the use of pure seed of adapted varieties; improved methods of production, harvesting, and marketing; and extensive plantings of legumes for green manure. The numerous demonstrations of these practices have convinced farmers of their value. Widespread adoption has resulted in increased yields and improved quality.

Much of this work has been done through the cotton improvement associations, the first of which was organized in 1935 with 125 members. In 1943 there were 29 organized groups in the county with slightly more than 2,500 members.

Leaders in each community sponsored demonstrations which indicated clearly the advantages to be gained by using the new varieties recommended by the University of Missouri Experiment Station. Each demonstrator became a center for information; and, through field meetings and publicity, farmers learned of the results and slowly began to swing over to the more productive cotton obtained through the use of pure seed.

The difficulty of obtaining a sufficient supply of pure seed was overcome through a seed certification program. Large operators or groups of small farmers planted their entire acreage with seed procured direct from the breeder. The Missouri Seed Improvement Association provided field inspection, arranged for germination tests, worked out agreements with ginners to see that mixtures were avoided, and supplied tags to show that all reasonable precautions had been taken to keep the seed pure. In order to maintain a continuous supply, seed from parent stock each year is now

being used under careful supervision to plant one-third of the entire cotton acreage, and second-year seed is available for the rest of the crop. This has been found to be a key point in any extension plans dealing with crop production.

The quality of cotton is based upon its staple length, grade, and character. The variety planted largely determines the length of staple and, to some extent, the character. The grade, however, is a matter of the amount of trash in the cotton, and producers were urged to hold this down to the minimum. At the time this improvement program started, 28 percent of the cotton was graded middling or better; now 50 percent is middling or better as the result of careful harvesting.

And finally, through the work of the cotton-improvement associations, a free

classing service has been provided under the Smith-Doxey Act to enable producers who are wary of cotton buyers to determine the market value of their cotton.

This improvement program has stimulated a healthy spirit of rivalry among individuals in these improvement-association groups and between groups in various communities. The county extension office keeps each improvement group informed on what other groups are doing so growers can compare records and make improvements where necessary. Common scenes around gin centers this past season were small groups of farmers comparing reports and arguing about who had the best cotton.

The farm leaders working with the Extension Service have had an important part in doubling the county's income from cotton, but they are not resting on their laurels. The seed multiplication and distribution program, improved cultural practices, and maintenance of soil fertility still demand considerable attention. Leaders are also endeavoring to further improve quality by expanding the classing associations to take in all producers in each community.

The fourth R

ANITA GUNDLACH, Home Demonstration Agent, La Crosse County, Wis.

■ A fourth R has been added this year to the usual readin', ritin', and 'rithmetic in La Crosse County, Wis. Right eating is sharing a place this year in the school curriculum with the standard three.

Among home economists, this new subject is better known as nutrition, and the official title in the La Crosse County school curriculum is "school-lunch program." All schools, beginning last fall, were required to include this program in the curriculum.

The school-lunch program, as worked out by La Crosse County, is designed not only to improve the health of the county's boys and girls during the present emergency but to make the health program as essential as the three R's.

The La Crosse County program began about a year ago when the county school officials and the county nutrition committee pooled their efforts to improve the county's school-lunch program.

The first step was to set up a county school-lunch committee, made up of the county superintendent of schools, the county home demonstration agent, a representative of the outdoor relief department, and a member of the county nutri-

tion committee chosen because of her training and previous experience with school lunches.

Workable Plan Developed

This school-lunch committee developed aims for a school-lunch program, and outlined a workable plan for La Crosse County. The county home agent and the county nutrition chairman were made responsible for working out details of the plan, and the initiative in carrying out the program was given to the schools. Schools, in turn, were to seek the cooperation of any existing agencies in the county, including mothers' clubs, parent-teacher associations, homemakers' clubs, 4-H Clubs, Scouts, Girl Reserves, church groups, vocational homemaking groups, community clubs, Red Cross classes, AAA, FSA, garden clubs, and the Farm Bureau. The committee believed that a school-lunch program could be effective only if all agencies would cooperate.

Teachers in schools throughout the county have at hand a manual prepared especially for them. A bulletin, Teaching Nutrition Through the School Lunch, was prepared by the school-lunch sec-

tion of the La Crosse County nutrition committee for La Crosse County; and copies were available to all school teachers and agencies.

Seven aims were stated in this bulletin, aims that kept in mind not only the immediate objective of giving each child in the schools an adequate lunch but that went into community interests in good health and the desire to give La Crosse County school children a part in the campaign "to build a stronger America."

This bulletin has proved especially valuable to the teachers in that it contains suggestions for activities that teachers can adapt to their own schoolrooms. Teachers in La Crosse County have reported that, although they have access to many detailed bulletins on the school lunch, sifting this material to find workable activities that will hold pupil interest, demands more time and effort than they have for the task. Such definite suggestions as are contained in this La Crosse bulletin are being put to use this fall in the schools.

Among the suggestions for pupil activity are the keeping of a food selection score card, making a nutrition yardstick, and making a school-lunch score card, with a card worked out.

A rat or guinea-pig feeding experiment, with children doing the work of making the pen, choosing the menu, caring for the animals, charting results, and taking pictures of animals at the beginning and end of the experiment, is another device suggested to increase interest in nutrition. A more simple de-

vice, and one which would be used daily, is a victory lunch ticket for each child. The ticket would be punched at mealtime as a reward for a good lunch. A simple reward might be given for a completed ticket.

Another suggestion included in the bulletin is that the school lunch hour be used to teach simple rules of etiquette. Posters, plays, bulletin boards, essays, and games can all be used to stress the relationship of proper food to good health, with the children using their own originality. Interest may often be gained by charting the height-weight gains of the children over a period of time, perhaps working with the county nurse.

The bulletin also lists the simple types of school lunches with the advantages of each, to give each teacher an opportunity to choose the type of school lunch that best fits her school equipment and the family situation in her community.

As schools opened this fall, the school-lunch program was included as a required subject of the curriculum for the first time. Each teacher was supplied at the time of the teachers' fall round-up with a nutrition folder containing information for the teacher's use as a basis for her school-lunch program. The teachers will also keep the school-lunch committee informed through simple questionnaires as to the progress being made. By keeping in close contact with the teachers this year, the committee will be able later to include in the preliminary manual practical experiences.

Negro nursery school sponsored

After a 4-year study and practice in correlating child study and family relations into regular home demonstration programs, Westside, Tex., home demonstration clubwomen have promoted their church circles' sponsorship of establishing, in Midland, Tex., a Negro nursery school and kindergarten. Preschool-age children whose parents were working away from homes were enrolled. The wife of the Negro Baptist minister had direct charge of the school, and the white women cooperated by helping to furnish the two-room building lent for the purpose.

Thirty-two children who ran about the streets all day undirected, unfed, and dirty were brought into the school and given meals and kept clean and under supervised play. The school was equipped with hot plate, tables, small seats, and toys. A fee of 10 cents a day for each child was paid by the parents who were able, or where parents could not pay, the two Negro Baptist Churches contributed for them. About 50 percent of the children were pay students, but no difference was made in school. The white Baptist Church contributed \$5 a week toward expenses of the school, which included purchases of milk, meat, and vegetables during cold weather. With the coming of warm weather, parents prepared sandwiches for children to bring from home, and the school furnished milk.

When regular school closed the last of May and older children were free to take care of the young brothers and sisters, the preschool-age school was closed for the summer.

The nursery school reopened in September better equipped with bathroom and more spacious playrooms. The public-health nurse is cooperating by visiting the school once a month and taking care of children with contagious infections.—*Alpha Lynn, home demonstration agent, Midland County, Tex.*

■ Each of Indiana's 60,000 4-H Club members is urged to write at least 1 letter a month to some member of the Nation's armed forces throughout 1944.

Besides producing and conserving food and helping in the home and on the farm, Hoosier 4-H'ers are being encouraged to adopt this activity to help bolster the morale of men and women in the armed services, as the Nation heads for the Victory drive.

The 4-H "letter a month" idea was suggested by W. Robert Amick, associate in the State 4-H Club office at Purdue University who, after serving several months in the Army, was recently given an honorable discharge to return to his State 4-H duties on the home front.



■ The Fairview 4-H Club of Fairfax County, Va., just as thousands of other 4-H Clubs, is making plans for National 4-H Mobilization Week, March 4 to 12.

With a fine record of community service, they are planning to do even more this year in utilizing the youth resources of the neighborhood.



Extension agents join fighting forces

News from extension workers who have gone from the farm front to the fighting front is gleaned from letters they have sent to former coworkers. The roll call continues from last month the list of extension workers serving in the armed forces and lists additional names received since the first list was made up.

Extension Gets Under the Skin

I don't know who was responsible for my name getting on the mailing list for the *EXTENSION SERVICE REVIEW*, but when the August issue caught up with me over here in Great Britain today, I couldn't resist sitting down and writing thanks a million. It is great to get the sheet and see what is going on. Sometimes one gets the idea the whole normal world has stopped. I really enjoyed it and will read it all through with a great deal of care. I think it's a swell idea for you people to send the sheet to our military addresses so we can have a little touch with things.

My assignment in the Navy is just about as far from extension work as one could imagine, but I like it. You see, I am supposed to be a "gunnery officer" and am in Armed Guard, which means riding the merchant ships around the world, keeping a crew of 28 seamen under command, and handling some pretty high-powered guns. I really like it, though, and am really getting a chance to view the world. So far, my tours have included several of the South Sea Islands, Australia, New Zealand, and now Great Britain. From here—who knows?

Being in Extension seems to get under one's skin, because I constantly keep looking at things from that angle. This is really giving me a chance to see what people do in other places and learn a little about how they think. I am trying to make the most of things whenever I can, so that I can really bring back to the Service something of value whenever we get this mess straightened out.—*Calvert Anderson, formerly extension editor, State College of Washington.*

The Roll Call

MARYLAND

Dr. C. E. Cox, assistant plant pathologist.

1st Lt. Laurance E. Downey, marketing specialist, Army.

E. L. R. Gilbert, entomologist, Navy.

Howard M. Gross, agronomist.

Dr. W. S. Jeffers, assistant professor plant pathology.

Rufus King, assistant county agent.

M. P. Lewis (inducted and later discharged from service).

H. F. McCrory.

Lloyd McGehee.

Joe D. Miller.

T. M. Montgomery, Jr.

V. P. Moore.

H. B. Parker.

Gerald Purvis.

L. T. Peeples.

Hattie Ratcliff.

Herbert Ray.

Luther W. Revere (inducted and later discharged from service).

Maj. William R. McKnight, county agent, Army.

Rufus H. Vincent, entomologist.

1st Lt. F. B. Whittington, assistant professor of entomology, Army.

W. Sherrard Wilson, assistant county agent and assistant in farm-labor program.

MASSACHUSETTS

Ensign Stella Crowell, Plymouth County home demonstration agent, WAVES.

Capt. Carl A. Fraser, Barnstable County club agent, Army.

Aux. Nancy E. Luce, Worcester County assistant club agent, WAC.

Lt. Kenneth Slocum, associate county club agent, Middlesex County, Army.



George Russell.
C. O. Weeks.
Shed H. Weeks.
N. G. Wiseman.
Ensign J. W. Spaven, extension editor,
Navy.

MISSISSIPPI

J. A. Bozeman (inducted and later discharged from the service).
Paul Brown.
B. H. Dixon.
S. L. Ducker.
W. R. Dykes.
O. B. Elliott.
H. H. Entrikin.
A. M. Eubanks.
W. T. Gilbert.
J. B. Gill.
E. E. Grissom.
N. S. Hand.
F. L. Hogan, Jr.
W. D. Howell.
O. A. Hoxie (inducted and later discharged from the service).
A. J. Huff (inducted and later discharged from the service).

MISSOURI

Wynard E. Aslin, assistant agent, Cooper and Pettis Counties, Army.
Gene A. Bales, St. Genevieve County agent, Army Air Force.
Ensign Freida Mae Bennett, clothing specialist, Navy.
Lt. C. M. Bowen, extension forester, Army.
Lt. R. W. Bushnell, Lincoln County agent, Army.
Ensign Victor L. Carothers, Maries County agent, Navy.
Lt. Norman R. Clizer, Grundy County agent, Army.
Pvt. (1st cl.) William H. Cloninger, dairy specialist, Army.
Robert L. Curtis, extension forester, Navy.
Norman L. Dickey, Ph. M. (2d cl.), Cedar County agent, Navy.
Lt. Frederick C. Durtschi, Maries County agent, Army.
Lt. (j. g.) John W. Ferguson, soil conservation specialist, Navy.
Sgt. Ray Hargrave, Camden County agent, Army.
Capt. Earl Bertrand Hope, assistant agent, Pemiscot County, Army.

Maj. Kenneth B. Huff, extension agricultural engineer, Army.
Floyd Ingersoll, Franklin County agent, Navy.

Lt. Harvey L. Johnston, assistant agent, Jackson County, Air Force.

Capt. George D. Jones, extension entomologist, Army.

Jessalee Mallalieu, St. Genevieve County home demonstration agent, American Red Cross.

Lt. R. J. Martin, McDonald County agent, Army.

Capt. L. E. McCormick, extension forester, Army.

P. M. Mebane, assistant agent, Dunklin County, Air Force.

Capt. James D. Meyers, Camden County agent, Army.

Corp. Perry D. Moorman, assistant agent, Cass County, Army.

Lt. William J. Murphy, assistant agent, Greene and Lawrence Counties, Army.

Alva L. Preston, Jr., Macon County agent, Air Force.

Lt. J. M. Ragsdale, St. Genevieve County agent, Army.

Lt. Sam H. Rowe, assistant agent, Lawrence County, Army.

Ensign Willard Rumburg, Douglas County agent, Navy.

Sgt. S. S. Russell, Shelby County agent, Army.

Lt. Harold W. Smith, assistant agent, Lafayette County, Medical Adm. Corps.

Lt. Estel G. Thacker, Putnam County agent, Army.

Second Lt. Frances M. Todd, Ray County home demonstration agent, Marines.

Lt. Leonard A. F. Voss, Caldwell County agent, Army.

NEBRASKA

Thomas D. Aiken, Army.
S. W. Alford, Army.
Harold Bacon, Navy.
Don W. Baird, Army.
Melvin R. Beerman, Army.
Mildred Camp, Army.
Arnold E. Carlson, Army.
Louis R. Clymer, Army.
Philip V. Eshelman, Navy.
William Fager, Army.
Arnold W. Gadenken, Army.
E. F. Gee, Army.
Arthur G. George, Army.

Harry Holdt, Army.
Vincent Jacobson, Army.
R. N. Jordan, Army.
M. L. Kruse, Army.
Jesse A. Mason, Army.
Victor B. McClure, Army.
Paul E. Miller, Army.
Doris Nelson, Army.
H. K. Newton, Army.
Emanuel A. Olson, Army.
R. D. Pelkey, Navy.
Frank C. Shipman, Army.
J. W. Skinner, Army.
John W. Swanson, Army.
Eric Thor, Army.
Wayne E. Thurman, Army.
L. W. Tremain, Army.
Leo M. Tupper, Army.
Edgar E. VanBoening, Army.
Chester I. Walters, Army.
Winifred Yates, Army.

NEW YORK

Robert J. Ames, assistant agent, Jefferson County.
Lt. (j. g.) C. A. Becker, agricultural economist, Navy.
Capt. R. Boehlecke, assistant agent, Ontario County, Army.
1st Lt. Ernest J. Cole, 4-H Club agent, Cattaraugus County, Army.
Pvt. Jesse Dalrymple, assistant agent, Orleans County, Army.
A. H. De Golyer, agricultural engineer.
Pvt. H. N. Evans, assistant agent, St. Lawrence County, Army.
Pfc. Max B. Exner, rural sociologist, Army.
Capt. W. J. Hamilton, Jr., extension specialist in zoology, Army.
Pvt. P. B. Jones, assistant agent, Suffolk County, Army.
Pfc. Rodney S. Lightfoote, 4-H Club agent, Orleans County, Marines.
Capt. C. W. Loomis, assistant agent, Seneca County, Army.
Capt. Max Myers, agricultural economist, Army.
Ens. H. Brooks Naylor, assistant professor of dairying, Navy.
Capt. A. J. Nichols, assistant agent, Orleans County, Army.
Corp. Leslie S. Nichols, assistant agent, Orleans County, Army.
A. P. Parsell, rural sociologist.

(Continued next month)

Wartime health in Maine and Texas

■ Since Pearl Harbor rural health programs have become an important extension activity. For instance, Maine is holding care-of-the-sick courses this winter, whereas in Texas cooperative associations are forming agreements with doctors, dentists, and hospitals for medical care.

Maine Has Courses in Home Care of Sick

The Maine Extension Service is doing its part in helping rural families to meet wartime health problems. Conferences with established health agencies of the State, such as the American Red Cross and the State Department of Health, revealed that they could not meet all the requests for instruction in care of the sick. This winter Maine extension agents are assisting community groups in obtaining elementary instruction.

The need for helping rural women with one of their major problems—care of the sick—was brought forcefully to the attention of extension agents during the past 2 years. As they worked with people they found that there had been much sickness, especially during the winter. They also received many reports of the serious situation that was developing in rural areas as more and more of the younger physicians entered the armed services. These reports showed definitely that it would be physically impossible for the remaining doctors and nurses to serve personally all the people who would need their assistance should a serious epidemic occur like that of influenza during the First World War. The only possible means of relieving this situation even slightly would be to teach homemakers how to report symptoms to physicians by phone and how to give at least essential care to patients in the home.

Survey of Doctors

A survey made in May 1943 in 390 rural areas of Maine showed that while about 400 doctors serve these areas, only 119 communities have resident doctors. A total of 241 of these communities have a doctor no nearer than 5 miles, while in some areas the doctor must travel 10, 20, 30, or even 35 miles to reach the community. In 1 section of northern Maine 2 doctors are serving 12,000 people. As of June 1943, 178 physicians had left the State to enter military service.

Previous to the taking of the survey, during the winter of 1942-3, an experimental health program was carried in 1 or 2 rural communities in each county.

The home demonstration agents received prior training at the University by a registered nurse on the procedures they would teach. The Maine Public Health Association cooperated in giving instruction on How to Recognize Signs of Communicable Diseases. The reaction to this type of program was favorable. About 325 women attended the meetings and said that such information helped to answer some of their problems.

This winter, home demonstration agents, 4-H club agents, and other qualified persons are conducting two types of health programs; the 2-day courses in Care of the Sick which are increasing in demand, and an emergency program whose purpose is to inform people of simple methods to take to combat the common cold and lessen the severity of the influenza epidemic. These are public meetings planned in cooperation with the Citizens Service Corps.

The groups discuss family diets that help to build resistance to colds, hygienic methods that help to prevent the common cold and ways to keep it from spreading when and if it is "caught," as well as caring for the person ill with a cold.

Edna M. Cobb, extension home management specialist, is in charge of State-wide arrangements for the series of emergency health meetings; and Dr. Kathryn Briwa, extension foods specialist, prepared the subject matter on foods. During the upswing of the flu epidemic in January the courses increased in popularity.

Texas Tries Prepaid Medical Service

Farmers in two counties of Texas—Cass and Wheeler—are carrying on an experimental health program sponsored by the United States Department of Agriculture, which has the approval of the county medical societies. In Georgia, Arkansas, Nebraska, and Mississippi, similar programs are being conducted on an experimental basis.

Financial aid is extended by the Department of Agriculture to enable lower income farmers to participate.

As an example of how the program is conducted, in Cass County a cooperative association of farm people pool their funds in advance for medical service.

These individuals are set up like any cooperative—they take out membership, elect officers and a board of directors, who in turn hire a business manager and obtain necessary office space and help. The name of the association is Cass

County Rural Health Service. The board of directors arranged with doctors, dentists, and hospitals to furnish the members and their families with medical care. This includes office and home calls, maternity care, surgical and specialist care, hospitalization up to 21 days for any one person, and limited dentistry.

This means that any one of the member's family has the privilege of calling a doctor to the home or calling at his office at any time and will be assured the necessary treatment, whether it be professional advice, or major surgery and hospitalization, without additional cost.

This gives the member the added incentive to go to his doctor before he is seriously ill. Thus, early treatment saves money and time for the patient and saves the doctor's time—not a small item for a Nation at war.

Association Pays Bills

All bills are handled by the association; that is, the doctor submits a statement of services rendered which is reviewed by a committee of doctors selected by the participating doctors themselves. This professional committee "puts the knife" to any bills which appear unreasonable, and recommends payment by the manager. Thus, there is no financial dealing between a member and his doctor.

A lot of people, agricultural workers, doctors, and even the farm leaders themselves feared that members would abuse the privileges and would insist upon home calls when they could go to the doctor's office. These fears were soon dispelled for during the first year there was an average of seven office calls to one home call, which is a considerably higher ratio than was found generally.

As can be seen readily, this is making efficient use of medical facilities at hand. With the limited supply of doctors it is impracticable for a doctor to spend his time driving when he could be administering to patients in his office.

A brief study of services rendered shows that the number of cases of illness receiving care of physicians was three times higher than the prevailing rate among the general population, both rural and urban.

During the first year the profession did a lot of clean-up work. Much of this work is out of the way now, and work done in the future will be more or less a maintenance proposition.

Cooperation is the key to the successful operation of this prepaid medical care plan—cooperation on the part of farm people, doctors, dentists, and hospitals. The people wanted it, and they got what they wanted.

How to get hot lunches for the school

■ In the fall of 1942 the Goshen County, Wyo., nutrition committee was organized. After making a survey of the nutritional needs in the county, the need for establishing and maintaining hot-lunch projects seemed a most vital problem because most of the school children in the county were from rural areas and, therefore, could not have hot lunches unless they were provided at school.

Almost all consolidated schools in the county already had lunch projects under way except for the Torrington school—the largest school in the county.

More than 500 children rode to school in Torrington on busses and often had to leave home by 8 a. m. and could not get home before 5 p. m. This made a very long day for youngsters, and a cold lunch was not at all adequate.

The nutrition committee, working with the school board, rural extension clubs, women's clubs, and other interested groups, after many set-backs and delays, started a hot-lunch project in the Torrington Grade School in September 1943. Owing to wartime restrictions, many difficulties were met in obtaining equipment, dishes, and other supplies. The loan of a large industrial refrigerator and a stove from a sugar company solved one major problem. Tea towels, silverware, and jars donated by various individuals and club groups helped considerably also. Boy Scouts made a house-to-house canvass to collect these donations.

At first, about 200 youngsters took advantage of the hot lunches provided, at a cost of 10 cents a day for a complete lunch. The number steadily increased until cold weather when from 300 to 400 were getting the hot lunch.

The rationing program and curtailment of government commodities presented new problems for all lunch projects in the county. Early in the spring of 1943, the county homemaker's council, representing 16 rural extension clubs and the nutrition committee took this problem into consideration and resolved to assist with community canning projects wherever possible. As Goshen County is strictly an agricultural area, an abundance of garden produce can be produced. With food available, it seemed advisable from the standpoint of economy of food, money, and points, to can surplus foods on a community basis. This venture has proved to be far more successful than anyone anticipated.

The State Department of Education made community canning centers possible by providing funds to pay super-

visors for the nine different communities cooperating. Training meetings presenting approved canning and drying methods were given in each community by Mrs. Evangeline J. Smith, State nutrition specialist, and Avis Campbell, home demonstration agent. Rural women from sponsoring club groups, lunchroom cooks, or home economics teachers supplied able leaders for community supervisors.

The Department of Education, the Extension Service, and the Farm Security Administration provided county-wide supervision and checked the progress of the canning centers throughout the summer.

Most of the food canned and many jars used in the centers were donated. Over the county more than 2,000 quart jars were donated. Many kinds of vegetables and fruits were donated, including beans, peas, corn, Swiss chard, carrots, beets, tomatoes, apples, rhubarb, and currants.

At the county fair in September, the nutrition committee prepared an exhibit showing the results of the county canning project at that time. Since the fair, quantities of tomatoes have been canned, about 1,300 quarts in all. At the close of the season, the total amount canned and dried in the county for school-lunch projects reached a total of 5,220 quarts of fruits and vegetables. The money value of this food amounts to well over \$1,200, and the point value reaches the sum of 135,000. The nutritional value, most important of all, cannot be measured so easily; but, as a result of the project, we know that more than 1,100 children in 8 different schools will have more fruits and vegetables in their diet during winter months.

From the standpoint of production and conservation of food, the project has contributed much to the war effort. The success of the program was possible because of community and county cooperation of the people of Goshen County.

Credit for efficiency

One of the most effective promotions in the farm-labor publicity campaign in Iowa last year was an idea to stimulate the wider use of mechanical corn pickers and combine harvesters in doing custom work.

The Extension Service and the State Farm Bureau Federation worked out the plan and the resulting awards were made entirely by the federation.

Radio, newspapers, and all farm bureau publications were used to announce

the offering of War Harvest Certificates to owners of combines who harvested 100 acres or more of soybeans for neighbors and to corn-picker owners who harvested 150 acres or more for neighbors. In addition, the farm bureau offered framed pictures of "Our Flag" to the champion harvester of each crop in each county.

Four days before the dead line for nominations to be sent in by county extension directors the last of January, more than 1,300 harvesters qualified for the certificate awards.

The State newspaper has asked for pictures of the county champions. Radio station WHO will present the State champions in a 15-minute program. Every county newspaper is giving a front-page column or two to announcing local certificate winners. The farm bureau staff considers this one of the best promotions it has attempted. It will be repeated next year unless the need for it disappears.

As this idea emphasized individual effort primarily, the Extension Service supplemented it with another one to stimulate community cooperation in saving Iowa's two most important war crops, corn and soybeans.

Supplied to all newspapers on request through county extension directors were one-column mats displaying a combine, a broom, and the heading, Clean Sweep Honor Roll. With the announcement went a skeleton story for local release explaining that county newspapers would list townships in this honor roll in the order in which they completed the harvesting of all soybeans and all corn.

The announcement story tied the idea to the war program by explaining how United States destroyer crews display the broom when they have made a clean sweep of enemy submarines.

Requests from newspapers for clean-sweep mats were gratifying. The open fall throughout most of the State made it inadvisable to promote the idea as much as might have been desirable with an earlier winter.

The reception of the idea was satisfactory enough to warrant repeating it another year if circumstances make it advisable, *C. R. Elder, State extension editor, and K. R. Marvin, Professor of Journalism.*

PUERTO RICO IS CARRYING ON A CAMPAIGN for increased food production, with emphasis on raising more nourishing food such as soybeans, yellow sweetpotatoes, and vegetables. In 1 of the 4 zones, 58 meetings were attended by 1,576 farmers. Soybeans and sweetpotatoes will be given special attention at demonstration and test farms. Demonstrations in preparation of soybeans were given at nutrition meetings.

Developing an Extension service for all

H. B. STEVENS, Director, New Hampshire Extension Service

A few years ago, the late President Fred Engelhardt of the University of New Hampshire asked the State Extension Service to expand its program into a general extension service for the university. Consequent developments were first reported to the Association of Land-Grant Colleges and Universities in November by President Engelhardt and Director H. B. Stevens.

■ We were not without such misgivings as are felt by many a student of mathematics who, having struggled with arithmetic and algebra, sees looming ahead of him the intricacies of geometry, trigonometry, calculus, and differential equations. But this, alas, is what the field of mathematics involves. We cannot escape the logic.

As a matter of fact, the agricultural extension system is in itself a complex affair, embracing such a wide variety of fields that no man can be a master of them all. One has only to look at the recent issues of the United States Department of Agriculture Yearbook—each volume a monument of research with all the implications of soil, plants, animals, food, and climate to realize the scope of this science. We can administer only by delegating authority. We are no stronger than our staff of trained assistants.

The land-grant college has, like a tree, put forth branches on all sides—a well-rounded system of growth—so far as resident teaching is concerned. But below ground the roots into the life of the people have been established on only two sides, into the life of the farm and into the life of the rural home with agriculture and home economics, respectively. In other areas the roots have not kept pace with the branches.

The development of more fields into an integrated program takes time. In New Hampshire, we feel that we have only just begun.

One of the clearest advantages resulting from this tying together of all extension work has been greater efficiency in the field of communication. In a small State such as ours, for example, we could hardly afford to duplicate offices of publications, news, radio, and visual aids. Thus, persons who already handle agriculture and home economics on the radio can enlarge their scope to include any new extension courses. In other words, we can think in terms of a specialist in each of the afore-mentioned fields. We may now employ an editor of all bulletins—handling the publications of the

Extension Service, the agricultural and engineering experiment stations, and the university administration. We have developed a combined news service covering all campus and off-campus interests with special attention to informational copy. We can afford a university broadcasting studio with adequate recording and amplifying equipment. We have rather quickly achieved a satisfactory photographic studio operated on a professional level and a motion picture library with several hundred 16-millimeter educational sound films.

Such developments would have in-

Records are farmers' first defense

Z. R. PETTET, Chief, Agriculture Division, Census Bureau

Z. L. GALLOWAY, Senior Extension Economist,
United States Department of Agriculture

■ There is no getting away from it, farm record keeping has become a major item with county agents and other agricultural leaders. Many thousands of farmers are keeping records on their business each year. Other thousands will start farm records this year for the first time. They are looking to county agricultural workers for help.

As the middle of March approaches, when Uncle Sam must have a report from every operator of a profitable farm, the farmer has to sharpen his pencil and figure out what he has made. Lucky is the farmer who has good records, for without them he finds difficulty in figuring his taxes. His first source of aid is the county agent, the vocational teacher, or some other local agricultural worker. When farmers find out how hard it is to work up a year's record from memory or fragmentary notes, the time is ripe for the discussion of suitable record books which will record their operations in 1944 and supply all the information needed in

making their income tax returns next year. At the same time, the record book will give the facts needed in studying the farm business.

making their income tax returns next year. At the same time, the record book will give the facts needed in studying the farm business.

Farm record books, which provide space for keeping the right kind and amount of records to give the needed information with a minimum of effort, have been prepared by extension workers in practically all States. These books are arranged in a way to provide information for all purposes. With the greatly increased demand for record books, a shortage has developed in many States. Although an ordinary blank book may be used, it is much easier to keep farm records if one of the especially prepared books can be had. Of course, an ordinary daybook or ledger which may be used for recording purchases, sales, and other pertinent information is much better than nothing.

For many years, the Bureau of the Census has recognized the need for actual farm records and, as each census

approaches, has taken part in the campaign to obtain better farm records. In preparation for the 1940 farm census, farm-record posters, advertising material, and sample schedules were furnished all cooperators, including county agricultural workers, agricultural associations, farm organizations, bankers' associations, farm papers, and other local farm associations interested in the development of better farm records.

The 1945 census will cover the uses of land, acreage, and production of principal crops, fruits, and vegetables and the principal classes of livestock and livestock products. Copies of the tentative schedule will probably be available by the first of April.

Present plans call for radio talks, magazine editorials, stories, and press releases of interesting items on census resources and on the value of farm records. The Census Bureau will welcome suggestions from county agents on how statistical material can be made more useful to them and also how the Census Bureau can be of most assistance in encouraging the keeping of good farm records.

To make a living today, a farmer raises produce to sell in competition with producers all over the world. With the return from sales, the farmer buys the necessities and luxuries of life. Under our modern production methods, the farmer sells to and buys from businessmen who keep a record of their business as a matter of course. It is obviously just as essential that the farmer keep records on his business if it is to be kept geared to current needs and producing at maximum efficiency. The farm business is even more involved than many small manufacturing, merchandising, and transportation businesses in the local county seat. Hence, in order to understand the factors making for farm efficiency and success, alert farm managers rely upon their own records of production, sales, and purchases for guidance.

Records of Business

It is recognized that the modern farmer needs good records of his business operations in order to plan intelligently for his future. Men who have the responsibility of carrying through national policies for agriculture also need records of the total farm business operations of the county, State, or Nation as a basis for intelligent decisions.

Farm records are being used every day to give a basis for determining profit and loss on the farm; help to locate leaks in the business; furnish proof of compliance with contracts; show acreage and production of each crop planted; show production of each class of livestock on

the farm; save time in making out crop reports; prevent the paying of bills more than once; help to avoid hard feelings between neighbors and friends; furnish a basis for credit rating; furnish a basis for net-worth statement; furnish data for making plans for the year ahead; supply information for State and Federal income-tax reports; provide a basis for fair leasing arrangements; furnish a basis for settling sliding-scale lease contracts; serve as a basis for budgeting; show the amount and value of produce furnished the family by the farm; and to help keep attention focused on the farm business.

In a word, by keeping records the farmer establishes his first line of defense economically. He thus helps to solve his own problems as well as those of agriculture as a whole. Like any other bookkeeping system, farm records are a valuable aid to successful farming.

"Successful is he who knows what things cost,
Who knows where he profits, and
where he has lost,
Who knows what might pay, and
what never can,
For he plans his work, then works his plan."

Women farm hands



Charlotte Goodwin, assistant Women's Land Army supervisor, Connecticut, visits one of the year-round farm workers on a dairy farm. Mrs. Carol Fairbanks, at left, though a New York City girl, likes farm work. With a husband in Australia, she believes this is one way she can help. The farm manager likes her work, and says, "She milks the cows, chops the wood; she can just do anything."

She is just one of a small but select group of women farm workers. Many of them took the Women's Land Army short course given in 9 States last year; others learned just as Mrs. Fairbanks learned by working on a farm. Though inexperienced at first, they are "making good" with the farmers.

On one large Connecticut dairy farm, the three tractors and two trucks are

driven almost entirely by two members of the Women's Land Army. Litchfield County, where these women work, now has about 8 women workers, but 50 more dairy hands are needed if milk production is to be maintained in the county, reports Frederick Hallerich, the farm-labor supervisor.

Conservation of food textiles, and equipment, and healthy farm families in 280,000 rural homes in North Carolina were the objectives of the home mobilization drive which began in October and continued until January 1. About 90 percent of all farm families in North Carolina were contacted. The leadership developed in the neighborhood-leader system played a big part in the success of the drive.

Do you know . . .

CLARA BRIAN

Home Demonstration Agent, McLean County, Ill., who has been twice honored recently for her outstanding service to the women of her county



On November 27, Clara Brian was presented with a life membership in the Associated Country Women of the World. The membership was a gift from the home bureau in recognition of Miss Brian's service to the rural women of the county.

Each life member of the international organization is given a page in a permanent book, especially designed and beautifully bound, which is kept in London, England. On this page is recorded the story of the work and the accomplishments of the member. A permanent record of Miss Brian's work will now be a part of the book.

In presenting the membership, Mrs. Spencer Ewing, past president of the McLean County and Illinois Home Bureau Federation, and a charter member of the country group, explained that it was given as a tribute "to your untiring service and devotion for many years to the betterment of rural life in McLean County."

Miss Brian accepted the membership as the representative of the county home bureau, stating that the honor belonged to the members as much as to her. Without their help and cooperation it would have been impossible for her to achieve very much.

On December 31, Miss Brian became a member of Beta Chapter of Delta Kappa Gamma, national honor society for women in education, because of her outstanding work. Only 10 percent of the educators of the county are eligible for membership, and selection is based on the quality of work done.

Miss Brian has one of the longest continuous records of service for any home demonstration agent in the United States. In 1918, she went to McLean County to aid in a food-conservation program which led to the organization of the home bureau. She was named its first adviser and has held the position ever since, with the exception of 1 year when she was granted a leave of absence to study at the University of Minnesota. Miss Brian has served as president of the Illinois Home Advisers' Association and of the National Association of Home Demonstration Agents.

AMONG

OURSELVES

DON BENNETT, who for the past 2 years has been specialist in visual education for the Federal Extension Service, leaves many friends among extension workers both in Washington and the field. Director M. L. Wilson wrote to him, "On the occasion of your leaving, I want to say that I greatly appreciate the contributions you have made while you were here on the Federal Extension staff. I value highly the technical information which you possess, and the energy and enthusiasm with which you gave of it so generously. Not only here but in most of the States, we are just beginning to see the good results emerging from your contacts."

GEORGE C. PACE is the new visual education specialist for the Federal Extension Service. From Oberlin College, George entered the theatrical field and then operated his own industrial picture studio. He entered the Government service as photographer for the Soil Conservation Service. One of his jobs was

the camera work on the film, Men Who Grow Wheat. When AAA and SCS were combined, George went into the over-all information set-up and emerged as special photographer working on feature stories. He succeeds Don Bennett who leaves Government service for educational and promotional work for a photographic equipment firm.

TOM J. BROOM, veteran county agent, Union County, N. C., was named the State's man of the year by the magazine, Progressive Farmer. Working in his native county since 1907, he was one of the leaders in introducing lespedeza to North Carolina, in the practice of seeding hay mixtures, in the one-variety cotton community, and in many other good farming practices now an essential part of agriculture in the county.

DR. BENJAMIN WESLEY KILGORE, first director of Agricultural Extension in North Carolina, from 1914 to 1925, died on December 27. As director of the Agricultural Experiment Station, 1901-07 and 1912-25, and Dean of Agriculture at State College from 1923-25, he fashioned the pattern on which agricultural work was conducted in the State. He was one of the founders of the Association of Southern Agricultural Workers serving as the secretary from 1899-1911. He was honored by many agricultural organizations and his leadership will be sorely missed.

Fun for the young folk

Langlade, a small crossroads community about 25 miles from Antigo, Wis., is providing a planned social program for its young people.

Ellen Krueger, home agent in Langlade County, reports that 53 young people between the ages of 10 and 16 years are in the community. The nearest center of any size is Antigo, which is too far away to go for recreation.

A homemakers' group has planned a program for the young people, which started with a Christmas party, at which mixer and active games were played, as well as folk dancing and carol singing. A recording of Dickens' Christmas Carol was played, and a lunch of Christmas cookies brought by the boys and girls was served.

So far, no regular committees have been set up; the children see that the hall is clean and warm.

The party planned for January 21 included games and movies as entertainment. A sleigh ride and a costume party were suggested for February and March. Miss Krueger reports enthusiasm for the program and interest of the young people up to 20 years of age.

Victory farm volunteers train

The farmers of Yellow Medicine County, Minn., did not expect the VFV's they hired to be experienced farmers. However, they were pleased when they found that these town boys could handle horses, drive a tractor, and had some familiarity with general farming activities. The boys had been trained in the Minneapolis high schools. These were some of the factors brought out in interviews with 23 farmers and 37 VFV boys.

Last spring, a selected group of boys was taken to nearby farms on Saturdays to work all day under the instruction of a teacher. During the week, the boys attended an after-school class on farm work. In addition, they took special trips to the University of Minnesota farm where they ran tractors and worked with livestock. This training did not make them skilled farmers, but it did acquaint them with things they would encounter on the farm.

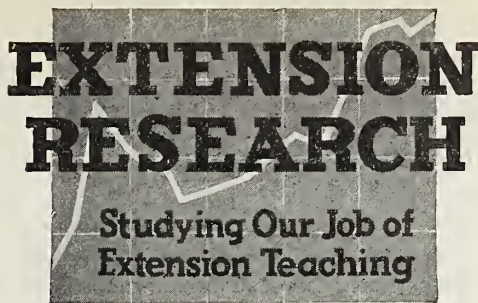
Training Course Organized

Arthur V. Storm, appointed by the Minneapolis schools, organized the training course in cooperation with the State Board of Vocational Education. Twenty-five teachers of nonagricultural subjects were carefully chosen. Some had taught agriculture previously, some had taken agricultural courses in college, and some had only a good farm background. All had an interest in the possibilities of training city boys for farm work.

The training program was well received, not only by the farmers who hired the boys, but also by the parents and the school administration. The boys themselves appreciated the training they received. When they were asked what advice they would give to other boys who were planning to work on farms next year, practically everyone said, "Tell them to take the training course."

Neighborhood Leaders Serve

When C. E. Bublitz, assistant State farm-labor supervisor for the VFV, notified the counties of the potential supply of boys trained in the Minneapolis schools for work on the farm, County Agent George Gehant got in touch with his neighborhood leaders. These leaders visited the farm families in their neighborhoods, explained to them that a source of labor was available and asked them if and when they wanted any of the boys being trained. As a result, 41 boys were placed on farms. Mr. Gehant said he placed the boys on farms where he would be willing to have his own boy



live and work. All the farmers who hired VFV's had cars, most of them had radios and subscribed for a newspaper, and more than half had electricity and a telephone.

Big Stone County, Minn., also had a good VFV training program. The boys were recruited from Ortonville, the county seat. Local farmers attended meetings of the boys and explained the kinds of work a town boy would be expected to do on their farms. The boys obtained part of their training by going out to farms over week ends. Farm women also attended training meetings. They explained farm family life and how a town boy can adjust to life with a farm family. The early beginning of the training program made it possible to have 25 meetings. The boys were placed early in the summer and averaged 3 months of work on the farm where they lived.

Schoolboys Did Chores

Some town boys were employed on farms nearby during part of the school term. They did the morning and evening chores and rode the bus to school.

R. H. Hoberg, vocational agriculture teacher in Ortonville, conducted the Big Stone County training program which started early in January. The program was in its second year when the study was made in cooperation with County Agent Clarence Quie.

All the farmers interviewed in the Minnesota surveys liked the city boys who had trained in Minneapolis and the town boys trained in Ortonville. Nearly all thought the boys did good work and want the same boys back again next year. About one farmer out of four thought their VFV was equal to, or even better than the usual hired help. The farmers realized that the boys were not so strong nor so experienced as usual farm hands. The majority of the farmers thought the boys were not so good as the usual hired help, but good enough. The farmers' approval of the VFV's work in general was expressed by the fact that all want some VFV's again next year.

These 14- to 17-year-old boys worked

about 11 hours a day. Nine out of ten went to live and work on a farm because they wanted farm work experience. They helped with haying, dairying, and chores. They worked with live-stock, poultry, small grains, and corn. They took care of horses and drove a team. They greased machinery and helped repair fences. Many VFV boys did these things for the first time last summer. Work experience, in their opinion, taught them "how to work on a job," "get along with strangers," and "what a good day's work is." One boy said, "It was an education not found in books." Some said it helped them develop self-confidence, and they could "be on their own and make good." Others said they learned more about how farmers live and the work they have to do.

The boys gave more reasons for doing farm work. "To help out in the war," was an important one. More than half of the boys mentioned the health benefits of summer work on the farm. "It builds you up," they said.

Helped Do the Threshing

The boys started work for \$1 a day and room and board. Their wages were raised as they proved their worth. During threshing season, many took their places with other hired hands in the field and at that time were paid wages of regular hired help. The money earned, however, was not the chief reason for doing farm work. Less than half said they went on the farm to earn money.

The effective coordination of the training and supervision functions of the VFV programs in Yellow Medicine and Big Stone Counties produced good results.

These studies were conducted by Dr. Fred P. Frutchey of the Division of Field Studies and Training and Dr. Frank W. Lathrop of the U. S. Office of Education. They are part of a series of nine VFV evaluation studies which are being published in one volume. (Oregon and Vermont studies of this series were run in December and February Reviews).

Farm women sell on homemakers' market

Approximately \$6,911 worth of farm and home produce was sold by 7 women last year at the Christian County, Ky., homemakers' market. Other records reported at the annual meeting of the 19 homemakers' clubs included \$40,587 invested in war bonds and stamps, 56,804 quarts of food canned, 16,486 articles made for the Red Cross, and 26,351 surgical dressings made by club members.

The once-over

Reflecting the news of the month as we go to press

STEPPING INTO THE EDITORIAL SHOES, the former associate editor of the REVIEW takes up another notch in her belt and stands ready to serve you. These are busy times—stirring times, full to the brim of vital war activities. The REVIEW continues the policy of giving news on important developments in Washington and reporting on how the job is getting done in the county, briefly and to the point, for busy agents. Is it useful to you? Letters, notes, marked copies showing items that you found valuable, tips for stories, short articles that you think would be useful to other agents, any and all will be gratefully received by the editor.

DANGER AHEAD, says the Post Office to agents who pay too little attention to postal laws and regulations in using the free mailing privilege. The situation has become so acute that a special committee of State extension workers appointed by the Land-Grant College Committee on Extension Organization and Policy met recently in Washington to study the situation and recommend remedies. They saw that unless something was done immediately, the right to use the penalty privilege would be denied all extension employees. Each State is now working out a system of checking on the material mailed free in the State and is designating a member of the staff to study up and become an authority on regulations that govern use of the Federal penalty privilege. Penalties for violation are very strict. For third offenses, regardless of whether the violation is intentional or unintentional, the Federal appointment will be revoked. Get the leaflet on the use of the penalty privilege by writing to your State director.

USE V-MAIL and save precious cargo space for arms, munitions, blood plasma, surgical dressings, and other necessities of war. The men need frequent letters telling the news from home, and the Government intends to see that they are carried promptly and safely to them. However, 20 to 30 percent more letters could be carried V-mail with a great saving of cargo space. In fact, 2 transport planes could do the work of 100 similar planes carrying the same number of standard and air-mail letters. Write to extension workers overseas, but write V-mail and encourage others to do the same.

NATIONAL CHILD HEALTH DAY, proclaimed as May 1 by the President, will

be celebrated in a little different way this year. Many young people, including 4-H Clubs and other extension groups, will meet either on May 1 or during that week to discuss the responsibilities of young citizens to the community and the responsibilities of the community to them, giving special attention to health. Such a meeting can be both a tribute to the magnificent contributions young folks are making and an invitation to share in plans for the future.

MAJOR ACTIVITIES of Colorado women, as discussed at the thirteenth annual meeting of the State Home Demonstration Council held in Denver January 18, were maintaining homes for the men at war, keeping farm factories operating at full production, and raising money to buy bonds. Among the 500 clubs represented, 16 were honored as master home demonstration clubs and 28 as associate master home demonstration clubs. The awards were made by Director F. A. Anderson. With 10,000 women now enrolled, the clubs are beginning a drive for 2,000 new members this month.

NATIONAL FAMILY WEEK, May 7 to 14, will give an opportunity to emphasize some phases of the home demonstration program as it relates to family life in

EXTENSION SERVICE REVIEW

Published monthly by direction of the Secretary of Agriculture as administrative information required for the proper transaction of the public business, and with the approval of the Bureau of the Budget as required by Rule 42 of the Joint Committee on Printing. The REVIEW is issued free by law to workers engaged in extension activities. Others may obtain copies from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., at 10 cents per copy or by subscription at \$1.00 a year, domestic, and \$1.40 foreign. Postage stamps are not acceptable in payment.

Prepared in the

Division of Extension Information
Lester A. Schlup, *Chief*

Clara L. Bailey, *Editor*
Dorothy L. Bigelow, *Editorial Assistant*
Mary B. Sawrie, *Art Editor*

EXTENSION SERVICE
U. S. DEPARTMENT OF AGRICULTURE
WASHINGTON 25, D. C.

M. L. WILSON, *Director*
REUBEN BRIGHAM, *Assistant Director*

wartime. The committee in charge of materials and arrangements for National Family Week is headed by Dr. Harry Monroe of the International Conference of Protestants, and includes Catholic and Jewish representatives. Federal agencies taking part are the Children's Bureau, Office of Education, Office of Civilian Defense, and the Extension Service, which is represented by Mrs. Lydia A. Lynde.

"AN OUTSTANDING JOB in the United States in supplying useful, practical information to the press and other mediums" is the way Editor Ferdie Deering of the Farmer-Stockman, published in Oklahoma, wrote of the work being done by the Extension Service editorial office. Curious, we asked for more information, knowing that REVIEW readers would want to know more about it. The article on page 35 of this issue is the result.

A FRENCH 4-H BROADCAST was recently beamed to France on one of the regular OWI programs. Jean Benoit-Levy, who wrote the talk from material supplied him by the Extension Service, became enthusiastic about the "excellent program of the 4-H Clubs in preparing farm boys and girls for citizenship and for their future work as farmers." The program was well received, he reports, though he did not have time to do justice to the theme. His letter concluded with "every good wish for the continued success of the 4-H Club work."

TO HONOR THOMAS JEFFERSON for his contributions to farming and agricultural sciences, a Jefferson Bicentennial Agricultural Commission was recently authorized by Congress, with Secretary Claude R. Wickard acting as chairman. On April 13, Jefferson's birthday, exercises will be held at Monticello, his home, with Members of Congress on the commission, Department of Agriculture officials, representatives of land-grant colleges, and farm leaders taking part. County Agent T. O. Scott of Albemarle County, Va., where Monticello is located, is working with the Virginia committee under the leadership of Governor Colgate Darden in making arrangements.

A SPRING CLEAN-UP to remove all fire hazards from the farm and the home is a wartime antiwaste measure, which should not be overlooked. The National Fire Prevention Association with the cooperation of WPB, OCD, chambers of commerce, State fire marshals, and the Extension Service, will bring this to the attention of rural people.