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THE EXTENSION HORTICULTURIST

February 1, 1924.



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\*  
\* Many a builder has failed because he did not have \*  
\* definite plans and specifications from which to work, or \*  
\* having them has failed to follow them to the letter. Dem- \*  
\* onstration work can be conducted according to definite \*  
\* plans and specifications despite the fact that the con- \*  
\* ditions under which the work is conducted change more or \*  
\* less from year to year. \*  
\*  
\* For the March number of the Extension Horticulturist \*  
\* we would like to have all 5 to 10 year plans of work that \*  
\* have been adopted by the fruit, vegetable and landscape ex- \*  
\* tension workers of Minnesota, Iowa, Missouri, Kansas, \*  
\* Nebraska and South Dakota. - Editors. \*  
\*  
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Office of Horticultural Investigations  
and Extension Service Cooperating,  
U. S. Department of Agriculture,  
Washington, D. C.

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## WORKING ACCORDING TO PLANS AND SPECIFICATIONS.

Recently a number of extension workers in horticulture of the north-eastern groups of states gave us their programs of work based on 5 and 10 year plans. Some of the specialists advised that their plans were not yet sufficiently mature to enable them to report upon them. We find in other states that while the specialists and those in charge of the work have a more or less definite long period plan in mind, nothing has been put down in the form of a plan to be followed through a period of years. As a consequence, these workers are easily influenced in the matter of changing their program from year to year. For example, certain of the Southern States some two or three years ago devoted almost their entire horticultural extension activities to the sweet potato storage problem and to the promotion of the construction of storage houses. The season of 1922 was disastrous from the standpoint of sweet potato prices and thousands of bushels of potatoes that were placed in the storage houses were lost for want of a market. As a consequence, both the growers and the extension forces lost interest in the 1923 sweet potato crop, and at present most of the houses are either vacant or being used for the storage of some other commodity. In our judgment, there has been too great a tendency on the part of specialists to shift their work to conform with the popular trend among the growers. In the case of the present sweet potato storage situation the remedy lies almost wholly in better grading and handling of the potatoes placed in storage. While it may be advisable to discontinue the promotion of sweet potato storage house construction for the present, a campaign to utilize the capacity of the houses built a year or two ago should be carried on. Those who are now able to market high grade sweet potatoes from their storage houses are securing good prices.

Here is where a 5 or 10 year program of work might have saved a lot of readjustment of extension work. The problem of what to do under the circumstances is especially difficult in those states having only one or two men assigned to all phases of the horticultural extension activities. Where there is considerable of a staff employed in the work and one or two men assigned to each particular activity, it is much easier to arrange and carry out a long time program.

It is a foregone conclusion that a certain amount of personal and special service must be rendered by the horticultural specialists. It is true of our work here in the Department and it is also true in every state that we have visited. This phase of the service, however, should be kept as small as possible and more or less in the background. In many instances, however, it is extremely desirable and necessary to win over certain persons who are in a position to wield an influence over a community and whose support is essential to the success of extension work in their respective communities. In cases of this kind, it is essential that the specialist should cultivate the friendship and devote time to the problems of these particular individuals. For this reason, considerable leeway should be left in the making of the plan and no specialist should in our judgment be so definitely dated and scheduled that he cannot find time to sandwich in the necessary special or personal service work.

The first part of the book deals with the early years of the nation, from the time of the first settlers to the end of the Revolutionary War. It covers the period of the early colonial period, the struggle for independence, and the formation of the new government.

The second part of the book deals with the period of the early republic, from the end of the Revolutionary War to the beginning of the Civil War. It covers the period of the early republic, the struggle for a stronger central government, and the expansion of the nation.

The third part of the book deals with the period of the Civil War and Reconstruction, from the beginning of the Civil War to the end of Reconstruction. It covers the period of the Civil War, the Reconstruction era, and the struggle for civil rights.

The fourth part of the book deals with the period of the late republic, from the end of Reconstruction to the beginning of the Progressive Era. It covers the period of the late republic, the Progressive Era, and the struggle for reform.

The fifth part of the book deals with the period of the Progressive Era and the early 20th century, from the beginning of the Progressive Era to the end of the First World War. It covers the period of the Progressive Era, the First World War, and the struggle for reform.

The sixth part of the book deals with the period of the Second World War and the late 20th century, from the beginning of the Second World War to the present. It covers the period of the Second World War, the Cold War, and the struggle for reform.

## Importance of Correspondence.

Handling correspondence is just another phase of the personal service feature of extension work and any attempt to handle this correspondence by set rules or in a mechanical way will result in failure to give adequate service. Few correspondents take the time and trouble to write a letter unless they really want something of vital importance, or that they think is of vital importance, to them.

Farmers' Bulletins and special circulars are designed as an aid in answering correspondence and giving the person making the inquiry rather full information without the necessity of writing long letters. Publications of this character, however, are bound to be more or less general in their treatment of the subject and often need special qualification in order to cover the local conditions of the correspondent. The mere sending of a bulletin even though it contain the information does not have the "pull" of a good friendly letter.

Unfortunately the college or station man is often compelled to qualify his statements to such an extent that they lose their weight with the correspondent. The type of information recently given in the questions and answers columns of one of the southern papers is the kind that carries conviction. In the particular instance referred to, the correspondent asked for information as to how to destroy a certain insect. The reply in the columns of the paper was direct and to the point. It told the material to employ, the quantity or proportions to use and where the special pump to apply it with could be purchased. It was all done in a brief paragraph and was direct, unqualified information.

A specialist or experimental worker has to be extremely guarded as to the information he gives out on account of the fact that so many concerns who have equipment and materials to sell are on the alert for an opportunity either to use the information for advertising purposes or to take exception when this information does not favor the sale of their product. Where there are two or more firms or products that can be referred to that give equally good results, the plan is to name more than one without any special recommendation. In case, however, that one product is superior to another and this point has been definitely proven there is every reason why the grower should be given the benefit of the known facts. Those of us who are called upon to give personal service through correspondence have come to realize the great importance of the careful handling of the inquiries that come to our desks.

Frequently a brief letter written in pencil on both sides of the paper contains an appeal for help that is deserving of the most careful attention. Each letter that bears the stamp of sincerity should in our judgment be treated as a personal call with due regard for the rights of the person making the request.

We receive numerous letters from children, letters often written at the suggestion of their teachers, asking for information to be used in connection with their school work. The answering of these letters is considerable of a burden, but we feel that they are extremely important and that they must receive every possible consideration consistent with the dispatch of the work of the office. Where we have a flood of inquiries

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along some particular subject, we invariably prepare multigraph or mimeograph letters which are supplemented by brief personal letters. The sending of a mimeograph letter alone does not have the effect of an original signed letter. There is a psychology in this which should not be overlooked.

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More about Home Gardens.

Last month we called attention to various means of promoting the planting and care of home orchards and home gardens. We did not fully take into consideration, however, the great problem that confronts extension workers in sections where 70 to 80 per cent of the farmers are tenants, many of whom move to a different location every year. This renders the creation of interest on the part of the tenant class of farmers in the home orchard practically impossible. The only thing to be done is to change the tenant to a home owner and then induce him to plant a home orchard.

In the case of the home garden, however, there can be no reasonable excuse for the tenant class failing to provide a supply of fresh vegetables for their table. A plan whereby the renter farmer would provide a portable fence, also a couple of sash and a portable hotbed frame which he could move would be practical in some instances. The important point, however, in our judgment is to furnish simple garden plans for the guidance of the tenant farmers, especially of the South. This plan should include provision for planting of about ten or twelve of the more important vegetables and those that can be matured during the period that the tenant occupies the land. This is especially difficult in the case of the southern tenant farmer, who at best is not inclined to giving the matter of a garden very serious attention. In many cases it is necessary to secure the cooperation of the plantation owner and have him include provision for a garden in the farmers' contract, and in many cases to furnish the seeds and plants necessary for planting the garden.

The plan of placing the garden in the cotton or corn field at a sufficient distance from the house so that it will not be molested by the chickens or the farm animals seems to be a feasible one, but where the farmer can be induced to place his garden under fence near the dwelling better results will be obtained. The argument that there is no time for cultivating a garden can be largely overcome when the garden is placed directly in the cotton or corn field and cultivated at the same time that the regular crop is being cultivated.

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Sometime since, Prof. Charles B. Sayre, Assistant Chief in the Vegetable work at the University of Illinois, sent us a multigraph copy of his chart showing the relative vitamin content of vegetables and other foods, also a suggestive plan for a farm garden containing a little over one-half acre, together with a list of varieties and amounts of seed recommended for this garden. Doubtless, Prof. Sayre would be willing to supply copies of this material to any of the state specialists who would write to him. The vitamin chart is of special interest and is being reproduced in this issue of the Horticulturist.

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## Speeding up the Service.

In landscape demonstrations it is easy to permit so much time to elapse between the inception of the work and the furnishing of a finished plan that the ardor of the demonstrator is cooled. It is a question whether a little less finish and a little more alacrity may not be productive of better results.

Mr. McCall during his work in North Carolina prepared a mimeographed list of plants with accompanying numbers in the usual fashion. After a community had secured two or three farm demonstrators and one or two public or semi-public buildings like schools or churches he visited the community, and drew up the plans in triplicate on a folding drawing board leaving one with the demonstrator, one with the home demonstration agent and sending one to the office. The plans thus developed do not have the finish that would be expected of a high class drafting room plan but gives the demonstrators the help they need and at the time they need it. Frequently the execution of these plans has been begun the following day. The enthusiasm created by the visit of the specialist and agent is thus permitted to be crystallized before other matters have a chance to intervene.

Another vital point of this plan is that it ties up the demonstrations at the public buildings with that of the homes. The only excuse that extension workers have for doing work at these buildings is that it may help the farm homes and by having the demonstrations parallel the desired result is more likely to be achieved.

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### Changes in Landscape Extension Work.

The extension work has recently suffered the loss of three of the prominent landscape extension men. In Ohio, Prof. R. B. Cruickshank left the service on January 1 to accept a position with the Charles E. Merrell Company, book publishers of New York City. On the same date Prof. F. E. McCall severed his connection with the Extension Service of North Carolina and has gone into private landscape work in Raleigh. Prof. H. H. Cornell left the Extension Service of Iowa on January 1 to accept a position with a commercial firm in Minneapolis. So far as we know only one of these positions has been filled, namely; that of Iowa, where Mr. Charles H. Diggs is now doing the extension landscape work.

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### Fruit, Vegetable and Landscape Extension Literature Received During December 1923 and January 1924.

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California University, Berkeley.

Annual Report of Director July 1, 1922 to June 30, 1923,  
pp. 69 to 100 on fruit Extension Work.

Colorado Agricultural College, Fort Collins.

Potato Seed Selection -- No. 208 A (Aug., 1923)

Georgia State College of Agriculture, Athens.

Strawberry Culture -- Cir. 98 (Dec., 1923)

MEMORANDUM FOR THE RECORD

On 11/15/58, the Board of Directors met and discussed the proposed acquisition of the assets of the [Company Name] and the proposed reorganization of the [Company Name] into a new corporation.

The Board of Directors has approved the proposed acquisition of the assets of the [Company Name] and the proposed reorganization of the [Company Name] into a new corporation. The Board of Directors has also approved the proposed terms of the acquisition and reorganization.

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- Indiana - Purdue University, Lafayette.  
 The Storage of Vegetables -- Ext. Bul. 58 (Aug., 1922)  
 Spray Schedule for Plums, Cherries, Grapes and Pears.  
 Leaflet 49 (Feb., 1923)
- Kentucky University, Lexington.  
 Flea Beetles of Tobacco and Potato -- Cir. 109 (Second Edition)
- Louisiana State University, Baton Rouge.  
 The Black Rot and Other Diseases of Cabbage -- Ext. Cir. 64  
 (July, 1923)
- Maryland University, College Park.  
 Garden Flowers -- Bul. 23 Revised (Sept., 1922)
- Michigan Agricultural College, East Lansing.  
 Potato Club Work -- Club Bul. No. 2 Revised (March 1923)
- Minnesota University -- University Farm, St. Paul.  
 Modern Bush Fruit Growing -- Spec. Bul. 79 (Aug., 1923)
- New York State College of Agriculture, Ithaca.  
 Spraying Schedules for apple, pear, peach, plum and cherry.
- Oregon Agricultural College, Corvallis.  
 The Long or High Renewal System of Pruning -- Ext. Bul. 368  
 (Nov., 1923)  
 Orchard Spray Program for Oregon -- Ext. Bul. 369 (Jan., 1924)
- Pennsylvania State College, State College.  
 Spraying schedules for tree fruits -- Ext. Cir. 92 (March 1922)
- South Carolina - Clemson Agricultural College, Clemson College.  
 Common Diseases of Watermelons, Cantaloupes, and Cucumbers --  
 Ext. Cir. 57 (Dec., 1923)
- Washington State College, Pullman.  
 Fruit in the Diet -- Bul. 76 Reprint (March 1923)

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### Timely Publicity.

Publicity through the columns of the local press is one of the most effective methods of creating public sentiment in favor of any movement. Press articles should be short and the main idea should be stated in the first sentence. The first paragraph should tell the story briefly and constitute a readable item in case it is published without the balance of the article. Where articles of several paragraphs are written the last paragraph should be the clincher of the whole matter and drive home the main idea with which the article began.

Publicity, especially that which calls attention to the results of local demonstrations on John Smith's or Frank Brown's farm, is timely just now as a means of influencing other growers to adopt and put into practice the results of the demonstrations. Publicity that is of a news nature is especially acceptable on the part of editors. Farmers are no exception to the rule that people like to see their names in the papers and wherever the name of a demonstrator can be prominently mentioned this gets the immediate attention not only of his neighbors but of the people living in the county.

W. R. Beattie,  
 C. P. Close,  
 Extension Horticulturists.

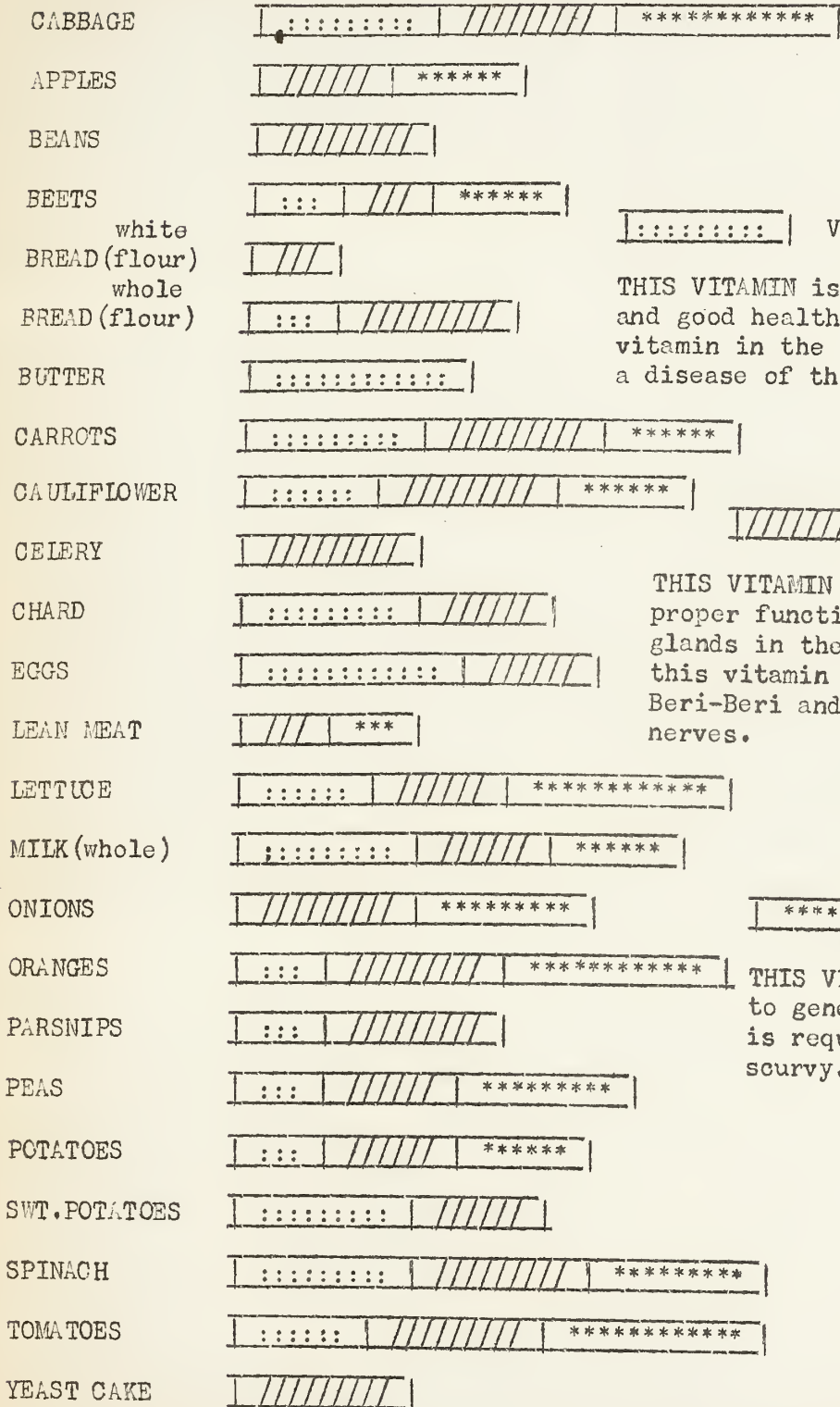
The first of the year was a very successful one for the  
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 studies and their conduct. The teachers were very  
 diligent in their duties and the school was well  
 managed. The year closed with a very successful  
 term.

The second year was also a very successful one. The  
 pupils showed a marked improvement in their studies  
 and their conduct. The teachers were very diligent  
 in their duties and the school was well managed.  
 The year closed with a very successful term.

The third year was also a very successful one. The  
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 and their conduct. The teachers were very diligent  
 in their duties and the school was well managed.  
 The year closed with a very successful term.

RELATIVE VITAMIN CONTENT OF VEGETABLES AND OTHER FOODS.

By Prof. Chas. B. Sayre, Urbana, Illinois.



VITAMIN A  
 THIS VITAMIN is essential to growth and good health. Absence of this vitamin in the diet will result in a disease of the eyes.

VITAMIN B  
 THIS VITAMIN is essential to the proper functioning of certain glands in the body. Absence of this vitamin in the diet causes Beri-Beri and other diseases of the nerves.

VITAMIN C  
 THIS VITAMIN IS ESSENTIAL to general well being and is required to prevent scurvy.

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