

# Extension Service *Review*

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## To vitalize health—the fourth H

**To implement the 4-H Guidepost No. 8, a national health program was adopted by State 4-H leaders attending National camp**

Health has always been one of the fundamentals of 4-H Club work. Indeed, the fourth H represents health. Individual health check-ups, the principles of good nutrition, healthful recreation, cleanliness, and other fundamentals of personal health have been common phases of the club activities. It was considered of enough importance to the committee of State leaders who worked out the 10 guideposts to an effective 4-H program in the present world to be included as Guidepost No. 8, "Building Health for a Strong America."

Not only was health made a guidepost, but a committee went to work to formulate a broader national health program. They have been working on the plan for the past 2 years, consulting with Public Health officials State extension health specialists and working with Miss Elin Anderson, extension specialist in rural health improvement.

The objectives of the program as they set it down were: First, to help members and their leaders gain a personal consciousness and understanding of physical and mental health consistent with advancing standards and scientific knowledge; second, to help youth share in the responsibility for improving the home and community health conditions; and lastly, to help youth share in the responsibility for sound bodies and mature personalities.

To make the health program a vital force in the lives of the young folks, it must be based on the major health needs of young people in each community or area, according to the com-

mittee report. A program planned on the local needs should be worked out in consultation with local and State health authorities. They felt that these agencies can probably help most by advising and assisting with the health program planned by extension people. Such a program should then be personalized and made meaningful to each individual club member by emphasizing the special features that attract and appeal to youth.

The 4-H health program was divided into two phases, the group or club activities and individual health activities. As recommended by the committee, the group activities might include a survey of community health

situations as they affect young people. The young folks should consult with parents and health and community leaders on the major health needs.

Specific activities recommended include the sponsoring of one phase of health education, such as tuberculosis, hookworm, malnutrition, teeth, feet, skin, or home sanitation. The young folks could well assist with a community health program based on facts revealed by a health survey. Their enthusiasm and energy can be used to encourage physical and dental check-ups, safety and sanitation campaigns, and mosquito control.

Such national health drives as the sale of antituberculosis Christmas seals and crippled-children stamps, the March of Dimes, and cancer control offer opportunities for youth participation.

The study of first aid and practical home nursing is a worthy club health activity, as well as putting into practice some practical health rules such

The panel of young committee chairmen who reported to their fellow delegates at the National 4-H Club Camp on implementing the 10-point 4-H Postwar Program. They studied and recommended the broader group approach to "Building health for a strong America."



as good light and ventilation, reasonable hours, light, well-balanced refreshments, and a balance in education and recreation in club programs.

To sponsor or help in getting practical health facilities that are needed in the community, such as an iron lung, an ambulance, or hospital equipment, gives a fine outlet for youthful enthusiasm and energy.

The recommendations for individual health activities follow more along the lines of past 4-H health programs, including the personal health check-up with a follow-up to insure appropriate remedial action; taking advantage of all modern disease-control measures; practicing the four-point safety program; studying home sanitary conditions; and giving demonstrations on good health practices.

## New Illinois 4-H camp to honor war heroes

■ A long-dreamed-of 4-H Club air castle has begun to materialize. Illinois 4-H Clubs now have a site for their memorial camp. One hundred acres of the Robert Allerton estate in Piatt County recently donated to the University of Illinois have been designated for use as the Illinois 4-H Club Memorial Camp.

This 4-H camp will be constructed in the form of a memorial to all Illinois 4-H Club boys and girls who served and sacrificed in World War II. It will be used, also, for other 4-H Club activities and related recreational and educational purposes.

Outstanding boys and girls from every section of the State will attend the camp. In speaking of it, Mr. Allerton said: "I hope they will find inspiration here and develop a keener appreciation of culture and beauty. My father was interested in youth and its education and, I believe, would have wanted me to help Illinois boys and girls."

The need and wish for a State camp has been with Illinois 4-H members and leaders for a long time, but actual work toward it began at the 1945 leadership camp when a club member suggested a memorial to 4-H boys and girls who served in the war. An advisory committee was organized to

This program formulated by the 4-H committee on health was studied and recommended by the 4-H subcommittee of the Committee on Extension Organization and Policy of the Land-Grant College Association, as well as the leaders attending the National 4-H Club Camp. Young delegates attending the national camp studied the plan and included many of its principal recommendations in the report they made for implementing the 10 guideposts in the local 4-H Club activities.

The committee which studied the problem of broadening the 4-H health club program consisted of Chairman Tena Bishop, Massachusetts; Martha Leighton, New York; Agnes M. Hansen, Wisconsin; A. G. Kettunen, Michigan; and E. W. Aiton, U. S. Department of Agriculture.

study the advisability of such a memorial, and all farm and home advisers were asked to canvass 4-H members in their counties for opinions as to the form it should take. Unanimously, club members voted for the much-needed central camp and at once set about raising the necessary funds.

There are, of course, no buildings on the camp site at present. Financing improvements for the grounds is a challenge to the ability and ambition of 4-H boys and girls. Now that the site has been given, the \$100,000 set as the memorial fund goal for 1945-47 may be used exclusively for erecting buildings and purchasing equipment.

Individual counties set their quotas when the camp was first decided upon and have already made progress toward fulfilling them. At present contributions from 61 counties, totaling \$17,000, are in the hands of State 4-H Club directors. Additional money is still to come from many county treasuries where it has been held pending selection of the camp site.

The Edgington Go-getters of Rock Island County have a unique way of earning their money. These 14 4-H agriculture club boys and girls had

"eyes open" to the tri-city fishing season, and their business was selling angleworms at 5 cents a dozen. Last year they netted \$20 for the camp.

The Memorial Committee has for some time been making arrangements for the formation of the memorial camp and attempting to buy equipment and other supplies. The committee is composed of Mary A. McKee, assistant professor of girls' 4-H Club work, University of Illinois; Mrs. Esther K. Thor, home adviser, Champaign County; W. F. Coolidge, farm adviser, Livingston County; and F. H. Mynard, assistant professor of boys' 4-H Club work, University of Illinois.

The new camp will serve as an integrating point for all State 4-H Club activities. Camps, small and large, play an important part in the 4-H program. Last year 85 counties had 4-H workers participating in leadership, district, county, and local day camps.

This year a leadership camp was held July 22-27 at East Bay Camp in Bloomington. Delegates from each county are selected by members and leaders on the basis of their leadership ability and outstanding club work. The delegates were given a program of recreation, study, and leadership training.

Land for a northern Illinois 4-H district camp was recently acquired along Rock Creek near its juncture with the Kankakee River in Kankakee County. A public service company of Northern Illinois, owner of the land, agreed to contribute approximately 50 acres for a permanent camp. A temporary "tent" camp was constructed for use this summer, with more permanent facilities to be built as soon as funds and availability of manpower and materials permit. When completed, the camp will accommodate 300 boys and girls at one time.

A movement has started to obtain a district camp for the southern part of the State. For 14 years the southern Illinois district camp has been held at Dixon Springs, but this area was recently purchased for a State park. Though State authorities agreed to lease the area this year so that 4-H'ers and other groups could hold their camps there this summer, different arrangements will, of course, have to be made for the future.

# What about our health facilities?

## A metamorphosed nutrition committee got the facts for Wyoming

■ Have you ever heard of an "effective" physician?

He's a physician who is conducting an active practice, and in Wyoming a recently completed survey has shown that in each of 6 counties an effective physician is serving more than 3,000 persons! An effective physician should serve a maximum of 1,500 people.

These and many other facts have been gleaned by the State Health and Nutrition Committee, headed by Mrs. Evangeline J. Smith, extension nutritionist of the Wyoming Agricultural Extension Service, in its concerted efforts to improve the general health of Wyoming citizenry, make available better general medical and dental facilities, provide more adequate ambulance service, increase hospital and public health facilities and distribute them more evenly, improve controls of milk supplies, set up local health units, and provide more adequate nursing care facilities.

### Nutrition Committee Is Nucleus

This committee, originally organized in 1940 and known as the State Nutrition Committee under direction of the State Council of Defense, became the State Health and Nutrition Committee in 1945. Membership includes appointed representatives from State organizations and agencies, which include the Farm Security Administration, State Board of Health, Wyoming State Medical Society, Production and Marketing Association, Department of Public Welfare, Parents' and Teachers' Association, American Red Cross, Division of Vocational Education, State Dental Society, Wyoming Stock Growers' Association, Federated Women's Clubs, Wyoming Farm Bureau Federation, Tuberculosis Association, State Grange, and members of various departments of the Wyoming Agricultural Extension Service and Experiment Station.

The survey is the ultimate and revealing report of Wyoming's situation in regard to medical and health needs. Through its informative pages the



Mrs. Evangeline J. Smith, extension nutritionist who serves as chairman of the Wyoming Health and Nutrition Committee.

committee hopes to make Wyomingites conscious of the active part they must play in striving for health improvement through greater availability of health services for individual families, communities, counties, and the State generally.

Outstanding in the conduct of the survey and analyses of the questionnaires was Mrs. Marguerite L. Ingram, field secretary of the health committee of the Northern Great Plains Council. Both she and Mrs. Smith devoted their entire time to a preliminary campaign by consulting the various agencies and organizations in the State to determine the best kind of questionnaire to compile for information. Then, county nutrition chairmen worked with agricultural and home demonstration agents in distributing the questionnaires to persons in every town and rural area in Wyoming.

Particularly notable is the fact that there was a 100-percent return of the questionnaires because of Mrs. Smith's persistent efforts. In some instances, she even sent telegrams, made telephone calls, and personally visited

homes to make the survey a completely accurate and reflective picture of the State's situation. The fact must also be emphasized that the people themselves completed the questionnaires; no aid from workers was permitted.

In March 1946 the analysis was complete, and a State meeting of the committee was convened at Cheyenne in April to review the facts and decide on the best procedure to inform the people of the State on what they themselves must do and how funds could be obtained to support the mission.

Decisions were reached for publication of the survey and dissemination of it to the people through organized channels. To support the project, Governor Lester C. Hunt, who is serving on the advisory committee, appropriated State funds, the State Health Department made a contribution, and A. E. Bowman, director of the Wyoming Agricultural Extension Service, added still more. As a result, 3,000 copies of the survey are being printed, and as soon as the reports are available another State meeting will be called to train certain committeemen to serve as supervisors for county-wide discussion meetings. In addition, doctors, dentists, ministers, and other qualified individuals in communities will serve at these meetings to help people understand the situation.

### Hospital Survey Started

And to further serve the people of the State, the State Hospital Association, a committee appointed by the Governor, and the U. S. Public Health Service are conducting a survey to determine accurately hospital needs. Because of its importance, Governor Hunt is calling a meeting to discuss the preliminary results of this survey. After making any modifications and changes that might be necessary, the report will be printed.

Mrs. Smith, through leader-training meetings with project leaders in home demonstration clubs, has made homemakers themselves aware of the necessity of safeguards for health. Because of the facts that have been gained through the survey, these leaders are determined to conduct persistent campaigns in improvement of family and community health standards.

# To work with youth, understand them

WILMA C. BEYER, 4-H Club Specialist in Child Development and Family Relationships,  
New York State College of Home Economics

■ If we're going to work with boys and girls, we must understand them. That's why a new kind of conference was held for 4-H Club leaders of northeastern New York in Albany, May 9 and 10, 1946.

The idea for this conference began at the Family Life Conference in 1942, when Mrs. Florence Thayer, experienced 4-H Club agent of Rensselaer County, worked with a committee of 4-H leaders to plan such a meeting for that county.

## 132 Leaders Take Part

The next year 12 counties asked to be included, and this year 132 leaders from 17 counties met to consider the program planned by a committee of club agents and leaders on the theme, "Understanding Our Club Members."

The aim each year has been to learn through free discussion how to understand young people so that leaders can guide them to maturity.

This is how the conference was conducted:

Dr. R. J. Pulling, adult education supervisor in Schenectady, opened the conference with a talk on "Satisfactions for Growth." "Our main stock in trade is boys and girls, not pigs or chickens," said Dr. Pulling.

The changes which take place in boys and girls as they grow from children to adults were described by A. D. Woodruff, of the Department of Education at Cornell University. He showed why 10-year-old club members will accept almost any kind of club program and why the older ones need patient understanding and more responsibility in planning their own programs.

## Recreation Puts Leaders at Ease

After the question period with the speaker, the afternoon tea helped leaders get acquainted, as did the evening dinner together. Miss Jane Farwell, a staff member of the National

Recreation Association, directed the dinner singing and the evening of games. She explained the values of recreation in personality development and taught games suitable for 4-H Club meetings.

## Talking It Out in Huddles

The freedom and ease with which leaders discussed their club problems during the second day of the conference was due in part to the friendly spirit developed during the evening of fun. The morning discussion on "Why Club Members Behave as They Do" was carried on in 6 groups with about 25 leaders in each group led by a club agent or college staff member. Each group was further divided into smaller "huddles" of 4 or 5 members to agree or disagree with these statements:

1. A 4-H leader has no business telling a boy or girl what vocation he should follow.
2. Record sheets encourage dishonesty.
3. The club member who doesn't fit into the program should be dropped from the club.
4. Demanding a high standard of project work will keep the club members interested.
5. Leaders should encourage club members to work for awards.
6. If the club member fails, the club leader should do the job for him.
7. To keep discipline in the club the leader should rule with an iron hand.
8. It is the job of the club agent to get the parents to cooperate in 4-H Club work.
9. Every 4-H leader should be a recreation leader.
10. It is more important to do a good project than to work well on a committee.

The leaders met together for the final summary discussion led by Miss Wilma Beyer, of Cornell University, and a panel of leaders and agents. The discussion included these ques-

tions: What helpful ideas were expressed in your morning discussion? When you get back home, how are you going to work with your club as a result of this conference? How can you share with other leaders in your county the ideas and enthusiasm you gained here?

Spontaneous response from every section of the floor included such practical suggestions as: "I'm going to try to know each club member better"; "I've learned a new way to get club members to finish their records"; and "We want to have a meeting like this in our own county for all our leaders."

Orange County leaders reported that they felt this conference was the most important thing that has happened to them as leaders. Other leaders wrote thus in "thank you" notes to Mrs. Thayer:

## Leaders Testify to Value

"We each think we have problems, but when we hear others ours seem rather small."

"The meeting sure helped me in my club work as well as in my home with my children . . . I got answers to two of the hardest problems I've had since I've been a 4-H leader."

Mrs. Florence Thayer, the club agent who served as chairman, sees these values in the conference:

"4-H leaders value training given them in understanding the how's and why's of behavior because they feel less adequate in this area but fully appreciate its major importance to successful leadership. Leaders who have opportunity for such training feel their jobs are easier because many attitudes and reactions of their members which bothered them, they learn, are quite normal and healthy.

## Training Holds Good Leaders

"They also change their own attitudes and sometimes become concerned about the same youngsters whom formerly they rated as their best members. Leadership training in understanding does more to secure and hold good leaders than any other factor. Incidentally, agents who are exposed to such meetings certainly profit from the good contributions their own leaders make in discussions."

# President of Colombia Interested

Extension work in Tennessee was a subject of much interest to President-Elect Mariano Ospina Perez, of Colombia, upon a recent visit to the Tennessee Valley. President Ospina spent 4 days inspecting Tennessee Valley Authority developments in the State and studying the Extension-TVA farm unit test demonstrations.

"This has been one of the most interesting days we have spent in the United States," President Ospina said after a visit to an east Tennessee farm, "because we have seen the real American citizen at work. I think he is the greatest asset this country has."

The extension work was explained by Extension Director C. E. Brehm, who was appointed director of the Tennessee Agricultural Experiment Station on July 1. Brehm has been director of extension in Tennessee since 1936 and dean of the University of Tennessee College of Agriculture since 1943. He is also acting president of the university.

President Ospina and several of his party, including the Colombian Minister of Agriculture, and the Ambas-

sador to the United States, "got to the bottom of extension work" by visiting a farm of the Buffalo Springs community in Grainger County. This community has won second place for the past 2 years in the east Tennessee community improvement contest. The farm visited was that of J. E. Yates, one of the early Extension-TVA farm unit test demonstrators. Yates himself explained his farm management program to President Ospina, assisted by E. C. McReynolds of the extension headquarters staff, and J. O. Cunningham, assistant county agent.

Briefly, Yates told how he had multiplied his farm income several times since he became a demonstration farmer in 1935. This was done, Yates pointed out, by reducing his row and truck crop acreage in favor of hay and pasture. The productivity of pasture lands, he explained, was increased through use of lime and phosphate and by clipping. President Ospina manifested great interest in Yates' program, which follows extension workers' recommendations.

After the tour, officers of the Buffalo

Spring community organization explained to the visitors what is being done in cooperation with agricultural and home demonstration agents on farm, home, and community improvement.

## Institutes for discussion

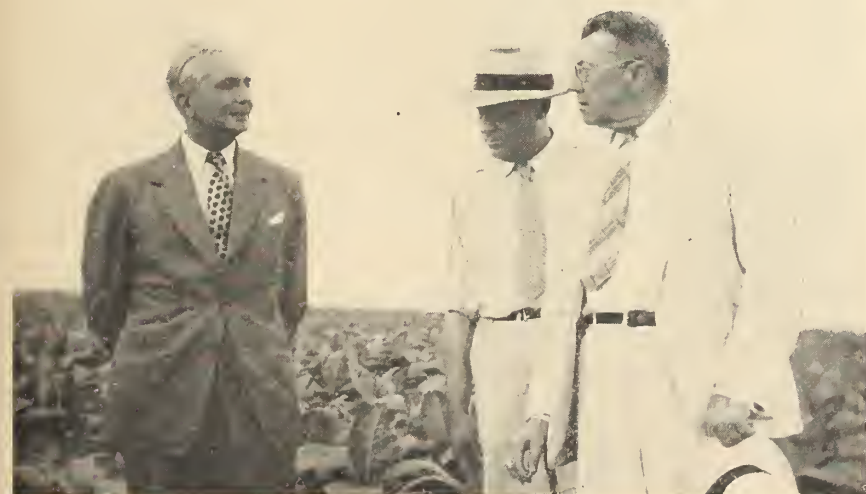
To give farm people a chance to meet together and talk over public questions, the Arkansas Extension Institute for Discussion of Public Questions was inaugurated. The institute provides information on issues affecting farm people as a group and promotes study and discussion on these topics.

"Farmers are one of the three major economic groups in the country, and the necessity for a common understanding of the viewpoints of these groups has prompted the inauguration of the institutes," says Associate Director Aubrey D. Gates.

The general theme is "How Much Market, Where, to Whom, How, and What Price?" Five leaflets give the views of one industrialist on the proper relations between labor, prices, and production; one labor union on minimum wage and work week; two national farm organizations on farmers' income, buying power, and production; the reflections of the committee on postwar agricultural policy of the Association of Land-Grant Colleges and Universities on the amount of Government control needed to carry through the reconversion years; and President Truman's address on the Government's wage-price policy. Each emphasizes that the information is not complete or final but merely furnishes some facts as a starting point for discussion.

One of the first uses to which the new material was put was as a discussion basis for meetings attended by both town and farm people. In one district it was used by a civic organization composed of farmers and businessmen. The home demonstration clubs in another county are using it in conjunction with the business and professional women's clubs.

One agent is training a debating team to tour various communities using the leaflet as a basis for arguments and rebuttals. The agents are finding this material very useful.



President-Elect Mariano Ospina Perez, of Colombia, is seen (at left) in a tobacco field in Grainger County, Tenn., where he saw the Extension Service at work. Right is Dean C. E. Brehm, of the University of Tennessee College of Agriculture; and center is E. C. McReynolds, Extension Service coordinator of cooperative projects.

# A Workshop that worked

EDGAR A. SCHULER, Social Scientist, Bureau of Agricultural Economics, U. S. Department of Agriculture

## Michigan County librarians work with extension workers and social scientists in setting up research programs

The adult education program of the Michigan Extension Service recently conducted a unique workshop for the county librarians of Michigan. The department of sociology and anthropology at Michigan State College was invited to provide technical leadership for the workshop. The Extension Service, in performing its function of developing local resources, was interested in helping to improve local public library service for rural people. The librarians were interested in getting the help of the Extension Service and the department of sociology and anthropology at Michigan State College so that Michigan people, especially those in rural areas, could have better library service. The department of sociology and anthropology was interested in developing its research activities along fruitful lines and at the same time contributing to the realism and vitality of its college teaching. The experience was exciting and satisfying because it consisted of friendly, even enthusiastic, working together of three distinct groups of specialists, all of whom were interested in helping rural Michigan people to help themselves.

### Social Researchers Meet Librarians

In the discussions between the county librarians, the State Extension Service representatives, and the Michigan State College social scientists, plans were made to place the emphasis in the workshop upon adapting social science research techniques to the practical problems of librarians serving rural areas. The workshop staff included the following: Representatives of the adult education program, Michigan Extension Service, who provided general camp management and secretarial service; a camp librarian, who arranged for exhibits and reference materials; an Extension Service representative who gave recreational

leadership; and several social scientists representing the fields of rural sociology, cultural anthropology, and social psychology.

The workshop was held June 5 to 9 at Clear Lake Camp, 14 miles north of Battle Creek. Altogether more than 50 persons took part, including librarians from Ohio, Minnesota, and Maryland, as well as from Michigan.

### The Ground Work Is Laid

To begin with, it was necessary for the social scientists to get a clearer idea of the kinds of problems librarians were up against, the kinds of information they had at their disposal, and how they felt about their job and the problems they were trying to solve. To supply this kind of information the librarians were first asked to fill out a questionnaire, which included such questions as:

What are the major occupational groups in the areas served by your library?

Would you agree or disagree that the typical county agent cooperates closely with the county library system?

What kinds of activities and experiences give you the greatest satisfaction as a librarian?

What causes you the most irritation and sense of frustration?

How do you determine the reading needs of people in your county?

What are the major unmet needs for library service in your county?

The first full day of the workshop was turned over to the librarians, who had been divided into several small working groups, with one of the social scientists assigned to each group. The assignment was for each group to formulate the basic objectives of county library service as conceived by the librarians themselves.

The discussions on this point and the formulation of objectives by the

work groups took place in the forenoon. That afternoon the chairmen of the several work groups presented their reports to the entire workshop membership in a series of informal statements. After considerable discussion the work group chairmen were given the responsibility of formulating a finished statement on objectives which would incorporate the group's thinking. Their report, which was endorsed by the group, was as follows:

### I. BASIC OBJECTIVES.

To provide and disseminate materials and services for all persons and groups in the community; to discover and serve the educational, recreational, and cultural needs for the promotion of personal life.

### II. TECHNIQUES OF REACHING THESE OBJECTIVES.

1. Selection of authoritative materials suitable to the community.

2. Organization of materials for effective use.

3. Interpretation of materials to all ages and interest groups.

### III. THE SUCCESS OF THE TECHNIQUES DEPENDS UPON:

1. An aggressive library program sensitive to the community needs.

2. An integration into community activities.

After having discussed objectives, and having developed a fairly clear idea as to where the librarians were trying to go, the next problem was, In what respects are county librarians now failing to measure up to the standards represented by the objective? Also, can these practical problems be stated or restated in terms of research questions to which social scientists could reasonably hope to get useful answers? The second day of the workshop, therefore, was devoted to listing and describing the major problems of the county librarians and defining areas in which social science research was needed. Again, as on the first day, the morning session consisted of lively discussion in small work groups, while the afternoon session was devoted to working out agreement by the entire workshop on the basis of the reports of the work groups' representatives. Altogether, about 40 problems were listed by the spokesmen of the various work groups. An at-

tempt was made to get some basis for agreement on priority among these problems, but it was found difficult in the large group. Again, therefore, a committee was selected to consolidate and arrange the problem statements in such a way that the group could register its priorities.

#### Priority Rating Given Problems

The morning of the third day it was first necessary to get a vote on the problem statements, which meanwhile had been clarified and organized into several broad categories. On the basis of the voting, which was done individually, priority rankings were given not only to the categories of types of problems, but to each of the specific problems listed in each category. The two highest ranking specific problems in each of the categories were selected as the basis for taking the next step.

By the time this process had been completed the forenoon was pretty well gone, but there was still time for some work group activity on the next step. This was to define the kind of role the county librarians could and would play in starting a continuing program of research designed to help the county librarians do an increasingly effective job. In this process the social scientists, acting as technical consultants, helped to show what kinds of contributions could be made by social science research in dealing with the librarians' problems.

#### What Next?

That afternoon, following the previous pattern, the small work group chairmen presented reports to the entire workshop membership. For example, the librarians were interested in preparing maps that would show clearly which parts of their counties were not now getting adequate library service. Since all details could not be worked out on the spot, a permanent committee, including librarians, Extension Service representatives, and social scientists, was established to prepare and carry out detailed plans for a continuing library research program.

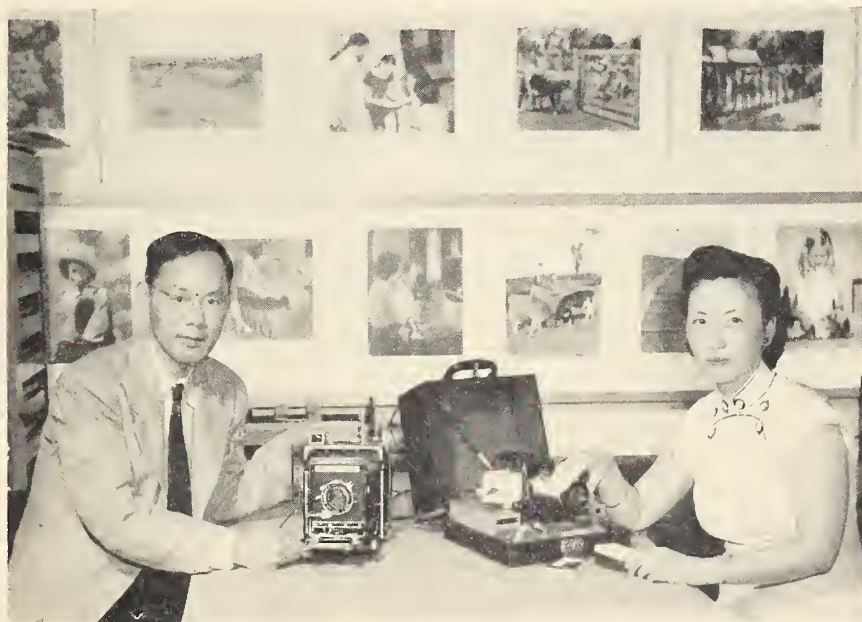
The final session of the workshop was devoted to a presentation by the permanent committee and staff members of tentative plans for a comprehensive and integrated social science

research program on Michigan county library systems. Space does not permit presentation of details, but anyone interested can obtain them from Dr. Judson T. Landis, of Michigan State College, at East Lansing.

This workshop experience is worth reporting to extension workers for several reasons. First, several factors apparently contributed to the successful outcome of the workshop: (a) A relatively isolated but very comfortable and pleasant setting which permitted the development of a cumulative group feeling and experience; (b) sufficient duration so that genuine group unity could be achieved; (c) skillful recreational leadership and camp management which capitalized fully on the opportunity for developing good group working conditions; (d)

informal and friendly but bold and creative leadership which exploited the skills and abilities of staff and workshop membership to the maximum. Second, this workshop demonstrates that social scientists, given the will and a chance to work closely and cooperatively with people interested in adult education, can direct their skills and techniques in a pointed fashion toward the solving of practical adult education problems. Third, there is a personal reason. At this workshop I saw more clearly than I have ever seen before that we can reach the ultimate goals we are all working toward—world peace, greater security, and better standards of living for people everywhere—only if educators and specialists and citizens work together as a team.

## Extension workers for China



Dr. and Mrs. H. K. Chang returned to China in July to head the regional extension organization at the National Northwest Agricultural College in Shensi. Their interest in visiting the Federal Extension office was particularly in visual aids and equipment. They plan to establish a college radio station and were picking up all the information they could on radio programming and broadcasting. Mrs. Chang obtained her master's and doctor's degrees in home economics at Oregon State College. Dr. Chang obtained his master's degree in agriculture at Iowa State College and his doctor's degree in rural sociology at Wisconsin.

# 136 years of progress rolled into 10 California years

T. SWANN HARDING, Office of Information, U. S. Department of Agriculture

The fourth and last article in a series reporting on Mr. Harding's trip to four Western States to observe extension work

■ California is a State in which you must rid yourself of preconceptions and fearlessly learn new things. It is a place of great activity; no one seems to have an impulse just to do nothing. If you are interested in farming, it is well to learn at the start that the dairy industry produces more farm income in this State than any other branch of agriculture, citrus fruit included. The State also has the highest percentage of cows under test of any State in the Union.

## Goal Set High

In 1920, Extension Director Crocherson decided that milk and butterfat production was rising too slowly. California's average was then 182 pounds of butterfat per cow per year. But the lower half of test herds in the Ferndale Association, Humboldt County, averaged 265 pounds. So this goal was set for the entire State, to be achieved by 1930. Achievement of the goal would mean that as much progress had been made in a decade as in 136 years at the rate of increase prevailing from 1900 to 1920.

The goal was set and achieved—hit right on the nose in fact. Cow testing increased rapidly; meanwhile herds were rid of tuberculosis, and vaccination for brucellosis proceeded apace. Cow boarders that didn't pay their keep at the dairyman's ration table were culled; good producers were fed concentrates at a level to maintain production. Scrub bulls were tried in public, condemned, executed, and then barbecued after a proper funeral oration.

## Average Production Boosted

Since 1927, California has had a record number of cows under test. It is only fourteenth among the States in number of cows on farms but stands first in average production per cow. It has about one-fifth of all cows un-

der test in the United States; and, during the 10-year drive, its butterfat production rose at a rate of 8 pounds per cow per year in lieu of a mere 0.6 pound during the 1900-1920 period. This profited dairymen of the State an extra 26 million dollars annually.

Marin County, which San Francisco uses to hold up one end of the Golden Gate Bridge, as a surplus area for suburbanites, and as a milkshed, offers a good example of what was done. Historically a dairy county, with rainfall ranging from 25 to 44 inches annually, it has about 60,000 inhabitants (plus San Quentin), 600 farms, and 2,000 farmers who also produce a few beef cattle and sheep, a small acreage of alfalfa, and some poultry and much milk. Marin at one time had 40 percent of its cows under test, the highest mark any county ever made.

## Marin County for Example

A big, heavy-set, thoroughly capable former world-traveler, M. D. Boissevain, is the only county agent Marin ever had. His offices are in the attractive county seat, San Raphael (12,000 population). He became the county's first and only agent in 1920, before Department agencies other than Extension had taken up work in Marin. He took part in the 10-year plan from the start, realizing that, though California's cows already stood 40 pounds of butterfat a year above the national average, this high mark must be upped 50 percent to stabilize the industry.

How well he succeeded in Marin is indicated by the fact that the county had 24,797 cows in 1920 and 437 fewer than that in 1945; yet its butterfat production was only 3,389,810 pounds in the former year, and it rose to 7,500,000 in the latter! Marin is the most densely populated with dairy cows of any county in California, but it stood ninth in milk production in

1940. Insofar as anything in California can be small, Marin is a small county.

Boissevain campaigned for cow testing, the introduction of purebred sires selected by State dairy specialists from dams of 400 pounds butterfat production or better, the eradication of tuberculosis, vaccination of calves for brucellosis, and more sanitary dairy barns with modern mechanical equipment. He achieved his objectives and then some. He is also getting the farmers to increase pasture and alfalfa acreage to replace the alfalfa hay so long imported into Marin to feed dairy herds.

## What the Cow Tester Does

The cow testers, in case you don't know, carefully weigh the 24-hour milk production of each cow each month, run the Babcock test to ascertain the butterfat content, and calculate the level at which the animal should be fed concentrates. They can each test from 1,400 to 2,000 cows a month, are paid a relatively small annual sum by each herd owner, based on the size of the herd—each one of which must be tested, and earn about \$200 a month plus \$50 for a car.

As the tester's work tends to slow down the milkers, the latter have been especially uncooperative in wartime. Scarcity of labor has depleted the ranks of both, and the percentage of cows tested in Marin has dropped to 20, though it is now on the upgrade again. Dairymen, if they ever had testing done, are all convinced that it pays, and intend to start it again just as soon as possible.

## Prison Cow Excels

We cannot leave Marin without mentioning an outstanding inmate of San Quentin Prison, No. 104, a remarkable cow. Her final lactation period extended over 5 years after freshening. During that time she produced 82,159 pounds of milk and 3,271.5 of butterfat. During the first year of this incredible lactation period she produced 18,128.5 pounds of grade A milk and 778.8 pounds of butterfat. Needless to say, like all the other agrarian inhabitants, she was a friend and supporter of County Agent Boissevain.



# Planning and appraisal clinic

■ Eighteen Negro county agents and their district extension leaders attended the farm planning and appraisal demonstration conducted recently in Hinds County, Miss., by J. V. Pace, extension economist.

The agents were given training in identifying and classifying soils for their agricultural value; proper land use; planning a balanced farm program for best use of land, labor, and capital; methods in determining normal agricultural values of farms and farm land on a basis of natural fertility and productive capacity.

Mr. Pace stressed the importance and possible implications of rapidly advancing farm prices as related to the future of agriculture, and particularly to the settlement of returning veterans and other young farmers on the land under present conditions.

During the morning the Negro agents visited two farms owned by Negro farmers and studied the different soil types for their best uses. The location with respect to roads, schools, churches, and market centers was noted. The type of community, progressiveness of the people, and availability of public services were recorded.

The afternoon was spent in a classroom at Campbell Negro College in Jackson, developing what the group considered to be a sound long-time organization and program for each of the farms, based on proper land use, soil adaptation, and market outlets.

Other clinics are planned for Negro county agents so they will be in a better position to advise with and assist their farmers in sound farm planning and management as well as guidance in purchasing farm land.

crop conditions in Europe. Often there was much agricultural news even from the countries held by the enemy. When I would read, for example, "Danish wheat crop above normal," I seldom stopped to wonder how Danish agricultural writers were able to get that news to me and to the rest of the outside world.

The story of how these men and women collected the figures, compiled and interpreted them, and, under the very noses of the German officers, got their copy across the 18-mile strip of water that separated Copenhagen from neutral Sweden, was recently told to me by one of the men who played an important part in Denmark's underground news service.

"We did it in all sorts of ways," he said, "sometimes by a fast motorboat that moved like an arrow across the water at night. Sometimes an illegal broadcasting station hidden away in some cellar told the news. But these methods were often dangerous and unreliable. The way that worked the best was this:

"A railroad employee working on one of the ferries that carry trains from Copenhagen to Sweden would fasten one of our envelopes to the under side of the floor of a freight car. The same day another worker would casually chalk a number in a careless scrawl on the brake of another train leaving Copenhagen at a different hour. It was a different brake on a different train every day. If a German official saw the number, he probably thought it had something to do with the operation of the train; perhaps it meant that the brake needed to be tightened.

"Over in Sweden other railroad workers looked for that number every day as they made up the trains. It told them what car they were to crawl under to find the envelope whose contents would tell the world what was happening on Denmark's farms."

Month after month this system worked. Often what seemed like a simple market report might have important military significance. For example, when Danish agricultural reporters told the allied world how much butter the Danish creameries were required to supply to the German army every day, the allies could estimate fairly accurately the number of German troops in Denmark.



## Statisticians in Denmark

Louise S. Jessen, extension editor in Hawaii, is spending several months in Denmark visiting relatives. She sent the following story of how agricultural information got out of Denmark in the war years:

■ Sitting safely at my desk in Hawaii during all the war years, my first job each morning was to attack the pile of Washington mail, those heavy brown envelopes so

familiar to all extension editors. Among the mass of agricultural statistics, instructions, recipes, copies of speeches, and radio programs, I would find from time to time a report of

# Meeting the needs of GI brides coming from foreign countries

■ Good neighborliness, like charity, begins at home. The solution to the relations-between-nations problem begins and ends with the individual.

That is the belief of many home bureau members in New York State. And they practice their preaching by welcoming into their communities the foreign-born brides of local servicemen. They look on these new American homemakers as envoys of good will from countries where the people have been good neighbors to our boys when they were far from home.

In Broome County a "Neighbor's Day" was held at Binghamton in connection with National Home Demonstration Week. Home bureau members in the communities where the brides lived called on them and made arrangements to take them to the reception.

## How To Cook Like His Mother

There the girl from France, the lass from Scotland, and the 13 English women chatted with American homemakers and looked over exhibits of articles made by home bureau members—lamp shades, hooked table mats, refinished furniture, stenciled hitch-cock-type chairs, fabric bags, dress accessories, remodeled clothing, canned fruits and vegetables, and home-made play things for children.

They were enthusiastic about what they saw and were eager to learn "how to do it." But most of all they wanted to know "How to cook like his mother used to." Two of the brides had already attended extension service meetings, and the Lancashire lass had received home bureau help when a local leader went into her home to demonstrate the operation of the washing machine, or "gadget" as she called it.

High point of the afternoon was the presentation of honorary memberships in the home bureau to the new American housewives. All were delighted and indicated that they were happy for this opportunity to learn "the American way."

However, the learning is not all on the side of the foreign brides. They too have something to contribute and are eager to be good neighbors in their new land. One of the English girls was a teacher of home economics in schools for "the age you call your bobby-soxers." Others had attended meetings of the British counterpart of our home bureau—the Woman's Institute.

Most of these GI brides were members of the English Army, Navy, Air Corps, or Nurse Corps. The French girl was a Government secretary, the Scotch lass an aircraft inspector, and the rest were Government employees or school teachers. All had worked hard for peace and were eager to cement the friendships of the war.

Another New York community which believes in beginning its good neighbor policy at home is Buffalo. In this city a special cooking course for brides is conducted by the home demonstration agent and her assistant. Fifteen of the brides attending these classes are foreign-born.

Mixed with a group of American-born brides who are also just learning to cook, the girls from Cairo, Casablanca, and London are not nearly so embarrassed when they find that American girls, brought up in this country, need to learn the same things. And they make their contributions by showing the Americans some of the secrets of their native chefs.

Sometimes there are disagreements about food. "Chicken feed," scoffed the English girls when the home demonstration agent suggested preparing corn. "Wait till you try an old-fashioned corn roast. You'll change your mind," retorted the Americans.

But the arguments are good-natured, and all are learning a mutual respect and liking for their neighbors of another country.

Not so extensive, but a step in the right direction is the program for war brides in Syracuse. In this city the home demonstration agent co-

operates with the American Red Cross in an orientation course for foreign-born wives. Among other things, she explains the credit system which operates in American stores and tells the newcomers how to go about establishing a credit rating.

The work of the Extension Service and the individual home bureau members is an example of what Americans can do to improve relations with people of other countries. Ultimately, this improves the relations between nations.

It took a war to bring the peoples of the world together. Now can we be good neighbors. *Gwen H. Haws, Assistant Editor, Department of Extension Teaching and Information, in cooperation with Home Demonstration Agents Katherine S. Doyle and Katherine N. Britt, New York State College of Agriculture.*

In a mixture of French and English, Mrs. Ward Hinton (right), French bride of the First World War, explains the makings of a lamp shade to Mrs. Anthony Gance of Marseille (center) who recently joined her ex-soldier husband at Endicott, N. Y. Also interested is the French bride's sister-in-law, Miss Rosalie Gance. Mrs. Hinton, a leader in lamp-shade making in the Endicott Club, came to this country 27 years ago.



# Homemaking club for British brides

■ When Ruth J. Widmer, Boone County, Ill., home demonstration agent, planned her lesson on Women in Foreign Lands last month, she found a good source of information in Mrs. Chester Watts, none other than a British war bride.

By the time young Mrs. Watts had delivered her talk—and a good one it was, too—at all Boone County units, Mrs. Widmer, realizing that there might be many other such foreign brides in her county, was busily organizing a British Brides' Club. At its first meeting the agent demonstrated American coffee-making technique, and the brides returned the favor by illustrating the English method of making tea.

There are now five members in the club with a sixth to join as soon as she arrives. Mrs. Widmer anticipates that the club name will soon have to be changed from "British" brides because many other countries are expected to be represented in the group. American brides have been invited to join, too.

The lessons continue with topics of special interest to the newcomers. The vegetable relish plate was a surprise to them, especially when they found raw cauliflower to be a palatable addition. Freezing foods and preparing them for the table are completely new processes to these young women, and a lesson is soon to cover these subjects.

# Clothing for the Philippines

A helping hand for the less fortunate homemakers in the Philippines is occupying the home demonstration clubs in Geneva County, Ala. The McNeal Home Demonstration Club has held sewing days and made 6 dresses, sizes 14 and 16, from white 100-pound feed sacks. Twenty-two clubs brought clothing to the June meetings. In addition, the clubs of the county sent 100 yards of lightweight white cotton cloth manufactured in the local mills to Miss Presentacion Atienza, in charge of home demonstration agents in the Philippine Islands. "Miss Atienza worked with me on food preservation in Troy, Ala., when she was studying in the United States. I would like very much to help her during this crisis," writes Home Demonstration Agent Carrie B. Threaton.

# Hatching-eggs to the Czechs

One hundred and fifty-five cases of R. O. P. (record of production) hatching eggs, given by members of the Illinois Poultry Improvement Association, have been flown to Czechoslovakia by UNRRA. So grateful were the people of that war-stricken country that they immediately dispatched a message to F. H. La Guardia, Director General of UNRRA, saying: "The Republic of Czechoslovakia wishes to convey to the people of Illinois sincere gratitude for gift of hatching eggs made by Illinois farmers and poultry raisers through UNRRA. This help in time of need most welcome."

# Texans welcome with a shower

An English war bride surveys the array of gifts from her new friends in Grimes County, Tex., after a shower for her given by the Piedmont-Erwin Home Demonstration Club. About 60 neighbors attended the tea and shower to help welcome the newcomer from across the Atlantic.



# Letter from Hawaii

4-H Club membership in Hawaii has increased about 30 percent under the leadership of Burns Byram, according to a recent letter from Director H. H. Warner. Other items of interest were Baron Goto's return to the staff as county agent leader, which the director feels will strengthen the organization. Mrs. Alice P. Trimble has been appointed to succeed Miss Kathryn Shellhorn as home demonstration leader. Assistant Director has been appointed to succeed Miss R. A. Goff plans to attend the Madison, Wis., conference on extension administration in October.



# Flashes

## FROM SCIENCE FRONTIERS

A few hints of what's in the offing as a result of scientific research in the U. S. Department of Agriculture that may be of interest to extension workers, as seen by Marion Julia Drown, Agricultural Research Administration, U. S. Department of Agriculture.

### New Vitamin?

■ A vitaminlike factor that enhances palatability has been found in milk and some other foods. A. M. Hartman and C. A. Cary of the Bureau of Dairy Industry got on the trail of this factor in the course of studies of the nutritional values of milk. They call it Nutrient X.

The importance of X in nutrition was shown by experiments with rats. Animals fed a diet relatively high in protein died if X was lacking but lived and made fair growth on the same diet when it was supplemented with Nutrient X. Rats given diets containing all the known nutrients but minus X made poor growth, largely because they found the food unpalatable and would not eat enough to support normal growth. When X was fed in addition to the same diet, they ate the food with relish and soon were growing normally again.

The same result was achieved by injecting very small quantities of liver extract, a rich source of the X factor, into the rats. Surprisingly, the rats thus treated began to eat food they had rejected, though its taste and quality was unchanged.

The investigators have found Nutrient X present in milk and several milk products (including cheese, but not butterfat), in egg yolk, beef muscle and pork muscle, in lettuce, in bluegrass and alfalfa, and in alfalfa and timothy hays. Grain feeds do not contain X, and it is not present in white or whole-wheat flour, wheat bran, corn meal, soybean meal, heated egg white, or yeast.

### 37 Years of Eating

■ Has the diet of Americans changed much in the last 37 years? Some striking differences in food habits are shown graphically in a new report analyzing per capita food consumption in the United States

from 1909 through 1945. For example, consumption of citrus fruit has increased 400 percent and that of potatoes and grain products has decreased by 30 percent.

During the recent war, the nutritive value of the average civilian diet actually improved. Among important factors were higher purchasing power and better general understanding of nutritional requirements. A sharp increase in amounts of calcium, vitamins, and iron in the diet since the mid-thirties is due to higher consumption of milk, meat, eggs, green and yellow vegetables, and citrus fruits and to bread and flour enrichment.

These averages appear to indicate a nutritionally adequate diet for all the people of the country, but averages do not reveal the disparities between different income groups, regions, and types of communities. According to the report, though food supplies during the last few years have been sufficient to provide all the people with recommended allowances of nutrients, actually more food and better distribution are needed to reach all groups.

The analysis, entitled "Nutritive Value of Per Capita Food Supply, 1909-45," was prepared cooperatively by the Bureau of Human Nutrition and Home Economics and the Bureau of Agricultural Economics.

### Mineral Reserves in Young Animals

■ As a part of its broad program of studies to learn the subtle and interlocking relationships between soils and plants and plants and animals, the U. S. Plant, Soil, and Nutrition Laboratory at Ithaca, N. Y., has been observing mineral reserves in young animals.

The investigators have found that copper and manganese, two elements needed in the animal body, though in very small amounts, behave in oppo-

site ways. Rats, rabbits, and guinea pigs, they found, are born with a reserve of copper in their livers but with little or no manganese. During the suckling period, however, the copper is depleted and the manganese steadily increases. Milk contains an inadequate amount of copper to add to the supply of the infant animal, the initial store being usually just enough to tide the baby over the suckling period. Manganese, on the other hand, appears to be present in milk in large enough quantities to build up a supply in the suckling.

### Seeking Insect-Resistant Plants

■ Plant breeders and entomologists have been working for many years to develop crop-plant varieties resistant to insect attack. Many new varieties resistant to plant diseases have been introduced and have saved farmers millions of dollars. Intensive experiments in breeding varieties of wheat, corn, barley, sorghums, sugarcane, and potatoes that resist insect attacks are showing favorable results.

Two varieties of wheat resistant to the hessian fly, Poso 42 and Big Club 43, have been released and are being grown commercially in California. Big Club 43 is also resistant to stem rust, bunt, and root rot. These wheats continue to show resistance to the fly under commercial conditions.

Efforts to develop a corn resistant to the European corn borer have not yet produced a strain that can be recommended to farmers. Most good hybrids, however, suffer less damage from the borer than open-pollinated varieties because they have stronger stalks and are more resistant to lodging under borer infestation.

Sugarcanes bred for resistance to the sugarcane borer are being tested, and several show promise.

Factors other than variety, such as soil condition, may affect resistance to insects. Alfalfa plants growing in alkaline soil were attacked by more aphids than plants in the same field growing on more acid soil. Liming the soil greatly increased the number of aphids attacking the alfalfa, and plants with high calcium content seemed to attract aphids. Chinch bugs were found to breed more readily on sorghum growing on soil fertilized heavily with nitrogen than on soil treated with phosphate.

## Yankee agents meet in Vermont

Green Mountain county agricultural agents recently played host to 58 Yankee extension agents at the annual meeting of the New England County Agricultural Agents' Association. The 2-day gathering was held at the Darling Inn, Lyndonville, Vt.

The treat of the meeting was a sugar-on-snow party, when the agents tasted pure Vermont maple sirup on pure Vermont snow. The snow, nearly 300 pounds of it, was collected last winter and stored in a local freezer locker for the occasion. The sirup, another item on the scarcity list this year because of a short crop, was collected early from maples in Vermont's north country. Although one of New England's favorite dishes, many agents confessed that this was their first sugar-on-snow. After eating their fill of maple sirup, doughnuts, dill pickles, and coffee, the agents settled down to an informal discussion of problems of the association and of extension work.

Roll call by States showed that Connecticut, Rhode Island, and Vermont agents were present. Attendance by States was as follows: Massachusetts, 21; Vermont, 12; Maine, 8; Connecticut, 8; New Hampshire, 6; and Rhode Island, 3.

Governor Proctor of Vermont addressed the group and praised the county agents for the valuable help they have given to the cause of agriculture. Emphasizing the need for greater planning in the field of agriculture, he commented specifically on the program now under way in Vermont. Various committees, including commodity and livestock, have been appointed by the Governor to study and plan for the future agriculture of Vermont.

"The job of the county agent in the early days was missionary work," so stated Dr. H. R. Varney, assistant director of Vermont's Extension Service. First, the Agent had to "spread the gospel" and make himself known. He had to gain the confidence of his people in order to be helpful to them. One of the common tools used by the agent was conducting demonstration meetings. Gradually the agent's main job became concerned with matters

of production. During the 20's, problems of marketing came to the front, followed during the 30's by the influx of action agencies found necessary because of the depression years. The recent war period changed the work of the county agent tremendously.

"Now, in this postwar period, what is going to be the job of the county agent?" he asked. Varney pointed out that the agent's job might be classified in two categories: (1) Some service work, and (2) education. The primary purpose is education. With this in mind, and through close cooperation with other county agencies, the county agent will continue to hold a responsible position in his county as far as agriculture is concerned.

Verne Beverly, president of the New England County Agents' Association and county agent from Aroostook County, Maine, was general chairman of arrangements. The following Vermont county agents aided him: Local arrangements, T. H. Blow; smoker, R. C. McWilliams; publicity, L. D. Paquette; program, Roger Whitcomb; resolutions, Frank Jones; banquet, T. H. Blow.

The officers and directors of the New England association who were elected for the coming year are as follows: President, Allen Leland, Massachusetts; vice president, Philip Dean, Connecticut; secretary-treasurer, Bertram Tomlinson, Massachusetts; directors, Herbert Leonard, Maine; Allen Leland, Massachusetts; E. A. Adams, New Hampshire; Gardner Tibbets, Rhode Island; Philip Dean, Connecticut; and Earle Clark, Vermont.

## Master forest farmers cited

A stimulus to good wood-lot management is seen in the first public awards made to New York farmers who maintained their woodlands during the war years in the face of terrific pressure to liquidate.

In recognition of their accomplishments, six farmers in two southern tier counties—Tioga and Chemung—have been given Master Forest Farmer awards by the Tioga Woodland Owners Cooperative.

To meet the Master Forest Farmer requirements, they had to be members in good standing during the war years; own and operate at least 20 acres of

woods, with not more than 5 acres in forest plantation; protect the woods against grazing and fire; carry out cutting practices in accord with sound forestry principles; and keep good records of operations, including returns.

In addition to an engraved certificate, each of the award winners has received an attractive roadside sign which reads: "Here lives a man who manages his woods like any other crop."

Back of this recognition, says Prof. J. A. Cope, extension forester at Cornell University, is the hope of increasing the number of "woods minded" farmers in the area.

## Equipment makes Kentucky circuit

The Kentucky farm and home equipment show toured 47 counties and attracted 54,580 persons. The show featured more than 100 time- and labor-saving devices and methods and was presented by the farm-labor department of the Kentucky College of Agriculture and Home Economics.

The tobacco exhibits, among them a tobacco-stick sharpener, and stick holder for bulking tobacco, attracted principal interest. Other popular exhibits were a box for wood and kindling, a hay and grain loader, and a weed cutter.

Large numbers of orders have been received at the experiment station for blueprints and plans of the exhibits. One visitor said of the show: "I don't know of any better way to bring extension work to farm people." Another said: "Farmers told me that 1 day of this exhibit was probably equivalent to several weeks of demonstration and other farm meetings conducted by the county agent. Many learned new ideas, and numerous requests are being made for plans and specifications of some of the exhibits.

The farm and home equipment show was first put on at the thirty-fourth annual farm and home convention held in Lexington January 29 to February 1. A road tour of 28 scheduled counties was originally planned. Because of the demand, 19 additional counties were added to the schedule. The road tour opened in Clark County on February 14 and closed in Greenup County, June 5.

# We Study Our Job

## Missouri bulletin experiment

Two editions of a Missouri extension bulletin on gardening, entitled, *The Family Vegetable Supply*, were written at different readability levels. Circular 440 published in 1942 was fairly difficult—about high-school reading level, comparable in reading difficulty to magazines like Harpers. Recently a simplified version of the same gardening subject matter was put out. This was written in the language of the “average” reader—about eighth to ninth grade—the level of Reader’s Digest.

These two versions were the basis of a comparative readability study made by Clyde R. Cunningham, former Missouri horticulturist. Mr. Cunningham had worked with Extension Editor A. A. Jeffrey in writing the simplified bulletin, Circular 524. He wished to find out if other people found it easier reading than Circular 440.

After testing the readability of the “before” and “after” versions by the Flesch and Lorge Formulas, Mr. Cunningham tried the two editions out on different groups of people.

He distributed copies of the two circulars to students of a horticulture class at the University of Missouri, and to members of the Deer Park Home-Economics Club of Boone County. Half of each group were given Circular 440 and the others, Circular 524. Thirty minutes were allowed each person—20 minutes for reading and 10 minutes for answering 10 questions on the subject matter in the bulletins.

In both groups, the readers of the simplified edition scored higher in the reading test on the bulletin than those reading the more difficult version. Those reading the simpler edition got more information in a short time—the information was easier to find as well as to read.

Those taking the reading test were of the general opinion that entire publications are not read at one time. The women felt that most of them did

not spend 30 minutes on a circular at one sitting; the students allowed about 20 minutes or less. “This indicates a need for a clear, definite, readable index,” Mr. Cunningham points out.

Specific, concrete words seemed to be preferable according to those tested. In one question, for example, the word, “fertilizer” (meaning commercial fertilizer) used alone, was confused with barnyard manure.

Mr. Cunningham sent copies of his simplified garden Circular No. 524, together with a questionnaire, to Missouri county and State extension workers. In addition to all the State staff, the group included 10 experienced county agricultural agents, 10 county agents with at least 1 year’s service, 10 experienced and 10 less experienced home demonstration agents.

Questions were asked the extension workers to get their reactions on the cover, length of circular, headings, pictures, purpose, and readability of the simplified edition. Most of the workers preferred the two-column lay-out and 10-point type. Some of them preferred colored pictures. They liked the placement of pictures above the legend. More direct statements were suggested and not so much wordy explanation.

### Missouri Study Plan

“This interesting study shows what a specialist can do when he puts a little extra time on a special problem,” says C. C. Hearne, who supervised the bulletin experiment. Mr. Cunningham selected this as a special problem for 2 hours’ credit at the University of Missouri. The study is part of Missouri’s long-time professional improvement program, enabling extension workers to do graduate work in small doses.

More details are given in a short report entitled, “Special Problem—Readability of Missouri Extension Service Circular 524, ‘The Family Vegetable Supply,’” June 1946, by Clyde R. Cunningham.

## Michigan checks on apple-pruning bulletins

Last year, Michigan tried an interesting bulletin experiment. A specialist wrote an apple-pruning bulletin in the conventional, informational manner. Then a professional writer rewrote the same material in the popular style of a feature article. Both versions were distributed to a random sample of Michigan fruit growers to find out which they considered the easier and the more interesting to read.

Despite the simpler presentation of the popular writer, the majority of the Michigan farmers polled said they understood the specialist’s explanation of how to prune apple trees better than the popular writer’s.

“The writer’s version sounds too much like a magazine article, which, according to our experience, requires taking with a grain of salt,” said one of the farmers polled.

Other comments of farmers ran like this:

“Both are very good. Hard to decide, but the specialist’s is best if you are looking for information.”

“If the pruning story was to be presented only to the growers who are first to last in the apple business as business, the specialist’s bulletin is the choice.”

A greater number of farmers, however, considered the popular bulletin more interesting and entertaining than the specialist’s; they also felt it might induce more farmers to try pruning their apple trees.

Some of the farmers expressed themselves as follows:

“If I asked a man who was helping with the pruning to take a bulletin home to read, as I have sometimes done in the past, I would choose the one by the writer.”

“An experienced horticulture man might prefer the technical one, but I still like the story-telling form, as it leaves a deeper impression more readily grasped.”

The majority of county and State extension workers polled in various States preferred the specialist's version because it was shorter, better organized, and more to the point than the writer's. Farmers wanted to know how to prune apple trees. The specialist "tells them what he is going to tell them; then he tells them; then he tells them what he told them." He does this by giving the information in two summaries, a preview at the beginning preparing the reader for what's to come, and a review at the end, in question-and-answer form; questions that the reader might ask himself with the answers right there before him. Between the two summaries the specialist gives a more detailed account of how to prune apple trees—step by step in logical sequence.

The writer wrote the same information in a conversational style; important points on how to prune apple trees were buried in rambling wordiness; not tied together and summarized in 1-2-3 order for the reader to carry away. The writer primerized rather than simplified parts of the publication; he occasionally talks down to farm readers.

It was the consensus of various newspaper editors polled that "the specialist's version from the standpoint of a fruit grower's guide and pruning handbook, is far superior.

"Several of us have read the two versions," wrote one editor. "Agricultural bulletins on the whole urgently need to be written more interestingly. On the other hand, we are frankly doubtful if the popular writer has hit upon just the right formula. In the first place, in adding color to the story, he has made the bulletin almost 50 percent longer than the specialist's version. We have found that in the presentation of practical agricultural information the reader likes to get the meat of the thing in as few words as possible. We have just completed a large readership survey, and it proves this point conclusively."

On the basis of the information received from the persons surveyed, only the specialist's bulletin has been printed for general distribution. It is, "The Thin Wood Method of Pruning Bearing Apple Trees," Circular Bulletin 179, by H. P. Gaston, Agricultural Experiment Station, Michigan State College, East Lansing.



## Have you read

**GROUNDS FOR LIVING**, The Home Dweller's Compleat Guide to His Lawns, Trees, Gardens. Edited by *Richard B. Farnham and Van Wie Ingham*. 334 pp. Rutgers University Press, New Brunswick, N. J., 1946.

■ This book is representative of an increasing trend among college and university presses toward issuing books by staff specialists of the college so written as to combine a wealth of scientific and practical knowledge in words understandable to lay readers. Today, information about gardening and landscaping is sincerely sought and appreciated by a large body of the public. *Grounds for Living* represents a well-balanced combination of material contributed by the research and

extension people of the New Jersey College of Agriculture of Rutgers University. The book is well edited, pleasantly readable, and does a good job of presenting basic and practical subject matter that country, village, and town people are seeking to help them beautify their home surroundings. Serving all these groups with practical information on gardening and landscaping is becoming increasingly an extension function. Although the book is intended largely for the East Central States, much of the information contained in it would be valuable to extension workers in other areas with large urban and suburban home populations.—*M. L. Wilson, Director of Extension Work, U. S. Department of Agriculture.*

## To better service New York farmers

■ To deal with two different aspects of rural life in New York State, appointment of two committees was recently announced by Director L. R. Simons of that State.

One is the County Farm Management—Agricultural Engineering Personnel Committee and the other the Extension Service Committee on Leisure-Time Activities for Rural People.

The former, according to Director Simons, will consider a State-wide policy to meet requests from counties for in-service training of present personnel and will operate in the combined fields of farm management and agricultural engineering. The need for persons so trained was clearly shown in the war period, and it will continue as long as efficient operations of farms is essential for maintaining good living standards, he said.

The committee is headed by Prof. M. C. Bond, agricultural economics, and includes staff members in 4-H, home economics, agricultural engineering, rural education, public speak-

ing, and agricultural extension.

The Committee on Leisure-Time Activities for Rural People was appointed with the approval of President Edmund E. Day, of Cornell, and the deans of arts and sciences, home economics, and agriculture.

Purpose of the group is to consider establishment of an organized general extension program in the arts and crafts and other recreation activities, as an autonomous unit of the Extension Service and not as part of separate departments of the college.

The committee, headed by Prof. L. S. Cottrell, Jr., includes staff members in arts and sciences as well as the State colleges, and the following interests are represented: Sociology, speech and drama, floriculture, family life, economics, visual aids, engineering, folklore, fine arts, household art, music, and extension.

Considering the committee highly desirable, President Day said: "I hope you will proceed at once with the job."

# Among Ourselves

■ MISS LYDIA TARRANT, formerly nutrition specialist in Pennsylvania, has taken up her new duties as State home demonstration leader, succeeding Mrs. Agnes Brumbaugh Moot, resigned. Miss Beatrice Spiker is nutrition specialist, succeeding Miss Tarrant.

■ HENRY N. REIST, formerly in charge of extension agricultural economics in Pennsylvania, is now in charge of extension surveys, a new office; and Dr. Kenneth Hood succeeds Mr. Reist.

■ HERBERT F. McFEELY, agricultural economist; and Stanley G. Gesell, entomologist; and Robert A. McCall, rural sociologist have been added to the Pennsylvania extension staff. McFeely's work will be in fruit and vegetable marketing, a field in which he has had long experience. From West Philadelphia High School, he entered Penn State, graduating in 1924 with a major in horticulture. After a long tenure with the Federal-State fruit marketing and news services, he left that work to join the New Jersey extension staff in 1941, remaining there until going to Pennsylvania. He is a native of Marion, Ind.

■ R. K. BLISS, Director of Extension in Iowa, was honored on Alumni Day at Iowa State College with the Alumni Merit Award sponsored annually by the Iowa State Alumni Club of Chicago.

Started in 1932, the awards have been bestowed upon Iowa State College graduates for meritorious service to their fellow men.

Director Bliss was born at Diagonal, Iowa, October 30, 1880, and was reared on a farm. He was graduated from Iowa State College in 1905 with a bachelor's degree in agriculture. From 1905 to 1906, he farmed in Iowa and then was appointed to take charge of animal husbandry extension work in Iowa. He served in this capacity until 1912. Mr. Bliss was acting superintendent of the Agricultural Extension Service in 1912 and professor and head of the Department of Animal Husbandry at the University of Nebraska, Lincoln, from 1912 to

1914. In 1914 he became director of the Agricultural Extension Service at Iowa State College.

During World War I, Director Bliss was secretary of the War Emergency Food Committee; chairman of the State Seed Stocks Committee in 1917; State director of the Boys' Working Reserve in 1917 and 1918. From 1930 to 1939, he was a member of the Committee on Extension Organization and Policy of the Land-Grant College Association. From 1933 to 1936 he was also chairman of that committee.

Director Bliss is also a member of the Agricultural Adjustment Committee, chairman of the State Soil Conservation Committee, a member of the State Farm Security Administration Committee, and chairman of the State Agricultural Program Planning Committee.

■ J. C. BARNETT, retiring from the Arkansas Extension Service after 39 years, says he found his farm training more valuable than his college degree or his tenure as a foreign adviser.

Two phases of the Extension Service program Mr. Barnett has considered almost as hobbies. These—soil building and live-at-home—he has preached since the early days with the firm conviction that they lead the way to progress and better

life for farm people.

Mr. Barnett joined the Arkansas Extension Service January 1, 1913. When appointed district agent, he had just returned from more than 2 years of foreign duty with the U. S. Department of Agriculture. He was assigned to northwest Arkansas, at his own request, in an effort to regain his health which had been impaired while he was out of the country. He served in this capacity until June 30, 1938, when he was made supervisor of Negro agents in a newly created set-up.

When Mr. Barnett first went into extension work October 7, 1907, as district agent for northeast Louisiana, the program was in its infancy. His job was more that of a roving county agent for the dozen parishes in his district than of supervisor. But when he left in 1910 he had placed a county agent in every parish.

In 1910 he was lent by the Government to the Siamese Government under a 2-year contract as adviser to the minister of agriculture. The "break" came to him, he says, because he happened to meet these three requirements: He had a college degree in agriculture from Mississippi State; he was familiar with both the State extension service set-up and with the Federal Department of Agriculture; and he was working in a rice area of Louisiana, and Siam was in need of developing its rice farming.

Among practices adopted by Siam at the suggestion of Mr. Barnett were a crop-reporting service similar to this country's, an annual nation-wide agricultural fair officially designated as the Exhibition of Agriculture and Commerce, introduction of American rice machinery and American varieties of seeds, and establishment of an educational system for training young men for agricultural leadership.

In tribute to Mr. Barnett's service, Associate Extension Director Aubrey D. Gates stated: "He will have as his satisfaction the knowledge that untold thousands of Arkansas farm people who know, honor, and love him are grateful for the fine influence he has had in enriching farm family living.

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