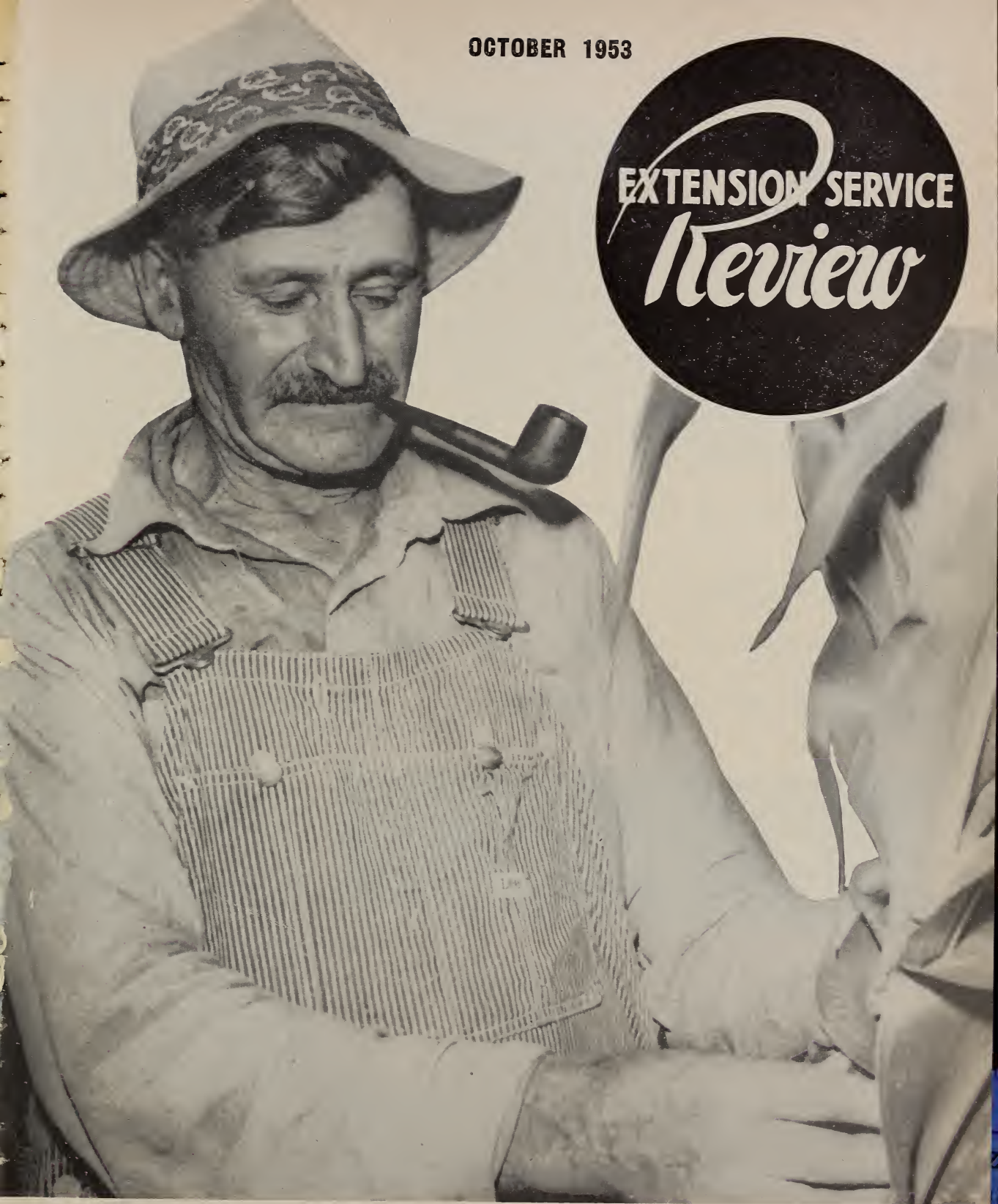


OCTOBER 1953

EXTENSION SERVICE
Review



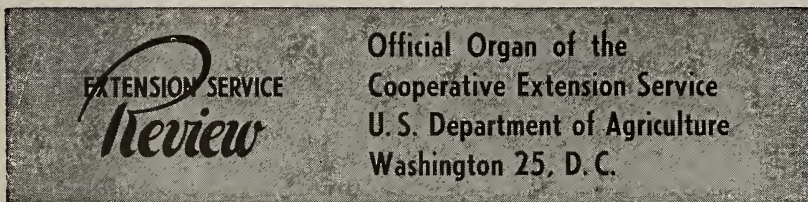
Farmer Chairman of Discussion Group . . . see page 184

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Ear to the Ground

- As we go to press, preparation for the National Outlook Conference, October 26-30, gets into high gear. About 150 extension workers from the States are expected to take part.
- Among last month's significant meetings was one on educational work concerning public policy in agriculture held at Green Lake, Wis., with 75 attending from 42 States. They reported on selected public issues which enlist the interest of rural people at present and on a variety of methods being used to help rural people get and understand facts.
- The grasslands and fertilizer steering committees from the U. S. Department of Agriculture and the land-grant colleges are holding a joint meeting as we go to press. A review of the progress made showed some remarkable results.
- October is fire prevention month, with October 4-10 designated for special effort to bring to the attention of rural people the seriousness of fire losses and the simple methods that are effective in preventing them.
- The friends and associates of former Director M. L. Wilson crowded the conference dining room in the Department of Agriculture to hear M. L. and Mrs. M. L. tell of their recent travels. M. L. asserts that extension workers here and abroad are making the most important contribution that can be made to world peace and progress. They were given a large, illuminated terrestrial globe.
- Responses to the radio-television query on the back cover of the July issue have been most interesting and helpful. The only trouble is the small size of the sample—130 of the some 2,300 who are supposed to make some use of radio and TV in their work. A larger sample is really needed to make our statistics valid. Won't you hunt up that July issue and send in your report? If you can't find it, just send information on what radio programs you have, the station call letters, time of day, length of program, whether sustaining or commercial, how often by agricultural and home demonstration agents, and the same information for TV programs. Thanks.



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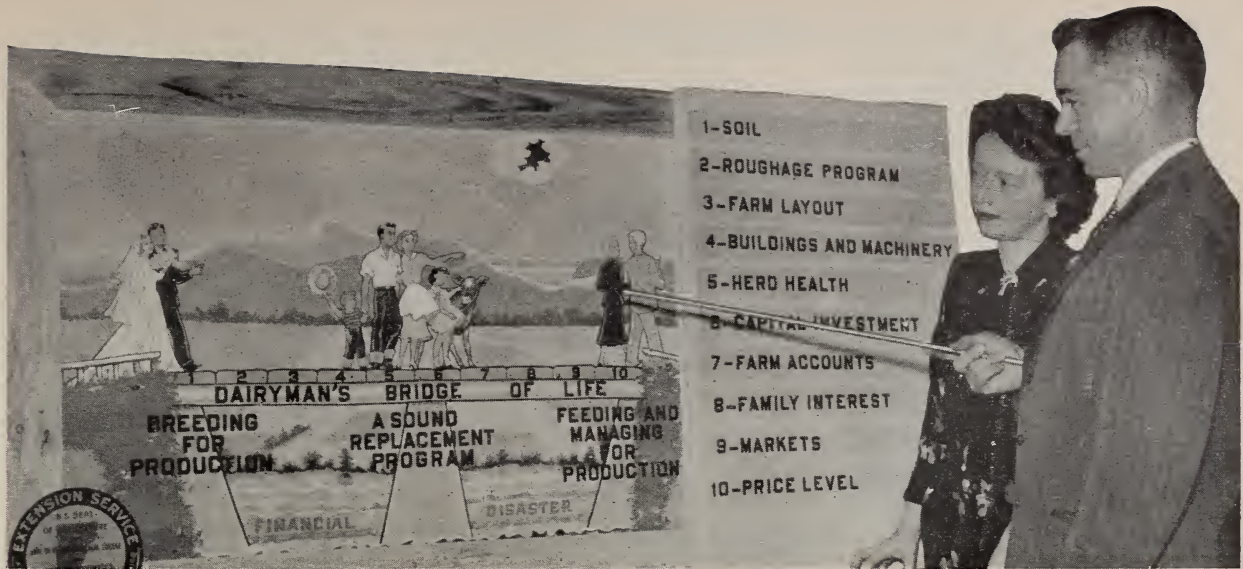
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This display is used by the author to tell the story of the dairyman's bridge of life.

The Dairyman's Bridge of Life

W. A. DODGE

Extension Dairyman, Vermont

BELIEVING that people learn by what they see, I have *always* felt that visual aids were of great value in Extension teaching. The picture above shows my thoughts on a sound dairy program as interpreted and painted by our artist, Leone Jackson.

Some four years ago we created Susie, the pressed-wood cow, following the idea that people learn about 85 percent of what they see. The writeup about Susie appeared in the Extension Service Review in January 1951. I used Susie for 3 years in teaching various phases of dairying.

Last year the demand came from county agricultural agents for an overall program—one that would indicate the relationship that exists between the many aspects of dairy

farming. In thinking of the problems involved I realize that dairying takes pretty much the span of active life of folks engaged in it. This work "span" became the key to the visual. Representing the span of heavy productive work of the average dairy farm family is the Dairyman's Bridge of Life.

As shown in the picture, it starts with many couples about the time of marriage. In accordance with the normal hope and dream of all farm families the youngsters join by their middle life. Bringing in our 4-H program, we picture the little girl leading her pet calf. If the trip is successful when the original father and mother have completed their journey, they face a pleasant older age together at the end of the bridge.

The three abutments to the bridge,

so vital from the dairyman's point of view, are: Breeding for milk production, a sound replacement program, and feeding and managing for production.

To incorporate the many phases of dairying which are often at loose ends, and sometimes become pitfalls that get farm families into trouble, we picture the 10 major planks of the bridge. These abutments and planks must be kept sturdy to prevent our average farm family from plunging into the stream of financial disaster, which flows under the bridge.

The county agricultural agents and I are using color slides of the picture, originals, and the story that goes with it, at meetings throughout the State. I like to show the picture by hanging strips of wrapping paper over it exposing a section at a time. First the bridge itself is exposed, then the bride and groom starting out on their happy way. The third step is to expose the same couple with the children and the small dairy animals. This is followed by the older folks, assuming that they have reached the age of retiring from active farm operation and the children have left home.

After the bridge and the stages of

(Continued on page 188)



Frances Scudder

SCRATCH the casual, easygoing, very ladylike "Fran" Scudder and underneath you'll find an administrator with all the enthusiasm, vision, and drive of a first-class promoter.

The wonderful thing about Fran is that she does her administrative work in such a sound fashion that her associates move with a full understanding of why things must be done, and are free to make the maximum contribution of which each one is capable.

I have watched her in this process for 7 years—first outlining a new project in her mind; then mulling it over looking for the problems that may arise. Only when she has a good idea of what they will be, and how to handle them, does she get the project started. Then she will stay with it until her associates take over—sparked by her contagious enthusiasm and well-disguised drive. From then on, the project is theirs, with Fran keeping a quiet eye on progress but seldom interfering. Her complete confidence in the ability of her associates seems to challenge them to deliver better results than they themselves might have hoped for in the beginning.

She takes her own advice to her assistants and county agents: "Ride a few things hard, then be done with them and try something else."

Fran is one of those people who

Meet

Miss Frances Scudder...

*the new head of the
Division of Home Economics Programs
in the Federal Extension Service*

Elizabeth Lee Vincent
Dean, College of
Home Economics
New York

can size up an organization or institution and grasp the scope of its objectives almost at a glance. She has an instinctive sense of how to interrelate the various groups with whom she works and tie their programs together. That, plus her long-range vision and her faith in the soundness of home economics, may account for the fact that she was the only woman member of the Extension Marketing Committee.

If she has a primary interest as a home economist, it is in nutrition—and, characteristically, she has followed through on this in her work all the way from the farm to the consumer's table.

As city home demonstration agent in Syracuse, N. Y., 20 years ago, Fran decided that it wasn't enough to tell the homemaker what foods were best for her family.

Thus was born the first home demonstration consumer information service in Syracuse city. Fran and her staff organized a market reporting system designed to let housewives know what foods were most readily available in the market, at *the time they were available*. Then, said practical Fran, "not only will they be giving their families the best foods at the most reasonable prices, but also helping move surpluses from the farms."

She takes a backward look now and then to review progress towards the various goals she is attempting to reach.

Thus, in 1952, the New York State home demonstration program un-

derwent an intensive program and progress review. At a series of regional meetings held in the State that year, groups of women got together and reviewed the Extension program in terms of the help and satisfaction it gave, or didn't give, them. In each group were homemakers with small children, children in school, and those whose families were grown up and away from home. Discussions were conducted on all phases of subject matter as related to interests, problems, and time, the primary question always being, "What would you like?"

Needless to say, the Extension Service in New York State didn't emerge unscathed from this soul-searching. The results will affect our program for many years to come.

One of the things Fran's associates here enjoy most about her is that she doesn't take the office with her when she goes out socially. Staff members invited to her home for dinner, could relax, knowing that Fran might tell them about the latest "who-dun-it" she was reading, or show them a new bell added to her large collection—but that office matters would remain entirely out of the picture.

A reason for this is that Fran has a wide range of outside interests to keep her occupied out of hours. In addition to the mysteries she loves to read, her bookshelves and magazine racks are loaded with everything from the Journal of Home Economics to the Annals of the American Academy of Political and Social Science. Her real luxuries are reading, traveling, and talking, frequently, and at length over the telephone with her mother.

Miss Scudder is a native of Catta-
(Continued on page 187)

“Operation Milk Bottle”

JESSIE BOECKENHEUER, Home Demonstration Agent, and MARVIN SICKLES, Assistant County Agent, Whatcom County, Wash.

Taken in part from the Darigold Digest, official publication of Whatcom County Dairymen's Association

A caravan of 22 cars filled with nearly 100 persons had the opportunity of following the trail of fluid milk from the cow to the milk bottle this spring.

“Operation Milk Bottle” was sponsored by the Associated Women of the Farm Bureau in the interest of better understanding between the producer and consumer of dairy products, and proved a well-received venture. Thirty women representatives from women's civic and social clubs of Bellingham, Everson, Ferndale, Lynden, and Sumas, and members of the press and radio were guests of 40 farm women. The event was a tour planned by the associated farm women to inform their city sisters exactly what happens to a quart of milk from cow to the carton or bottle delivered at her doorstep or purchased over the grocery counter.

Each farm woman was “big sister” to a city woman for the day—sup-

plying transportation and acting as hostess at the luncheon at noon.

The first stop of the caravan was at the Mr. and Mrs. Don McKay farm, which offered the ladies an opportunity to examine first hand a typical dairy operation in Whatcom County.

After a short visit at the McKay farm the caravan moved on to the farm owned by Walter and Vesta Clarkson, of Ferndale, where they saw in operation one of the very recent developments in dairy operation, the walk-through milk parlor and pipeline milker. The Clarksons put on a milking demonstration showing the actual milk flow from

the cows through the pipeline to the milk can. They explained that the modern milking procedures are designed to reduce the labor cost in milk production.

At noon a delicious luncheon was served to the members of the caravan at Lynden by the Lynden Ladies' Legion Auxiliary. County Agent Vern Freimann was the speaker at the luncheon. He outlined some of the progress that had been achieved during the past 25 years in the dairy farm program and production, and the general trend of public events that adds to the many complex problems the dairy farmer is faced with today.

Many other facts were outlined to the city women throughout the day on why the cost of fluid milk is what it is. The sanitation and cleanliness required by law to ship Grade A milk; the hauling, shipping, and handling cost; the bottling, marketing, and advertising, are a few of the items that were specified along with the farmer's operation.

In the afternoon the people saw how milk was processed at the receiving plant; how the milk was pumped into large holding tanks and stored until the next morning to be pasteurized and bottled. They saw sweet cream being bottled in cartons, and the making of ice cream.

Members of the Whatcom County Extension staff cooperated with the Associated Women of the Farm Bureau in the planning of this successful tour.



Mrs. S. A. MacDonald and Jessie Boeckenheuer directing the tour.



Assistant County Agent Marvin Sickles discussing modern milk production with members of the caravan.

Selling Ideas

by MAIL

THERE'S no magic formula for preparing circular letters or other direct mailing pieces that get results all of the time—but training by experts plus new ideas and techniques will help you get results most of the time."

This was the basis for a 3-day training school on Selling Ideas by Mail, held for Massachusetts county agents, State specialists, and clerks, March 10 to 12 at the Waltham Field Station, Waltham.

Topnotch outside speakers and workshop leaders from the commercial advertising field and New York and Massachusetts extension information people provided the talent. Two days of talks and discussions, followed by writing workshops under the guidance of experts, formed the core of the school designed to help extensioners prepare better circular letters and other forms of direct mail. Commercial people gave suggestions and told how these might be adapted to extension work.

Continuity was maintained the third day with special sessions for clerks, which included displays and talks on the use of mimeograph duplicating equipment, tracing, mechanics of stenciling, shortcuts, original drawings, adaption of illustrations, and a problem clinic.

On the afternoon of the third day, clerks actually did their normal job of typing, illustrating, and duplicating the circular letters written by agents at the workshop sessions. Copies were distributed and criticized at a final general session.

About 60 persons attended the first day of the school and nearly 50 the second day, which included about half the entire staffs in the 12 counties. Attendance bounced back to 55, including 20 clerks, on the final day. Agents and specialists participating in the two consecutive workshops actually wrote, rewrote, and polished circular letters and other mailing pieces they intended to use later on in their work. This gave them a chance to incorporate the ideas, suggestions, and techniques presented at each morning session.

On the last day, Roger A. Wolcott, Massachusetts visual aids specialist, gave an illustrated talk on the subject of "Everyone Can Be an Artist" for the combined group. He also gave individual and group instruction on the mechanics of stenciling and illustrating to the clerks.

Another feature of the school was a circular letter contest in which 14 entries out of 60 were judged "excellent," 31 "good" and the rest

"fair" by Prof. Evan Hill, Boston University School of Public Relations and Communications. Hampden County agents stood out with 7 of the 14 "excellents." Prof. Hill also spoke on layout and illustrating.

Here are some quotable quotes from the headline speakers:

"We are too smug at times—we think the public will accept what we say without question. This is not true—the public will accept what we say only if it is said right. We are in the midst of a big game of selling ideas. Extension is not the best source of farm and home information. Therefore, if we are to stay in the game we must put out our information in the right way, at the right time, to the right people."—*William B. Ward, head of the department of extension teaching and information, Cornell University, Ithaca, on "Selling Extension."*

"Knowledge, preparation, and following the rules of writing are the three main elements making up effective direct mail. You must know whom you want to reach, must believe in what you are selling, and must point out what your particular product or idea will do for the reader. You must prove that your idea is better and must suggest what action is needed."—*John Allyn, assistant copy director, Dickie-Raymond, Inc., Boston.*

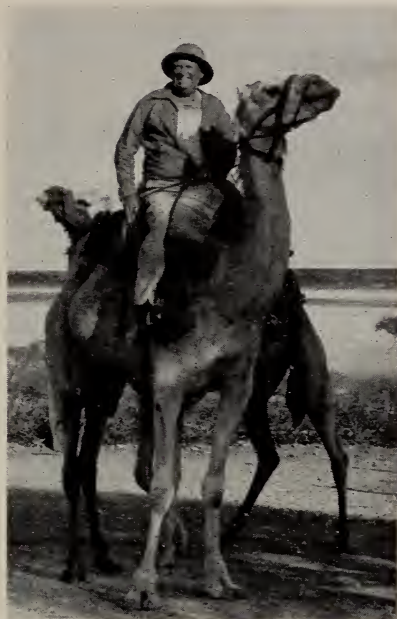
"A great many circular letters contained too little white space. This is important in making letters attractive, easy to read, quick to grasp."—*Prof. Hill.*



Hard at work selling ideas by mail are these Massachusetts county agents, county managers, specialists, and State leaders. An outside advertising man served as leader, helper and critic during the two such sessions. Asked what they wanted next in the way of a training school, the group voted photography and newswriting (tie), public relations, television, and writing reports, in that order.

Arizona's Director Pickrell

Reports on South African Trek



Chas. U. Pickrell, Arizona Extension Service Director, used this means of transportation for a 20-mile trek during his trip to South Africa for the British Government. Most of the 6-week trip was made by jeep, however.

DIRECTOR CHARLES U. PICKRELL of the Arizona Extension Service became a "specialist" again when he accepted an assignment recently to study range-livestock forage conditions in South Africa for the British Government.

The area covered during this special safari through the Kalahari (part) of Western Bechuanaland is practically uninhabited. The 6-week trip was made mostly by jeep and on foot. Tent camp was made daily as a sort of mobile headquarters. The only contact with the "outside" was by shortwave radio once each day.

Director Pickrell was asked by the British Government to be a member of the party because of his wide knowledge of the livestock industry and his keen interest in forage and other problems. His assignment was to help determine the

potential value of the native forage in the region for the grazing of cattle. Conditions of the area are very similar to those in parts of Southwestern United States.

As a former Arizona county agent, and later as Arizona extension livestock specialist, Director Pickrell is thoroughly familiar with southwestern range conditions and the forage needs of livestock. Although he has been director of the Arizona Extension Service since 1937, he has never lost his close contact with the range-livestock industry, nor his interest in livestock problems of all types.

Director Pickrell reports that the forage of the Kalahari ranges of about 80,000 square miles could support from 1,000,000 to 1,250,000 cattle if a water supply can be developed. The entire area is without streams or lakes and deep wells would have to be drilled. The next step in the program of the British Government

is to survey the area for such a water supply.

The report of the British Government did not complete this interesting project. Director Pickrell, in good extension style, carried a 35 m.m. color camera with him, and made a complete record of the trip and the area covered. He has used this set of slides to illustrate information talks to Arizona livestock groups and many other organizations since his return. In fact, he has appeared before some 20 such groups throughout the State, and still is called upon to tell of South Africa's livestock production possibilities and range conditions.

One of the most interesting sidelights of the trip, according to Director Pickrell, was a 20-mile trip by camel as shown in the photograph on this page. The camel was lent to Pickrell, at his request, by a member of the Protectorate Police.

4-H Councils Approve State Projects

THREE STATEWIDE projects, each challenging the cooperative spirit of Georgia's 2,221 community 4-H Clubs were submitted to the 126,927 4-H Club members by their State and district council officers.

Two of these projects, 4-H Odd-Job Day and 4-H Scrap Harvest Festival, were recommended to all county 4-H Club councils as approved projects for raising funds for the State 4-H Club Center at Rock Eagle Park and county 4-H programs.

Each county 4-H council sets separate dates for the 4-H Odd-Job Day and the 4-H Scrap Harvest Festival well in advance.

Odd-Job Day is a day when 4-H Club boys and girls, individually and in teams, will be available to do various odd jobs throughout their

county. Each county council organizes its own central clearing agency to receive odd job requests and to plan its own method for getting each job requested done.

The 4-H Scrap Harvest Festival consists of a countywide canvass for scrap by 4-H Club boys and girls. Each county council makes its own arrangements for collecting and disposing of the scrap to local scrap dealers. The scrap harvest will be made in cooperation with the agricultural committee of the Steel Industry Scrap Mobilization Committee.

The third project approved by the State and District 4-H councils calls for the painting of rural mail boxes and stenciling names thereon by 4-H'ers in cooperation with the rural mail box improvement committee.

"HEARING the diverse opinions of others broadens our understanding of public problems." That briefly is how Adolphus Jacoby, of Springfield discussion group, leader and member, assesses the value of such groups.

In Redwood County, Minn., extension group discussions began in 1938. As the work progressed, two methods, or setups, were finally adopted. They were (1) the county agricultural council, which has devoted itself principally to a study of public problems, and (2) the township groups, devoted mainly to the development of a county program of extension work.

The County Group Begins

First, let's take a look at the county group and its study of public problems. As the war drew to a close, the Secretary of Agriculture suggested that postwar planning committees could be of benefit in the United States. In Redwood County the idea took hold. A request to Minnesota Extension Director Paul E. Miller for organization help brought H. P. ("Pete") Hanson, specialist of the State staff, to the county.

The Redwood County Agricultural Council was organized, and members

prepared a list of topics relating to postwar adjustment. When they reported their topics in 1944 they showed real foresight in their selection—such topics as new and better farming through soil conservation, industrial uses for farm products, youth in the postwar periods, and interdependence of agriculture, labor, and industry.

With topics chosen, the organization got into action immediately with a discussion of the United Nations organization. Soon it came to be a real rural forum. Since its beginning, subjects such as taxation, legislation, farm outlook, size of family farm, depression, parity price, and inflation have been covered in the discussions. Specialists from Austria and Norway, as well as India, helped the group to an understanding of foreign agriculture and how America stands in foreign opinion.

Membership in the county group is made up largely of farm people

who are leaders in countywide extension and farm groups. However, people from business groups have been included. Membership is relatively permanent, yet flexible enough to gain new blood on occasions.

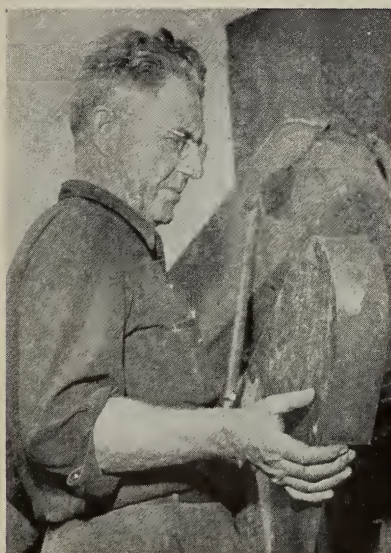
Meeting generally in farm homes, the group is small—as a rule not over 15 couples. A small discussion group is more effective than a large one, says Chairman William Poulsen, of Redwood Falls. And as the members become acquainted they feel more free in voicing their opinions, he says.

Speaking for members from business groups, here's what Ruby Druck, implement dealer of Wabasso, has to say, "A businessman gets as much good out of the discussions as a farmer does."

Informal meetings are scheduled, usually four times during the winter, once or twice in the summer. Generally someone asks, "When are

Ten Years of Group

J. I. SWEDBERG, County Agricultural Agent, Redwood County



"I pass the information along,"—implement dealer, R. F. Druck, representing business groups.



"We learn how other people think,"—Mrs. Elmer Schultz, discussion leader, farm homemaker.



"The group is ours, not mine, not yours,"—Mrs. William Alexander, County home chairman.

Discussions

od County, Minn.

we going to start?" Then it's time to get going.

Chairman William Poulsen says this, "The guidance we get from specialists is very valuable to our group."

"It's *our* meeting, not mine or yours," said the county home chairman, Mrs. William Alexander, in discussing the husband-wife membership unit. And from her husband, "We learn how others think."

Businessman Druck liked the discussion on business by a guest speaker, Berry Akers, editor of a farm magazine.

"Let me tell you they're interested," said Ben Jenniges, township group leader of Wanda. "A large discussion group, though, doesn't work out as well as a small one," he said. "They can't all get their elbows on the table."

Dorothy Simmons, State leader of the Extension home program, thinks as follows: "The group provides an opportunity for key leaders of the county to understand better some of the social and economic forces affecting all of us. The influence key leaders have is probably very great, since each is respected by many. It is in this way that this type of discussion group makes its contribution."

From Extension Economist D. C. Dvoracek, of the University of Minnesota, a discussion leader, we learn that "The group has developed the ability in its members of extracting information from visiting leaders or making challenging statements. A free informality that makes a social occasion out of educational effort results in general participation. The group develops unobtrusive leadership.

The group chairman is the general guide and adviser to the agents. Obtaining discussion leader assistance for the group has been the main job of the agents. They, too, work together on the project.



Discussion group meets at the homes of its members.

Groups Discuss Programs

Redwood County's discussion groups aren't all on the county basis by any means. Those discussing extension programs are on the township level. These group discussions began on the countywide or district level. Beginning in 1943, the meetings have been largely on the township basis in 16 communities. The neighborhood leader system was used in setting up the groups at that time.

The essential differences between the township and county groups is that the township develops programs, whereas the county group discusses public policy as a part of the county program. There is no muzzling; township groups may give attention to public policy, too.

With the approval of the county extension committee, township extension committees are appointed. These groups include a volunteer farm chairman, the township home chairman, and one adult 4-H leader.

This committee serves as the nucleus for a township discussion group, and invites 3 to 5 additional couples to serve. Membership varies from time to time. It may include members of the county group, but not necessarily. Nor do the county group members necessarily serve as discussion leaders in the townships.

The chairman of the group or an appointee leads the discussion. In

the beginning, discussions started from scratch, that is, with no other information furnished than the announcement of purpose. At the next stage, check sheets listing a large number of possible problems were used as a guide. More recently, the discussions have begun with the use of a broad list of discussion-provoking questions. This followed with the use of the check sheet, has given utmost freedom of discussion.

The majority of these groups meet once or twice a year, during the winter.

Farm people, probably more than any other group, discuss problems of farm and home as a family. For that reason husband and wife have been included as members in the township as well as the county group. Unmarried persons are not excluded. We have found that husband and wife often as not differ in their opinions—thereby bringing out a broader field of ideas and proposals.

The system has the approval of the committees, results in good attendance, brings out a broad program, and makes for sociability.

"I pass the information to my patrons," says Dealer Druck. And farmer members share it with their neighbors. Although not many members are reached in person, a much larger number are reached through the press. Member Scott Scheen, editor of a Redwood paper, sees to that.



Members of County Home Demonstration Council, Bexar County, Tex. examine portable iron lung recently presented to National Foundation for Infantile Paralysis

For Home, Family, and Community

MRS. MARY R. JORDAN
County Home Demonstration Agent, Bexar County, Tex.

THE home demonstration emblem carries the three words—home, family, community. The home demonstration program throughout the Nation is built around these three words.

In service to their community, the 26 home demonstration clubs of Bexar County, Tex., recently presented a portable iron lung to the Bexar County chapter of the National Foundation for Infantile Paralysis.

The fund raising was fun for the 750 club members and their families. The \$1,300 needed for the purchase of the iron lung was raised by each

club sponsoring one or more events.

The idea for such a project originated among the women at the meeting of the county-wide home demonstration council in January 1953. The individual clubs unanimously endorsed the proposal, and by the end of May the money was "in the bag." Virtually every one of the members had a part in the program, and estimates are that more than 4,000 persons attended the various events staged by the industrious women.

The iron lung was presented to officials of the Bexar County chapter at the annual rally day in July, when

more than 300 club families and guests enjoyed an old-fashioned get-together and picnic lunch.

Appearing on the program were Hon. Charles W. Anderson, Bexar County judge; Bonnie Cox, acting State home demonstration leader; and officials of the Bexar County polio chapter. Dan Quill, chapter chairman, was presented the portable iron lung by Mrs. H. E. Roberts, home demonstration council chairman.

In donating the portable iron lung to the chapter, Bexar County women feel that they have followed the theme of their work in Texas—"for family, home, and community."

Fellowships Awarded

● FRANK R. PIERCE FOUNDATION fellowships for advanced study in agriculture were awarded to four outstanding county agricultural agents. They are: LOWELL R. DOUCE, county agent for Highland County, Ohio; J. GLENN JONES, county agent for Deer Lodge and Powell Counties, Montana; KENNETH S. OLSON, county agent for Dickey County, North Dakota; and JAMES K. STACEY, county agent for Jackson County, Kentucky.

Four regional committees composed of authorities in the fields of agriculture and education selected the winners from a large group of applicants. Selections were made on the basis of the applicant's achievements in agricultural extension work and his potential value to extension work.

Each fellowship provides a grant of \$2,000 in addition to the tuition fee for nine months of advanced study in agriculture at the institution selected by the fellowship winner.

The Foundation was established by the 32 Dearborn distributors in the United States in memory of the late Frank R. Pierce, first president of Dearborn Motors. Its purpose is to give outstanding county agents, associate and assistant county agents an opportunity to increase their knowledge and develop their abilities for greater service to agriculture.

The Book You Want

MICHAEL V. KRENITSKY,
Assistant Librarian, Texas A. & M. College Library

THE Agricultural Extension Service of Texas and the Texas A. and M. College Library have joined forces in an attempt to supply extension agents with any materials and information they may need. The subject specialists of the Extension Service have compiled a classified list of books that are available on loan from the college library. The list is published and mailed to all extension agents who in turn use it as a guide in borrowing materials from the library. The county agents are also supplied with a standard loan card that they use in requesting books. The use of this self-addressed loan card makes for uniform, simple, and fast service.

A regular feature of the annual conference of county agents held on the A. and M. campus is a specially

conducted tour of the college library. This tour serves a twofold purpose: The agents become familiar with some of the problems of the library staff, and the library personnel get to know some of the problems confronting the county agents. A short, informal discussion following the tour goes a long way towards solving some of these problems.

All possible effort is made to encourage the men and women in the field to request assistance of the college library reference department. Research and reference questions are answered, bibliographies are compiled, and when necessary, the library will borrow material from other libraries throughout the State and Nation.

The cooperative project has been in effect a little more than a year.

The response and enthusiasm of the county agents has been very encouraging. The Texas Agricultural Extension Service and the A. & M. College library have joined forces to place their total material resources and technical skills at the disposal of the county agent and thus aid him greatly in this main task—that of supplying technical “know-how” to Texas farmers and rural dwellers. Here is an example of effective cooperation at its best—and cooperation that really works.

Meet Miss Francis Scudder

(Continued from page 180)

raugus County. She was graduated from Cornell with the bachelor of science degree in 1924 and received her master of arts degree in 1937 from the University of California. Her first position was as a textiles and clothing instructor in the College of Home Economics, Cornell. Before going to Syracuse in 1932 as urban home demonstration agent, she served 2 years as agent in Oswego County. In 1943 she was named as assistant State leader under Mrs. Ruby Green Smith, and shortly thereafter given a leave of absence to become director of the nutrition program for the New York City metropolitan area. This was a program set up by the New York State Emergency Food Commission under the chairmanship of the late H. E. Babcock.

In 1944 Miss Scudder was named State leader to succeed Mrs. Smith.

In addition to her administrative duties, Miss Scudder has been active in programs of the New York State Federation of Home Bureaus and the Council of Rural Women, both of which she served in an advisory capacity. She is also a chairman of the New York State Nutrition Committee and national chairman of a Committee on Home Demonstration Urban Work. She is a member of the National Extension Committee on Marketing, the Regional Extension Committee on Marketing for Metropolitan New York, the New York State Rural Savings Bond Committee, and the Cornell University Committee on Adult Education.



A little time is taken during the tour to explain the kinds of books available to extension agents.

This is YOUR JOB

B. L. GILLEY

Assistant County Agent, Knox County, Tenn.

AS I TRAVEL from community to community in Knox County and visit and talk with the good civic and service-minded leaders. I find them disturbed because so many people are indifferent toward, and show so little concern for the welfare of their community.

Most every parent, son, and daughter are much concerned about and interested in their own home and their own plot of ground whether it be large or small—and that's as it should be. Probably the greatest external factor which largely determines the personality and character of an individual are the experiences which occur in the home. The home life of a family is usually good or bad, in direct proportion to the conscientious thought, time, and effort given by each individual member of the family toward the achievement of that end.

So it is with the community, or we might say, so it is with the larger family. Other than the home, the community probably has the next greatest influence for either good or bad on the individual. You are all familiar with the old saying that a chain is no stronger than its weakest link; so it is with the community. A community is made up of families and the whole is no stronger than its parts. The physical, mental, moral, and spiritual strength of the individual families makes the community what it is.

The Faithful Few

In an organized community, or, community club, the burden of doing things usually falls on the shoulders of a relatively small group of individuals. But that is a normal situation. Take the faithful few out of the churches, the lodges, the civic clubs, or the schools, and see what will happen. Those who have a real interest in building better communities and recognize the value of group

effort must always try to sell the others.

A community is like unto a jigsaw puzzle in that it is made up of many parts. In a community we find many different kinds of people, many varied interests, various special interest groups with problems. We must see the parts as they are related to the whole. Individuals or groups of individuals who are primarily concerned with only one phase of community life—only one piece of the jigsaw puzzle. Their accomplishments must be fitted together with those of other groups in order to form the true pattern of wholesome community life.

The job of building better communities is too big for any one individual, family, or special interest group. It demands the united effort of all those who live in and work with the community.

Working Together

A community club is an organization of families who reside or live in one neighborhood or community and who work together cooperatively to improve every phase of community life, the real objective being to improve people in a physical, mental, moral, and spiritual way. In this type of work, every family can have a part, and special interest groups can unite and coordinate their efforts toward the common goal of total community improvement. The community club provides all families of the community the opportunity to meet together, to discuss common problems together and unite their efforts to solve them.

There are two things which characterize the community club. First, its membership is on the basis of the family, thereby placing emphasis on family unity; and secondly, the only requirement for membership is to come and participate—just join with neighbors in the common undertak-

ing of building a better community life. Many families in Knox County have already expressed their approval because 32 communities are organized and are carrying out definite programs of improvement. Others are contemplating organization.

The successful community club is the one that plans well and works hard. In planning well the club must first determine what problems exist in the community and then go about in a methodical way to solve them, always striving to enlist the help of every family present. Too, the successful club does not forget to challenge the individual family to also elevate its standard of living so that true family happiness can be a reality. The successful community club makes its little failures stepping stones to even greater heights of accomplishments. Even though they may become discouraged at times, they always have visions of a brighter day. They never quit.

Dairyman's Bridge of Life

(Continued from page 179)

the farm couple crossing it have been exposed, the three main abutments and the planks are exposed and discussed in order. This seems to be an effective method of correlating these and many other factors showing how they can affect the life of the whole dairy farm family. The aim of the bridge or the sound dairy program is to avoid the stream of financial disaster, which is uncovered last.

The bridge has already been used in many ways. It has been the basis for talks at father-and-son banquets, club meetings, and Extension dairy sessions. I used it on a television show over WRGB, Schenectady, N. Y., in explaining the many problems connected with dairying to a prospective dairyman.

It can be used as an introduction to dairying for service clubs, or as the basis for neighborhood discussion meetings. I think that its best and most frequent use will be by county agents in helping dairy farm families analyze their situation.

New England's

First Land-Judging Contest

NEARLY 70 men, women, and children reached down to sample soil in bright Grafton County, N. H. sunshine, on August 4, in New England's first land-judging contest.

Twenty-five who came also saw and conquered. They went home



Top winners proudly display their ribbons.

smiling, with ribbons, and the conviction that land-judging is fun, is educational, and will pay off on the farm.

The all-day program opened under canvas on the farm of George Clement, where staff members of agricultural agencies, including the U. S. Soil Conservation Service, Agricultural Conservation Program, University of New Hampshire, and Cooperative Extension Service held forth.

After the welcome by the genial Clement, the history of the New Hampshire soils, permeability, value of contour farming, organic matter in soils, and soil testing were discussed.

A summation and distribution of land-judging score cards followed, and the group then adjourned for lunch, which was served by the County 4-H Leaders' Association.

Fortified by the morning's class-work, everyone took to the sets of "pits" prepared by the judges. Split into six groups on two different fields, contestants felt the soil for texture, eyed the slope of the land, judged depth of soil, permeability, stoniness, wetness, and erosion.

Specialists clarified hazy points and answered questions.

Next on the score sheet was an opportunity to judge the land class; then recommendations for land treatments were asked for. The groups switched fields and repeated the process. Scores were added by the contestants themselves. Five winners were announced in each of five classes: Girls under 18, boys under 18, women over 18, men on farms, and men not on farms.

The youngsters' scores often topped those of their parents, and the women surprised themselves. Applause was general as William Putnam, Piermont, chairman of the soil conservation district supervisors, the group that provided the ribbons, awarded the bright tokens.

● Dr. Paul M. Harmer, Michigan State College extension specialist in soil science, retired July 1 after 32 years of service.

A native of Minnesota, the authority on muck soils, received his doctor's degree from the University of Minnesota. Before taking his extension position, he was an assistant professor of soils at the University of Wisconsin. Prior to that he was head of the chemistry department at Nebraska Wesleyan University.

Dr. Harmer is past president of the American Peat Society and has served as secretary of three Michigan farmers' groups.

● ROBERT P. DAVISON has been appointed associate director of the Vermont Agricultural Extension Service. He will continue as leader of county agent work in addition to the new administrative duties.

E. M. Root, assistant to the dean and director of the Vermont College of Agriculture was appointed assistant county agent leader; he will also retain his former duties.



Farmer dips into a pit to check soil texture as fellow contestants ponder their score cards.

Have you
read.



ADULT EDUCATION. Paul Sheats, Clarence D. Jayne, and Ralph B. Spence. The Dryden Press, 31 West 54th Street, New York 19, N. Y. 530 pp.

• This new book on adult education was written by three men identified with the new adult education movement that began with the organization of the Adult Education Association of the USA in 1950. The authors regard adult education as a people's movement with its roots in the local community. They assume that strengthening and improving the democratic process of group-problem solving is the aim of adult education.

The book is important because it brings together recent writings of people who are active in the adult education movement. It samples materials written with the viewpoint and basic values held by the writers. The views of the authors and the other writers characterize the thinking of the present leadership in adult education.

The second part describes some of the main kinds of organized programs starting with the Agricultural Extension Service. It is the only single national organization or agency treated separately. This chapter recognizes Extension for its accomplishments, emphasizes its cooperating relationships, points out the scope of its program, discusses its teaching methods, summarizes some of the obstacles to greater effectiveness, and cites the continuous use of research for improvement of its services to the people.

The third part deals with the more important problems common to all adult education agencies. One chapter deals with coordination of programs at the local level. Another is devoted to methods with group discussion emphasized as the fundamental method in adult education.

Materials, public relations, leadership and professional training, finance, and evaluation and research receive attention in the other chapters in this part of the book.

Finally it discusses factors that are hindering the development of education services for adults. They enumerated the following five main handicaps that they consider the most important ones: (1) Despite statistically impressive achievements of the adult education agencies present effort is inadequate, (2) the lack of clear-cut agreement on what adult education is or should be, (3) the shortage of trained workers, (4) lack of coordination of agencies at the local level, and (5) failure generally of adult education agencies to evaluate results.

The authors believe the adult education presently merging will be characterized by education for all, built around the face to face groups in the local community, and that these groups will have ties with larger action groups.—*J. L. Matthews, Educationist, In Charge, Education and Research, Division of Field Studies and Training, USDA.*

BEEF CATTLE. Roscoe R. Snapp. John Wiley and Sons, Inc., New York, 641 pp., Illustrated, 1952.

• If you have any material interest in beef cattle production, whether as an extension man or as actual producer, here is a book that demands space on your book shelf. And, even if you have a copy of any one of the previous three editions of the book, this fourth edition, which has been considerably reworked should be a good investment.

Dr. Snapp's long experience in the beef cattle field as professor of animal science at the University of Illinois and chief of the beef cattle division of the Illinois Agricultural Experiment Station is wrapped up be-

tween the covers of his book in such a manner as to be most helpful to any attentive reader. Written in a clear, concise, and thoroughly readable style, this fourth edition is brimming full of the kind of helpful information sought alike by the beginner and by the more experienced cattleman.

Fully documented for the serious student of the subject, this edition has been severely edited of outmoded material, considerably enlarged, and brought-up-to-date with the latest information available from research sources. The book contains a wealth of new material, including a special chapter on sterility, written by Dr. Harry Hardenbrook, Jr., assistant professor of veterinary medicine at the University of Illinois. It is a comprehensive "What's What" in beef cattle production in one useful volume.—*Thomas H. Bartilson, Extension Animal Husbandman, U.S.D.A.*

FARM POLICY FORUM. The Iowa State College Press, Press Building. Ames. Iowa, 32 pp.

• Some of you may ask, "What can a busy county agent read that will keep him up-to-date on national issues of importance to farmers?" One good source is the Farm Policy Forum, published monthly. It is the nearest thing to a Reader's Digest on agricultural policy. For example, in the May 1953 issue, here is what you'll find:

The Story of Point 4; Highways and Trucking. Tenure and Farm Security.

Articles on Better Land Use included; Why Not More Conservation? The Public's Responsibility. Building a Land Policy.

On Trade Policy you will find: Our Consumer; Can Our Imports Pay for Our Exports?

Francis Kutish is the editor of Farm Policy Forum. He has had years of experience in improving the readability of economic information for county agents and farmers. Write him for the subscription rate and other details.—*L. M. Vaughan, Head, Farm Management and General Economics Section, Division of Agricultural Economics, USDA.*

About People . . .



Stanley Andrews

● STANLEY ANDREWS, who was recently appointed executive director of the national agricultural communications project. This project, financed by a 5-year grant from the Kellogg Foundation, is establishing its headquarters on the campus of Michigan State College at East Lansing. The project will engage in activities designed to upgrade the effectiveness of all types of agricultural communications, particularly those that relate to the work of the land-grant colleges and the U. S. Department of Agriculture. It was developed by the American Association of Agricultural College Editors and has been endorsed by the Association of Land-Grant Colleges and Universities. It is under the general policy direction of a board of control selected from the ranks of the land-grant college presidents, experiment station directors, extension directors, the agricultural college editors, the USDA, radio farm directors, and farm paper editors.

● Merlin G. Hodgson resigned March 1 as State 4-H Club leader in South Dakota. He will farm near

Wessington Springs, his former home.

Hodgson was district club agent in the West River from January 1946 to November 1947. He was transferred to the northeast district and served there until becoming State leader in December 1950. He holds the record of being the youngest State club leader in the Nation.

A 6-year 4-H Club member, Hodgson was a member of the Jerauld County 4-H livestock judging team which won State honors for 3 years. He was a delegate to National 4-H Club Camp in Washington, D. C., in 1940.

● CLARENCE A. DAY, editor, and Richard F. Talbot, dairy specialist, both of the Agricultural Extension Service in Maine have retired from active duty. Mr. Day had completed more than 40 years of Extension work in Maine, while Mr. Talbot was a veteran of 33 years of service.

● Clark and Washoe Counties, Nev. topped all other counties in the number of trees set out in the State for windbreaks, according to DONALD DRUMMOND, extension for-ester. Last year, 32,000 trees were purchased by Nevadans.

● After more than 32 years of service to the University of Missouri College of Agriculture as editor, and more recently as associate editor, A. A. JEFFREY accepted limited service on July 1. In 1937 Mr. Jeffrey received the distinguished service award from Epsilon Sigma Phi for his service to agriculture. In 1941 he received the Silver Beaver award for his work in Boy Scout work and in 1949 was listed in the 25th anniversary volume of Who's Who in America.

● Two Michigan State College faculty members have accepted assignments in Okinawa at the University of Ryukyus.

They are Ruth J. Peck, assistant State home demonstration leader; and Ernest J. Wheeler, farm crops specialist. Miss Peck replaces Eleanor Densmore, who spent nearly 2 years helping establish a home economics department at the infant university. Miss Densmore left her post several months ago because of illness and now is convalescing at the home of her sister at Boulder, Colo. She will return to Michigan State College as home demonstration agent in Kent County.

Wheeler replaces Russell Horwood, director of extension and experiment station programs in Michigan's Upper Peninsula. Horwood is returning to his regular job after 2 years on Okinawa.

The University of Ryukyus is called the sister institution to Michigan State College. The Michigan school was selected by the American Association of Land-Grant Colleges as a sponsor for the new university.

● Three new home demonstration agents have started work in Wyoming, and a fourth, now in Germany as an International Farm Youth Exchange delegate, will begin work in November after her return. They are: OLETA KURTZ in Hot Springs County; CHARLOTTE PHILLIPS in Platte County; HELENA MARINCIC in Campbell County; and BONNIE ELAINE EVERLING will become the Crook County home demonstration agent on November 15.

● LEON C. SNYDER, extension horticulturist at the University of Minnesota since 1945 succeeded W. H. ALDERMAN as head of the department of horticulture. Mr. Alderman retired on June 30 after 34 years of service in Minnesota.

Dr. Snyder came from South Dakota State College where he was assistant professor in horticulture; previously he had taught botany at the University of Wyoming.

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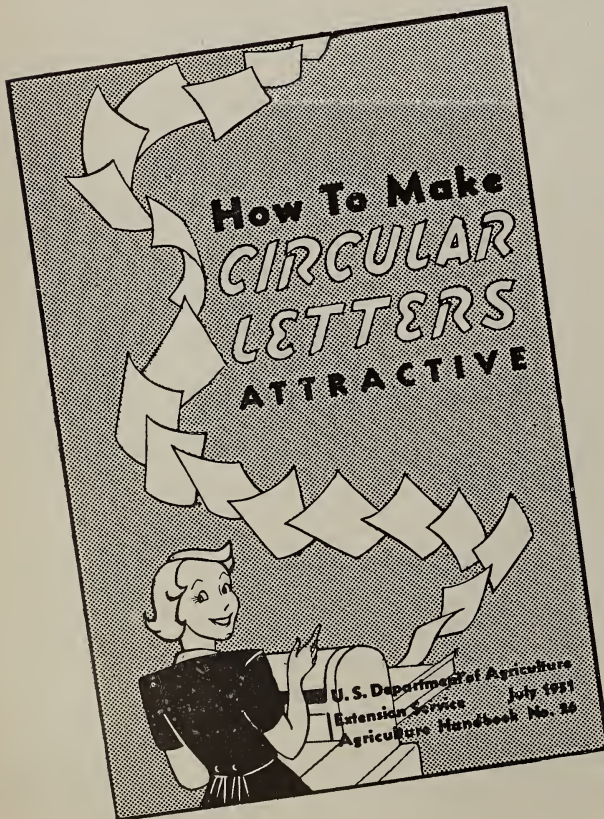
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