

EXTENSION SERVICE

Review

MARCH 1956

Prepared in Division of Information Programs
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COVER PICTURE

Brenda Kay Black, who lives on a farm near Columbia, Mo., makes friends with a 2-day-old Holstein calf. The calf's father is one of the many bulls belonging to the MFA Artificial

Breeding Association. The cooperative breeding association makes it possible for farmers to get the services of some of the Nation's finest bulls without the expense and trouble of keeping a bull on their farm.

EAR TO THE GROUND

• It has come to our attention that some Extension workers are not receiving their personal copy of this magazine. The Extension Service Review is issued free by law to all workers engaged in extension activities, and we want each one who is interested in receiving the magazine to get his own copy.

Because of the many changes made in county Extension staffs, the Review is addressed not to the individual but to his position. In the last 2 years many counties have added personnel faster than the new positions could be recorded accurately on our mailing keys. If you know of any Extension worker who is not getting the Review and wants it, please tell him or her to drop us a card, addressed to Editor, Extension Service Review, Federal Extension Service, U. S. Department of Agriculture, Washington 25, D. C.

By the way, extra copies of the February Review on Communications are available to those who have special need for that number. It contains much practical information for the Extension worker who wants to improve his methods of reaching people.

• In this issue of the Review you will find some emphasis on the leadership qualities of county Extension workers. We are indebted to Tom Ayers, Assistant to the Administrator of the Agricultural Conservation Program Service, USDA and a former extension worker, for his inspiring article on the agent's role in developing leaders.

Illustrations of this leadership quality among our Extension people are found in Elsie Cunningham's article, also in James Robinson's review of the growth of cooperatives, and in Russell Miller's account of the county agricultural agent's achievement in bringing about better markets for the farmers.

• Next month's Review will be the special Home Demonstration number in which Dorothy Simmons of Minnesota leads off with a trends article entitled "Beyond the Looking Glass." In the articles that follow hers, you will read how some home agents have adapted their work to our changing world. CWB.

The Great Potential in FARM LEADERSHIP



THOMAS L. AYERS, Assistant to the Administrator, Agricultural Conservation Program Service, USDA

EXTENSION workers have an unequalled opportunity to be leaders of leaders.

By virtue of their jobs, they are in position to locate potential leaders, help them grow into good leaders, and then help provide opportunities for them to keep functioning. This is one of the principal responsibilities of extension workers.

When I was a boy, farmers acted alone on most of their problems. Schools, churches, and roads were about the only services provided through group action.

Today such things as agricultural credit, electricity, marketing and buying services, conservation services, and other essentials for production and good living are being made available in a large measure through community action. Each of these is managed by a local group selected to serve for the others and expected to give leadership.

Leadership in big things is developed by doing many small jobs. Each of these groups offers an opportunity for extension workers to help develop potential leadership among those they are serving.

The Agricultural Stabilization and Conservation farmer committee system offers an extra special opportunity to extension workers. That's because of the unique position that county extension agents and State directors have in relation to these committees.

The system of farmer committees which locally administer the Agricultural Conservation Program and other national agricultural programs is credited largely to earlier extension effort. The State director is a

full member of the ASC State committee. The county agent is an ex officio member of the ASC county committee or is secretary to it. The close relationship with the people of the community in carrying out duties as members of these committees enables a director or agent to have a tremendous influence.

This direct relationship with the farmer committee system goes back to the very beginning of farm adjustment programs from which evolve the present-day ACP and the production adjustment and price support programs.

In 1933 when many steps were taken to bolster farm income, State extension directors generally handled the program activities as an adjunct of their own offices. As the workload became heavier, more of the production adjustment and conservation programs were administered by committees.

The original State committees were composed of a farmer and State statistician of the Crop Reporting Board, in addition to the State extension director. By 1935 the State committees were composed of farmer members and the extension director, with advisory help from others.

During that 2-year period, county agents got together local farmers to elect committees to represent them and their neighbors to the Government and to represent certain Government programs to their neighbors.

The original temporary committees were appointed. However, as soon as time permitted and program objectives became more widely understood, farmer committees were chosen by the more democratic process of elec-

tions. County agents called meetings and helped otherwise in this process.

A report of the Administrator of the Agricultural Adjustment Administration to the Secretary of Agriculture for the first 9 months' operation of the AAA program said:

"The 2,200 county agents constituted the 'shock troops' out on the firing line in these campaigns. It was through them that the Administration made its direct contacts with the farmers . . . If they had fallen down on the job, the whole efforts would have been imperiled . . . The success attained is evidence of effort put forth by the county agents and their spirit and ability."

There are some 98,000 farmers with 64,000 alternates elected to serve on ASC county and community committees every year. Committeemen serve an average of about 3 years.

The county agent, as chairman of the county election board serving with representatives of other agencies and organizations, is in a unique position to spot farmers who are leaders or potential leaders in their communities. In so doing the agent helps assure farmers the opportunity of selecting from among their neighbors those who can best serve.

The farmers who are elected to these committees are expected to serve both their neighbors and all the people of the Nation. How well they serve depends largely on their knowledge of their duties and their understanding of farm problems and programs and the relationship of these programs to the welfare of both the community and the Nation. Here

(Continued on page 61)

The **KEY** man in County Marketing Groups

RUSSELL L. MILLER, Crawford County Agent, Ohio

THE county extension agent is the logical person to assist farm marketing groups to get organized and carry on their services. He is an educator who is supposed to understand the pros and cons of a situation, and he is respected and trusted in the community. Also important is the fact that he is an unbiased source of information on all phases of marketing and production.

For 20 years I have worked with the North Central Egg and Poultry Cooperative at New Washington, Ohio. During this time the work of this group has grown from a small weekly auction of 50 to 100 cases of eggs to a highly successful egg-marketing center where 30 persons are employed and 12 truck routes are managed. This amounts to a \$2¼ million annual business handling and marketing "Heart of Ohio Eggs."

At the beginning, I got acquainted with the members and invited their participation in Extension's educational events on poultry and egg production. Through correspondence I reached new members with a discussion of the market problems and pertinent quality egg points, and encouraged their participation in the county program. We invited the leading members to help plan the county extension poultry program and meet the college specialist, who got acquainted with the group and talked to them on pertinent subjects. We followed this with countywide poultry meetings with illustrated lectures and demonstrations on equipment.

Then too, we kept a steady flow of news articles going to the local paper about members' progress, volume increase, marketing outlets, and plant

improvements. The poultry specialist arranged tours to neighboring States for agents and boards of directors to study other plants and markets.

Circular letters to producers gave them information on quality egg production, that is, on the egg-holding room, cleaning eggs, detergents, cooling and washing eggs, and other subject matter from the experiment station.

The auction manager and I planned a schedule of days when the vocational agriculture teachers and their students could visit some of the plants and study egg grading and marketing. We also furnished programs for local civic clubs demonstrating differences in egg quality with broken eggs, boiled eggs cut in halves, and USDA charts of egg standards.

Skill in Writing Grows Like Topsy



WHEN Fred T. Grimm, Ottawa County, (Ohio) agricultural agent, was asked how he developed his skills in communications, he said, "If I have any they grew like Topsy rather than developing from a plan. We follow a system for reaching people in Ottawa County, but we have much to learn about doing it professionally."

Each agent in Ottawa County writes his or her own personal news column. In addition, the agents write news articles about subjects they work with. From 4 to 10 different stations, depending upon the impor-

tance of the subject, receive radio releases. Each agent is on a TV program at least once a month.

When a new agent is employed, he is introduced to the editors of the 5 weekly papers, and all agents visit the editors periodically to discuss their contributions. Mr. Grimm also spends 1 day a year with a farm editor from the city paper in planning a series of articles and a number of radio recordings. Whenever possible, the agents take pictures for use with their news stories.

In cooperation with the Ottawa County Fruit Growers Association,

the extension agents put on a consumer information program last summer called Food Editors Holiday. The editor of the Ottawa County News invited 22 food editors to be extension guests on a tour of grading, packing, and refrigerating fruit. This tour resulted in 19 articles in 4 city papers, each well illustrated, and 5 radio and 3 TV programs.

These are a few of the many ways an extension agent can work year in and year out with a marketing organization to keep both the membership and the public informed on mutually helpful subjects.

There's a close tie between . . .

Extension and Farmer Cooperatives

JAMES L. ROBINSON
Federal Extension Service



Twin boys and twin heifers. Bill (left) and Will Cornelison, who live on a farm near New Franklin, Mo., admire twin heifer Holstein calves at the Missouri College of Agriculture.

FARMER cooperative organizations are a horizontal integration of many small firms into associations that enable them to effect vertical integration in carrying on large businesses. A co-op is an association of farmers providing services for themselves at cost. Usually they adjust operations to cost through distribution of a patronage payment, and most of them follow the one-member, one-vote plan of control.

They can provide services not previously available; they can narrow wide margins by competition and get the farmer a higher price for a quality product; and they can attain considerable bargaining power through volume control. Co-ops cannot always get the farmer more for his product or obtain his supplies or services for less. Ordinarily they cannot obtain monopoly power or advantage, and they cannot control production and so raise price.

Government has encouraged farmer cooperatives in several ways. All States have passed special acts for incorporating cooperatives. Courts have made clear their rights to do business. Congress has passed a number of laws for their benefit including: (a) farmers' rights to organize, (b) special research and educational service, (c) special credit facilities, and (d) services on the cooperative plan for credit and electricity.

Farmers now have \$3 billion invested in their cooperatives; 10,000 marketing and purchasing associa-

tions do \$9.5 billion of business; farmers get about one-half of their insurance, irrigation, and electricity through mutuals; and three-fourths of the artificial insemination service is handled by cooperatives.

The information on this page is a summary of panel talks held for the Federal Extension staff at one of its monthly meetings. Those participating were: Kenneth Stern, president of the American Institute of Cooperation; Joseph Knapp, Administrator of Farmer Cooperative Service; John Heckman, Chief, Membership Relations Section, FCS; Kit Haynes, Director of Information for the National Council of Farmer Cooperatives; James L. Robinson, Federal Extension Service.

A number of problems exist in extension work with farmer cooperatives. These include:

(1) The highly technical nature of cooperative problems associated with the growing integration of business in federated and regional organizations.

(2) Limited experience of farmers with cooperatives in some parts of the county and considerable areas not covered by purchasing associations.

(3) The limited amount of train-

ing of extension workers, particularly county personnel, in the economic field.

(4) Improvement in quality of his products often does not increase a farmer's income unless an aggressive organization is set up to sell them.

(5) The break in personal acquaintanceship due to a new generation of managers taking over co-op operations and new agents and specialists filling extension positions.

(6) The current misunderstanding regarding farmer cooperatives on Main Street in many farmer market towns.

(7) Weakness in communications with resulting lack of knowledge concerning resources available to Extension for educational work with cooperatives.

Some of the answers lie in a closer tie with all research agencies, the Farmer Cooperative Service, the experiment stations, and other USDA research groups.

Research is not done in a vacuum; it is tied to service and education. Among Farmer Cooperative Service functions are the maintenance of statistics on farmer cooperatives and making studies of financing cooperatives, farmers' investment in them, problems of management, areas for improvement, membership relations, and incentives. These studies constitute the major research base for educational work in the United States in the field of farmer cooperatives.

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He Worked for a **MARKETING AGREEMENT on AVOCADOS**

FRANK B. BORRIES, JR., Associate Extension Editor, Florida

IN THIS country's total agriculture, avocados don't loom large or important. But to growers in Dade and Highland Counties, Fla., the "alligator pears" bring from 1½ to 2 million dollars a year. And the industry is enjoying rather stable conditions largely because of the efforts of Charles H. Steffani, who retired September 30 after 26 years as county agent and 3 as assistant agent in Dade County.

On 9,000 acres in Dade County, there grow more than 85 percent of the avocados produced in Florida, its 1954 harvest being 432,000 bushels. The industry began in Dade County over three decades ago and grew somewhat on a hit-and-miss basis. Marketing problems were ever present and for 30 years the industry made sporadic efforts to solve them. But growers and shippers seemed reluctant to get together on any cooperative program that would benefit the industry as a whole.

An avocado exchange was started, reorganized three times, finally folded; two cooperatives later were organized, and some individual packers and shippers built individual clienteles. But attempts to get together on regulations still failed.

In 1948 conditions were such that avocado industry men were losing money. A spot check by Steffani's office showed, for instance, that 17 different-sized containers were being used by packers.

Because of the confused conditions in the industry, Mr. Steffani's office began work on a marketing agree-

ment. First step forward came when, despite opposition to changes, grower and shipper groups admitted there was a need for an orderly marketing program.

Mr. Steffani says, "More than 50 varieties of avocados mature from late June until February, and 20 of them are important commercial types; about 5 varieties constitute about 50 percent of the production. We polled about 100 shippers and growers on shipping dates of these various varieties, analyzed the figures and presented the data. We had the increase in acreage and the increase in production to show it was possible to set up a shipping program based on dates of maturity of each variety, and data to prove the need for a standard package and standard grades. In a general industry meeting, growers and shippers supported a marketing agreement program."

A committee of agricultural specialists drew up a marketing agreement which the USDA and the industry approved.

Now, after 2 years of operation, there are standard avocado grades; 1 shipping lug or flat of the same width and length but with 3 different depths; and a 40-pound box. The industry in 1954 shipped 432,000 bushels of fruit that met approval of the trade, found a wider distribution of marketing through chain stores, and resulted in a better quality fruit.

In addition, the avocado committee induced the USDA marketing service to study maturity standards

of avocados; research transportation and cold storage data; and helped to get additional laboratory and office space for the program.

The Dade County agent's work in avocados, however, was only one field where his guidance was prominent.

He helped diversify Dade's crop production early in his tenure by showing that manganese added to Dade soils developed better plants. The county's farm economy expanded from tomato production to potatoes, beans, limes, mangos, and a host of other truck and fruit crops.

When insect and other pests threatened Dade production, Mr. Steffani helped develop control programs that probably saved the truck garden industry.

In a phase of avocado production, his efforts were also successful. After 5 hurricane years had nearly wiped out the industry in Dade, he developed techniques for resetting, top-working, and rehabilitating storm-damaged trees. He taught growers to graft and bud their own trees, and sold the program by personally putting in 1,000 buds. All of them lived. Later, he successfully fought black spot and anthracnose in the crop. One variety of avocados today is called the "Steffani" in his honor.

When alkaline soils, hurricane damage and ground water problems caused a decline in the county's citrus industry, Mr. Steffani pioneered in the move to convert to lime production. Now county production of limes is 80 percent of the national total.

He also helped develop production of many less important fruits, urged use of cover crops, found that the summer cover crop sesbania would control nut and Bermuda grass, raised Dade milk production by a first-rate pasture demonstration that included a 120-acre grass nursery; and was active in groups to streamline harvesting and marketing of Dade crops. He also helped get the Sub-Tropical Experiment Station at Homestead established in the late twenties.

He holds the distinguished service award of the National Association of County Agricultural Agents and the superior service award of the U. S. Department of Agriculture, and has been active in many agricultural societies and organizations.

Four State Staffs Pool Ideas for

A REVISED 4-H FOODS PROGRAM

- Dr. Ruth Radir, Washington
- Lillian Johannesen, Idaho
- Mary Loughead, Montana
- Frances E. Cook, California
- Fern Shipley, Federal Extension Service
- Inez M. Eckblad, Washington
- Mrs. Mary Jane Hess, Idaho
- Geraldine Fenn, Montana



EVELYN BLANCHARD and FERN SHIPLEY, Federal Extension Service

WANTED by 4 Western States: A 4-H foods program that will appeal to the average youngster of today and teach him the fundamentals of good nutrition.

Meeting together at Pullman, Wash., nutritionists and 4-H workers from Washington, Idaho, Montana, and California, plus their counterparts on the Federal staff, pooled their experiences and ideas to formulate a suitable, modern pattern for a 4-H foods program. The results were based on the carefully studied needs and interests of boys and girls at different age levels.

In preparation for the meeting, the extension workers interviewed many representative persons interested in this subject to get their ideas and observations. The California State 4-H and nutrition specialists talked over the problem with home advisers. Extensionists in Idaho and Washington had gathered material by questionnaire to find out what food 4-H members eat, how they help prepare meals, and what they would like to learn to do. The answers revealed

that among other things 4-H boys and girls wanted to know more about preparing outdoor meals, picnics, snacks, and quick meals.

Incorporating this information and also recognizing that the program must be planned around the interests of different age groups, the committee discussed the stages of development from 10 to 20 years. For instance 10- to 12-year old boys and girls are interested in learning to cook as a new experience and to please their parents. On the other hand, the teen-agers are more interested in entertaining their friends or family with special foods on special occasions.

Before proceeding further, the group determined the goals which they hoped to reach at different age levels, then attempted to plan a program correlating these with the interests of the young people. They considered also some of the changes that have taken place in family eating patterns, types of foods available to most families today, and the changes that may take place by the

time the children are homemakers themselves. The projects need to be flexible enough that boys and girls from different economic and cultural groups can adapt them to their own situations.

How to put these factors together presented a challenge. The group decided that they would work out 3 foods and nutrition projects for the younger members 10 to 13 years of age, and 3 for those 14 years and above.

Instead of building the unit around breakfast, lunch, and dinner, they built it around activities such as picnics, out-of-door meals, quick meals, snacks, entertaining friends, and special meals for the family. These were listed in a row at the top of the blackboard. Down the side were written such titles as breads, salads, vegetables, meats, fruits, main dishes, and desserts. This technique led to a more orderly discussion.

With this framework as a starter, the committee chose the foods and

(Continued on next page)



Marian Rismiller (right) of the North Central Egg Cooperative talks to Mr. and Mrs. Woodrow Kohlman about egg cleaning. Commercial exhibits got much attention at the Ottawa County Poultry Institute, which Fred T. Grimm, Ottawa County agricultural agent, helped to publicize.

FARMER COOPERATIVES

(Continued from page 53)

Farmer cooperatives join State and National councils for the same reason farmers join co-ops. Many jobs can be done better working together than alone. Legislation and public relations are two of these jobs.

These councils encourage, inspire, and assist their member cooperatives to do a better job in public relations. One of a co-op's first jobs is to keep its own members informed of what is going on, what its problems are, and what they can do about them. With the best in public relations, members are well-informed, enthusiastic, and loyal.

Some of the joint jobs done by councils for member co-ops are advertising campaigns, educational pub-

lications, and youth activities. A motion picture is now being produced nationally. They also work together to keep legislators informed concerning cooperatives and their needs. The National Council and several other groups of cooperatives do the same on the national level.

The American Institute of Cooperation with its professional staff of six people devotes all its attention to education. Its major effort is the annual summer session held on the campus of one of the land-grant colleges, followed by the publication of the papers in its yearly volume, American Cooperation. Its staff includes Howard McClarren, who leads a national youth education program.

Constructive suggestions for improving cooperatives include:

(1) Extension workers and coop-

dealing with various group problems. As in the past, participants will be selected from a wide variety of occupational backgrounds and personal interests. The training staff will be made up of faculty members from various leading universities as well as group leaders from a broad range of professional and business areas. For further information, write to the Department of Conferences and Special Activities, University Extension, University of California, Los Angeles 24, Calif.

erative personnel should push from both sides for closer acquaintance-ship and understanding.

(2) Continue cooperation and development of joint educational programs by extension services and councils of cooperatives (a) with cooperative and extension personnel, (b) with co-op members, (c) with young people, and (d) with the general public.

(3) Continue and improve the Extension Workshop associated with the summer session of the American Institute of Cooperation, and special "quickie" courses both on and off the college campuses.

4-H FOODS PROGRAM

(Continued from page 55)

activities that fitted the project, suiting them to the ability and interests of the boy or girl.

Following this discussion, it was necessary to decide how meal planning, food service and courtesies, management, selection and buying, sanitation, and safety could be incorporated into the projects.

The next step, which was pursued in the individual States, involved the specialists in writing these plans into a project; then testing it for flaws. The group agreed 100 percent that the finished copy should be attractive and easily read.

It was also agreed that the leader's guide for the project should be planned simultaneously to give the leader help in teaching the members. Already some of the participants in the workshop have issued new 4-H foods literature based on the cooperative thinking of the workshop.

Those present at the meeting were: Dr. Ruth Radir, Extension 4-H Club Specialist, Washington; Lillian Johannesen, Assistant State 4-H Club Leader, Idaho; Mary E. Loughhead, Nutrition Specialist, Montana; Frances E. Cook, Nutrition Specialist, California; Inez M. Eckblad, Foods and Nutrition Specialist, Washington; Mrs. Mary Jane Hess, Nutrition Specialist, Idaho; Geraldine Fenn, Associate State 4-H Club Leader, Montana; Fern Shipley, Associate Leader, 4-H Club and YMW Programs, Federal Extension Service, and Dr. Evelyn Blanchard, Nutritionist, Federal Extension Service.

Western Training Laboratory in Group Development

To assist leaders in agriculture to operate more effectively in group situations, University Extension is presenting the Fifth Western Training Laboratory in Group Development August 19-31, 1956, at the University of California's Santa Barbara campus.

Participants in the laboratory will study ways to increase their effectiveness as group members and leaders. Training activities will focus on both increasing understanding of oneself and others and developing skills for



Suburban Youngsters Like 4-H Clubs

MIRIAM HALL, Information Specialist,
Oregon State College

More than 2,500 are enrolled in 300 clubs in Portland and Salem, Oreg.

RAPID expansion of suburban America is providing a new chapter in 4-H Club work that is not typified by the country boy and his sleek steer.

City and suburban kids are coming in for their own share of recognition and are bringing with them new problems for 4-H extension agents faced with organizing clubs and training leaders.

A time-tested example that suburban youngsters are interested in 4-H and that the Extension Service can do the job is found in Oregon where the first city 4-H program was started 37 years ago in Portland. Today, more than 2,500 club members are enrolled in 300 clubs in Portland and in the smaller capital city of Salem, that has a similar program.

Success of the Oregon program, say city 4-H agents, stems from a recognition of what club projects are feasible for city and suburban youngsters, of how club leaders can best be recruited and trained, and of how interest can be sustained among both club members and leaders.

The first problem, that of club

projects, is the most easily solved. Poultry and rabbit clubs in suburban areas are good substitutes for rural livestock projects.

Flower and vegetable gardening and home beautification have been well-liked projects. In the arts and crafts field, knitting, leatherwork, and flower arrangement are popular. Home economics projects, of course, are the same in the city as in the country.

The first essential ingredients, interested youth and worthwhile projects, are readily available. The big problem is how to provide good leadership.

Ed Shannon, city agent in Portland, says that the same type of local leader is found in the city or suburban area as is found in the country. They are community leaders wherever they live.

Club Agent Hattie Mae Rhonemus, who works with suburban 4-H'ers in Lane County, looks for 4-H leaders who really like and understand boys and girls, have free time when the youth have free time, usually after school, and are willing to spend some

time in learning the club member's family background. She adds that a superabundance of patience is helpful. Leaders are often recruited through parent-teacher associations, Dads' clubs, and service groups as well as from interested parents.

The problem of finding leaders in the city is much the same as in the country—the job is to keep them. Cities and suburbs offer a wide range of alternate social and cultural interests. A well-organized leaders' association, carefully planned training meetings, and plenty of personal consultation are necessary to meet the competition. Ann Bergholtz, who has worked as Salem agent, found that a good way to keep leaders is to make their work as easy as possible through workshops and training sessions. "One of the first things to remember," she says, "is to involve them actively in leader association committees and activities." By giving them responsibilities gradually, they learn their own importance as leaders. "Don't let them flounder, guide them with support by letter, phone calls, and home visits."

The best training meetings are those which are timed to fit leaders' schedules. Women like morning coffee sessions, and men attend afternoon or evening conferences.

Meeting time may be spent in demonstrating subject matter, evaluating club activities with leaders' discussion of common problems, or just giving encouragement when it's needed.

If good meetings are planned, says Miss Bergholtz, leaders will know it and return for more. Success depends on getting new leaders out and having a good program when they come.

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Oregon 4-H Club Agent Hattie Mae Rhonemus (right) counsels with new club leaders in a Eugene suburb.

Excerpts from address by F. D. FARRELL, President Emeritus, Kansas State College

On this occasion it is appropriate that we remind ourselves of the major purposes of agricultural extension work in its various divisions—agriculture, home economics, rural engineering, and 4-H Club work. This fine building might well serve not only as headquarters of the Extension Service of Kansas State College but also as a constant reminder of those major purposes.

The basic purpose of agricultural extension work might be stated briefly thus: To stimulate and aid in the improvement of the intellectual status, the competence, and the lives of rural people.

From the very beginning of what we now call agricultural extension work, a major purpose has been to improve understanding. Almost 90 years ago, by means of what were called farmers' institutes, this college helped rural people to improve their understanding of certain forces with which they had to deal. In the beginning, attention was devoted almost exclusively to physical and biological forces involved in the production of plants and animals. Later, as farmers' institutes evolved into modern extension work, increasing attention was paid to a third category, economic forces. Still later a fourth category, human relations or social forces, began to receive attention. Much remains to be done to give this category the prominence its importance warrants in the extension program. Supplementing all these, and increasingly important, is the general extension program now in vigorous development here.

Better Living

By far the most important specific purpose of agricultural extension work is to stimulate and aid in the improvement of the quality of rural life. No matter how successful we are in the production and marketing of plants and animals and in the conservation of our land and water resources, our success is meaningless unless it is accompanied by improved quality of rural life: better home and family life, better schools and churches, better health and medical



Kansas State College Dedicates Extension Building

service, more zestful, enjoyable, and useful living. As I have often said, if we live badly we are poor, no matter how much money we have.

To ascertain the progress that has been made, particularly since the passage of the Smith-Lever Act in 1914, one has only to compare contemporary rural people with those of, say, 56 years ago.

Looking Back

Fifty years ago many cattlemen believed that blackleg could be cured by implanting a small silver coin, usually a dime, under the skin of the sick animal; many rural parents sought to protect their children against diphtheria by attaching malodorous asafetida bags to the children's necks; many farmers declined to buy tractors because the machines produced no manure for use in soil improvement; planting potatoes and dehorning cattle in accord with the signs of the zodiac were common practices.

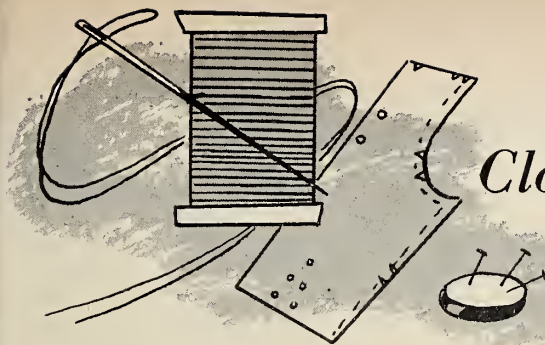
Conditions suggested by these few examples contrast impressively with present-day knowledge and understanding among rural people. Nowadays many farm men and women, and even farm boys and girls, use scientific terms and apply scientific truths that were unknown, even to scientists, 50 years ago.

For the marked improvements in farming and rural life, agricultural extension work is extensively respon-

sible. It has given wide dissemination, often by means of convincing demonstration, to scientific truth discovered and tested by research workers and to knowledge of many improved practices developed by individual farmers or by small rural groups. In this way it has served and is serving increasingly its basic purpose; to stimulate and aid in the improvement of the intellectual status, the competence, and the lives of rural people.

It is fitting that this building be named for Dean Umberger. For 28 years Dean Umberger was director of extension here. Before becoming director, he gave distinguished service in various capacities in Kansas extension work. Also it is fitting that a portion of the building, its auditorium, bear the name of one of Dean Umberger's closest associates Dean L. C. Williams, who was engaged in Kansas extension work for 40 years and who succeeded Umberger as dean and director.

A sort of modern Damon and Pythias, each willing to sacrifice himself for the benefit of the other, these two devoted friends and colleagues were preeminent in the development of Kansas State College Extension Service. They, more than any two others, led in the development of that service toward an ever-increasing degree of success in achieving the major purposes of agricultural extension work.



Clothing Workshop for Leaders Multiply Agents' Time

ELSIE CUNNINGHAM, State Home Agent, New Mexico

IN CLOTHING workshops in New Mexico during the past 4 years, many leaders have learned to make garments by new construction methods and techniques, so that they in turn can teach others.

The program was initiated in the spring of 1952 by Rheba Merle Boyles, extension clothing specialist. During the first year, three counties cooperated. Since then the program has spread to more than half the counties in the State, with two pilot counties beginning a second series of workshops.

The women chosen to be project leaders had done some home sewing and were interested in the plans. They agreed to teach only recommended methods and were willing to take the necessary time to hold at least 1 workshop for 6 women in their communities.

The workshops were held progressively. The first year, simple cotton dresses were made. More complicated dresses were made the second year, and tailoring was taken up the third year. Those who had made cotton dresses were eligible for the next year's project. Following its completion, the person should know the basic techniques and skills in handling materials, and be ready to do a professional tailoring job.

Each year the program builds on previous training. The project leader knows the background of each member of her class and loses no time in assisting those who aren't ready for the work.

Before the workshops begin, preliminary meetings are held so that members might help in choosing the pattern and receive information on selection of fabrics and equipment. One style-pattern was used by all members. This system had its advantages, as it was possible for the

leader to give demonstrations to other club members as her class progressed. Results were satisfying because the garments were individual looking. They were made of different materials, finished differently, fitted to suit each individual, and worn with different accessories.

4-H Leaders Attend

In each phase of the program, the clothing specialist had assisted in training the first group of six leaders. After that, county agents trained additional leaders to give help to all who wanted it. Although the program was developed to meet a request of homemakers enrolled in home demonstration clubs, it also provided training for adult 4-H Club leaders. Two or more 4-H Club leaders were members of each workshop.

Learning Multiplied

By providing clothing workshops conducted by trained club leaders, more women may be reached than if the workshops are conducted only by home demonstration agents. Mary B. Nelson, home demonstration agent in Chaves County, figures that the 3-year series of workshops took 64 days of her time, in which she conducted 16 workshops, with 96 women participating. These women conducted 26 workshops, in which 126 more women received training. During the 3 years, Chaves County leaders devoted 328 days to the workshops.

"This type of project work done by a trained leader stimulated more interest in a community than if it were given by the home agent because the women usually know the local leaders," Mrs. Nelson says. "Good basic information on clothing construction and selection is available in every part of Chaves County and

can be passed along to others without too much additional time by the agent."

The clothing workshops have met a real need of New Mexico women, but much remains to be done. The 1955 survey of the membership of home demonstration clubs showed that 50 percent of the enrolled homemakers had "much interest" in knowing how to make clothes.

Homemakers who participated in the clothing workshops became interested in solving problems other than those related to clothing construction. They have asked for club programs on foundation garments, children's clothing, accessories, pressing equipment, home lighting, and sewing centers.

SUBURBAN YOUNGSTERS

(Continued from page 57)

But training is done in places other than meetings. Agents make home visits to first-time leaders after the first few club meetings have been held. They answer questions, give more encouragement, and help with organization.

New leaders are encouraged to attend meetings of other groups that discuss youth problems such as church groups, parent-teacher associations, and civic organizations. Agents report it helpful to keep a memo pad of these scheduled events for quick and easy reference.

Oregon agents suggest that extension leaders who work with suburban clubs get as much training in counseling and guidance as possible and point out that "they need to understand themselves to better understand the youngsters."

For Well Balanced Communications

Know Your Editors and Station Managers

RICHARD SWANSON, Anoka County Agent, Minnesota, Home Agent Marie Stanger, and 4-H Club Agent Fred Kaehler, who won the press section of the University of Minnesota's 1954 Information Contest, have developed an interesting pattern of newswriting and newsplacing.

Swanson has developed a strong personal philosophy about relations with editors. He feels that they "must understand extension work, and to do that, they must cover some extension events themselves."

He informs the editor in person or over the phone of newsworthy events. He has this added incentive: If one of the two Anoka weekly editors comes in and gets a story and a picture of some event, it's his exclusively. Swanson doesn't send coverage to the other. However, when Swanson takes a picture of some event that neither editor will or can cover, it goes to both. Swanson feels that if he can get a paper to cover an event, it will get the editor's viewpoint and probably a refreshing angle.

His relations with one paper are such that they sent their photographer to teach a class in photography at the county 4-H Club camp. During his visit, the photographer took enough shots for a good picture story in his paper. For the past 15 years, each of the Anoka papers has given a \$5 prize to the best 4-H Club reporter.

Every week two of the three agents write a column for each of the Anoka papers. The column, under a humorous two-column heading with caricatures of all three agents is the work of one agent and is different for each paper each week.

What is his concept of a perfect—or near-perfect—news story? One that has an example, or perhaps several examples, of a recommended procedure some farmer is following. This should be tied to an event—and it

should be something that almost every farmer can do. And, of course, it should be clearly documented, with enough details so that a farmer reading about it and wanting to try it would be impelled to call and ask the county agent for more facts.—**Harry R. Johnson**, Extension Information Specialist, University of Minnesota.

Coordinate Staff Efforts

OUR favorite recipe for helping others learn about Extension work is to get more mileage out of our communication efforts. That's what we try to do in Wasco County, Oregon.

With two or more agents, it calls for the following: (1) Coordination among the staff—who will be using what media when. We work for a balanced information program; (2) Coordination in timing releases for the daily and weekly newspapers and in scheduling staff programs at two radio stations; and (3) Coordination in use of subject matter to get the most mileage from material we have prepared or from the notes in our pockets. We usually use all or parts of our weekly column material for the radio.

Staff coordination is perhaps best demonstrated in use of radio. It has resulted in good "noontime" spots for each of us to reach farm and home listeners. And it puts Extension on the air five days a week.

And then, of course, there are circular letters and news letters, which our secretaries illustrate to help attract attention. Occasionally, too, we remind our readers about the wealth of information available at the Extension office in books and bulletins.

No matter how much time it takes out of an already full schedule, we believe it pays to coordinate the county's communication program so

that people know what Extension agents do and what the Extension Service represents. We only wish we knew how to do a better job of it.—**E. M. Nelson**, Extension Agent Wasco County, Oregon.

Use All Media

I believe a good communications program must reach three types of people to be effective: Those who will read, those who will see, those who will hear. This calls for a combination of media, namely, daily and weekly newspapers, radio, TV, circular and personal letters, color slides, and motion pictures.

For example, in September a field meeting was planned to observe results of trials in chemical weed control of Johnson grass. Several days before the meeting date a circular letter was sent to all farmers interested in Johnson grass control. This was followed by an article in the local daily paper. Preceding the meeting a program was given on TV, showing samples of Johnson grass, and telling about the field meeting. Despite a sudden cloudburst, a good crowd was on hand. A number of farmers said they came because they heard of it on TV.

Another time we depended on several media for more effective communications. We were concerned with the use of heat lamps and farrowing crates. The problem of crushed pigs had been earmarked for emphasis in the swine program during the year. Early in February, before the early pig crop arrived, the agent and a photographer from the local TV station, took pictures of heat lamps and farrowing crates in use. These became a part of a TV program. At the same time, news stories were released to local papers and a radio broadcast was devoted to the same subject. Following this, numerous calls came to the office for information and plans. We felt that the results justified the effort.—**Bob Miller**, Wicomico County, Md.

Do Newspapers Use Your Pictures?

PENNSYLVANIA county agents who make press photography an important visual aids medium in their information work were prepared to get a better picture story on their program among farm people, following a photo conference held especially for them at Pennsylvania State University last spring.

Arranged by Dr. George F. Johnson, in charge of extension visual aids at Penn State, the conference dealt with use of cameras, use of photographs, cooperation with newspapers and the farm press, some of the technical problems involved in photography, and the use of photographs on television.

Nearly 50 extension workers, including one home economist, attended. Practice photography, panel discussions, and critical examination of their product gave the 2-day confer-

ence a practical and professional touch. More than 75 pictures were taken of dairy, poultry, home economics subjects, and others on assignment the first day. The photographs were appraised by means of opaque projection on the second day.

Designed as in-service training, the conference was the first of its kind ever held for the university's agricultural and home economics extension personnel. Assisting with the program was M. R. Lynch, extension visual aids specialist.



Pennsylvania extension workers attend a photo conference to learn how to prepare better picture stories of extension work. Demonstrating is M. R. Lynch, visual aids specialist.

We multiply our efforts ON TV

C. E. CRAVER, Associate County Agent, Blair County, Pa.

BLAIR County extension workers have shared a 15-minute TV program with 5 other counties over the past year. Before that time the author appeared on an extension TV program in Lancaster County for over a year and a half.

Before arriving at a decision in regard to a TV program, most extension workers have several questions in mind to be considered:

- How much time does it take?
- Is it worthwhile?
- How can TV be used to help our extension program?
- What type of programs could or should we put on?

Since we have been through the TV mill, we'll share our thoughts and answers on these questions.

The "how much time does it take" question is rather a hard one to answer, for our first TV program seemed to require hours of work. The actual preparation for the program in getting materials ready and the points in mind requires some 6 to 7 hours. However, this preparation

time should not all be charged against the TV program because the subject and visuals can be used many times for a regular extension agricultural or homemakers' meeting.

Through our TV program we reach people whom we have never reached before. We acquaint people with the extension program and services that have never heard of the Extension Service.

Our TV station has potential viewers of 1 million sets. If 1 percent of these sets are on and people watching, that means that probably 10,000 people are seeing the demonstration or the information we are presenting. We feel that this is one of the best extension meetings we could possibly have.

Urban people are becoming increasingly important in our extension program and through the TV program we try to provide the answers to some of their problems. In our TV shows we always aim our programs at the audience likely to be watching at that time.

FARM LEADERSHIP

(Continued from page 51)

again the county agent, because of his unique position as educator and part of the committee, helps more than anyone else.

As a committeeman increases in understanding and performance, he becomes better able to serve in an expanding capacity. Here, also the county agent performs a service. He encourages the committeeman to accept assignments that cause him to grow through experience. And he helps the committeeman carry out the assignments by helping him to learn better methods of leading meetings, making speeches, and talking to neighbors about conservation and other programs. With this sort of help, the committeeman can go on to broader fields.

Many years ago, Seaman A. Knapp recognized such opportunities of county agents when he counseled, "Your value lies not in what you can do, but in what you can get the other people to do."

We thought we couldn't but we did—

WRITE for the NEWSPAPER

**C. J. GAUGER, Story County
Agricultural Agent, Iowa**

WHAT runs through your mind Monday morning as you stare at that blank sheet of paper before you? Do you look at the job of writing news stories with real anticipation? Do you accept it as a difficult, but a pretty important part of your job, or do you resent the task ahead, both for the effort it takes and the uncertainty of its usefulness?

Most of us take the middle road. The job is a little foreign to us, but we recognize news stories as effective tools that we can and should exploit.

There's ample evidence of the effectiveness of telling the extension story in the local paper. Farm families have told us in many surveys that news stories and other mass media rate high among the methods we use to introduce new ideas and new practices. The surveys show that news stories do a particularly good job in arousing interest in new techniques.

The extension staff in Story County, Iowa looks upon news preparation as one of its most important weekly jobs. Local editors are one of the best avenues for reaching people in our county. Collectively they have the means for putting facts and information before a high percentage of the persons in our county. And they do it every day or every week. Their one-issue circulation totals almost 15,000.

Our present relationships in Story County are good although not as good as we hope they will be with continued effort. Visits to the newspapers

were among top priority jobs when we came into the county 5 years ago. There were two purposes in these visits. We wanted to meet each editor and get an idea of what the objectives of his paper were. We wanted to explain our program—how it also aimed at some of the same objectives—and to offer our cooperation.

With a limited time available for news work, we concentrated on the 2 daily papers. They offered the biggest range of contact and widest spread of information. Every week we prepared 4 or 5 stories and 2 columns, one on youth and another on the adult program with emphasis on agriculture. These were used by both dailies on their "farm news" day each week. Of course, we gave them additional releases as news occurred.

Happily, in these 5 years we've seen a decided shift in the type of service and help the 2 dailies want. At the start, the extension staff did most of the writing. We wrote advance and follow-up stories on events in the county program. When we could grab the time, we wrote additional information releases that tied in with the program. And we used releases from Iowa State College, revising them to add local interest when we could.

Both dailies have shown increasing interest in our activities and now are providing their own news coverage. Our main job is keeping them posted on extension activities. Here's

an example: The staff used to write all the advance and follow-up publicity on our annual 4-H award banquet. That was quite a job. This year both papers were represented at the banquet by reporter-photographers who gave the event front-page coverage with pictures. One reporter followed up by rolling out of his bed in time to drive 7 miles and cover the 5:30 a.m. departure of our Club Congress delegation.

Right now the coverage of extension activities by dailies in Story County leaves little to be desired. However, we haven't been as effective with our weekly papers. With the pressure of writing for the dailies relieved, our staff is now giving some attention to the 7 weekly newspapers. Incidentally, their combined circulation totals over 6,000. First, we looked over the kind of news work the weeklies were doing themselves. The two didn't show too much in common. So we looked for solutions.

The weekly editors in our county were interested in local people and local activities. Of course, persons from their areas were taking part in extension programs, but the full list of persons and full report of the entire event was too much for their space limitations.

We're now offering the weeklies a regular column. And each one gets a column that's a little different. They get brief comments on all phases of the extension program. Besides that, when we can, we send special items in each column that report the extension activities that involve persons in that particular locality. For example, the follow-up of our 4-H awards banquet gave each weekly paper the award list only for the folks in his area.

To squeeze out the time to get this column idea moving, our staff dropped a column which had been running in the daily newspapers. But the better service to weeklies as part of establishing firmer relationships with them seemed to be a logical step in our program.

We in Story County believe the heart of the county extension news program rests in the relationships with the men who put out the papers. When we understand them and they understand us, we're set to make news really work for extension.

YOU

CAN DO IT, TOO!

JOHN B. MOWBRAY
Associate Agent
Warren County, Ohio

THERE are many ways to develop skills in the communications field, and they all have one in common. They require plenty of hard work and practice.

The end product is worth all the hard work because it usually determines whether it is "our county program" or "the county agent's program." People will only support a program that they know and understand. Therefore, it is a challenge to us as extension workers to see that this vital part of the program is accomplished.

Warren County, Ohio, is probably typical of many counties all over the country. For our county coverage we depend upon news releases to our two weekly newspapers and the information these papers send to city dailies that have a circulation in our county. We also send newsletters to our mailing lists and present radio programs. We have access to television outside the county now and then. The bulk of our coverage is with news articles, so we have concentrated our efforts on them.

There are many aids available that can be of invaluable assistance in helping extension workers develop writing skills. First of all, most colleges and universities offer general courses in journalism that are designed specifically for individuals who want the basic fundamentals of news writing. Ohio State University has a good course of this nature for agricultural, engineering, and home economics majors. Some States have training courses for new extension service personnel that include writing fundamentals. The University of Wisconsin offers a fine course in newspaper writing, radio, and television, and I'm certain that many

other schools have similar courses. Another opportunity for assistance is at summer schools.

The USDA has several publications available to extension workers as a help in developing writing skill. Your State extension editor will help you with your problems and have many valuable suggestions.

Local newspaper editors usually are happy to offer assistance. The better job you do the less time has to be spent on rewriting later. Three years ago when I started writing a column the editors of our three weekly papers gave me several suggestions on what should be included, length, and similar information.

After the basic who, what, when, where, and why have been mastered you can add your own seasoning or personal touch. The comments people offer are a big help in deciding what should be included in news releases and the best way to say it.

Six years ago I bought a press camera with very little working knowledge of it. I believe this has been one of the best investments I ever made. I try to take at least one picture each week on agricultural or home demonstration activities.

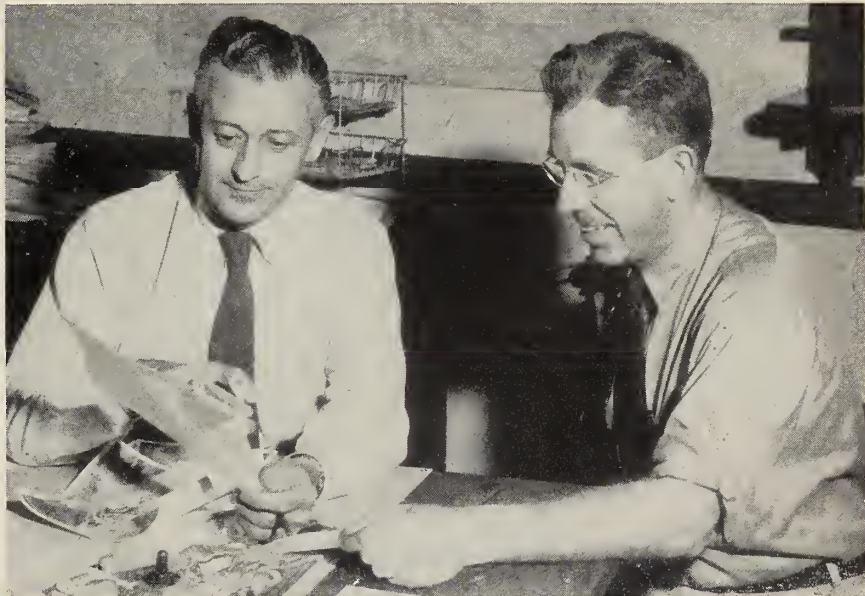
I have learned to use the camera and do all of my own developing, which I feel is quite an asset. I can take a picture at some function, develop it in a few minutes when I get home, let the negative dry overnight, run off a print before breakfast, dry it while I am eating, and drop it off at the newspaper office on the way to work. Sound complicated? Actually, it isn't nearly as difficult as it may sound.

Taking pictures and processing them is a simple operation, and most extension workers can get the necessary know-how in a short time.


Many good courses and workshops are offered where extension workers can learn these tasks. The various film and camera companies provide us with film and instructions on its use, on processing, kinds of paper to use, and any other necessary instructions for doing a good job. Many simple, practical manuals are available to provide additional information.

The aids for helping you become more skilled in communications are at your *beck*, but you must *call* for them.

VERMONT AGENT AND CITY EDITOR CONFER FREQUENTLY ON EXTENSION NEWS STORIES AND PHOTOGRAPHS



Ray Pestle (right) Windham County, Vt. agricultural agent, shown with the city editor of the Brattleboro Reformer. Ray furnishes 3 to 8 photographs to the Reformer and writes a first-rate column each week and daily news events.



New Extension Center for Advanced Study Open

THE National Agricultural Extension Center for Advanced Study, located in Madison, Wis., opened officially February 6, 1956. The first workshop will be held for extension directors April 16 to 27.

Robert C. Clark, director of the center, has announced that the advanced study program is well underway. The first group of five fellows are enrolled at the University of Wisconsin for the second semester of 1955-56.

Major areas of the center's curriculum in agricultural extension administration for graduate study deal with administration, organization, supervision, personnel management, program planning and projection, administrative relationships, and budget and finance.

Admission and eligibility for grants-in-aid are open to deans and directors, associate and assistant directors of extension, State and assistant State leaders, supervisors, and other persons recommended by deans and directors.

Research in problems of administration and supervision will be an important phase of the center. Such research is planned and developed as an integral part of the graduate program. Staff members will engage

also in research, in cooperation with other persons and agencies, directed toward improving the effectiveness of agricultural and home economics extension work.

Fellowships and Assistantships

About 25 fellowships are to be awarded annually on a competitive basis to degree candidates or special students. For students without other financial support, these amount to \$4,000 for the 10-month academic year or \$4,800 for the calendar year.

Graduate assistantships involving part-time work are available also in the amount of \$130 per month, the work to be done in the center to assist with research or teaching.

The deadline date for filing applications is 6 months prior to the semester in which the student wishes to enter, or March 1 for the fall semester and October 1 for the second semester.

The Center for Advanced Study is sponsored cooperatively by the American Association of Land-Grant Colleges and State Universities, Federal Extension Service of the U. S. Department of Agriculture, the W. K. Kellogg Foundation, and the University of Wisconsin.

Persons interested in inquiring about the opportunities at the center should write to Dr. R. C. Clark, Director, National Agricultural Extension Center for Advanced Study, College of Agriculture, University of Wisconsin, Madison 6, Wis.

New Aids for Agents

Three new pamphlets for teachers and leaders of adult groups, civic and other voluntary organizations, have been published by the Adult Education Association of the U. S. A.

The second set in the AEA's Leadership Pamphlet Series, the new 48-page pamphlets deal with:

Understanding How Groups Work: A compendium of help from applied group dynamics, telling how to handle apathy, hidden agendas, conflicts, and detailing the steps in diagnosing group difficulties.

How to Teach Adults: A guide to teachers and trainers in adult classrooms on ways to improve teaching, plan learning activities, use informal methods in the classroom, and help students evaluate their progress.

How to Use Role Playing and Other Tools for Learning: Analyzes each step in role playing and outlines such other meeting methods as panels, symposiums, forums, clinics, and buzz groups.

Previous pamphlets published by the AEA include *How to Lead Discussions*, *Planning Better Programs*, and *Taking Action in the Community*. All are adapted from materials originally published in *Adult Leadership*, monthly publication of the AEA at 743 N. Wabash Ave., Chicago 11, Ill.