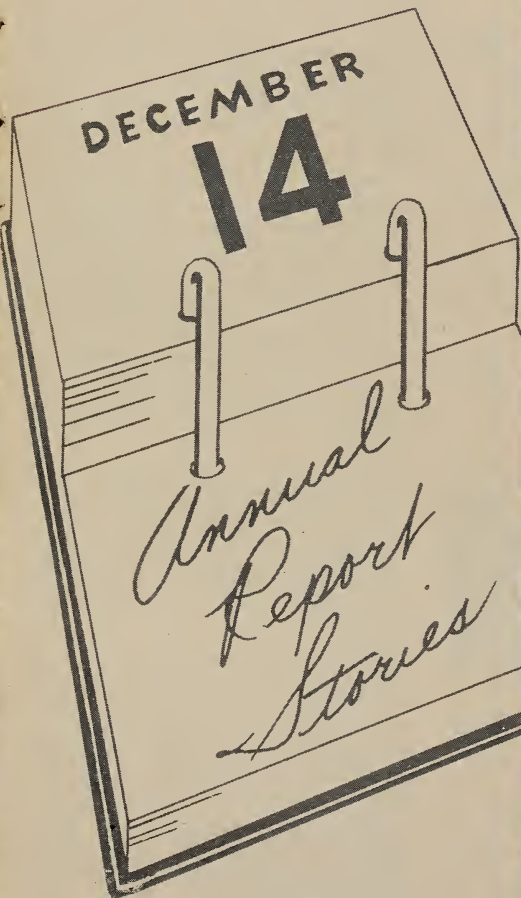


EXTENSION SERVICE *Review*

DECEMBER 1954



Club member learns to survey his farm.



Leaders taught to judge canned goods.



Farmers inspect a trench silo.

FEDERAL EXTENSION SERVICE
UNITED STATES DEPARTMENT
OF AGRICULTURE

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Ear to the Ground

In this, our tallying-up number, you will find a wide variety of stories to illustrate the many activities of the Extension Service. Probably each of you would have selected a different group, so diverse have your experiences been. When you assemble examples of your work, please send us one or two of those you like best. They will help to inspire others throughout the coming year.

Some of you have asked where and how we get articles for the Review. Usually, we ask your State extension editor for accounts of your activities, and he always comes up with an interesting article. But he may not know what you're doing unless you tell him. Make a note on your new calendar to "Share experiences with others." It's a rewarding interchange. The more you contribute, the better your Review will be.

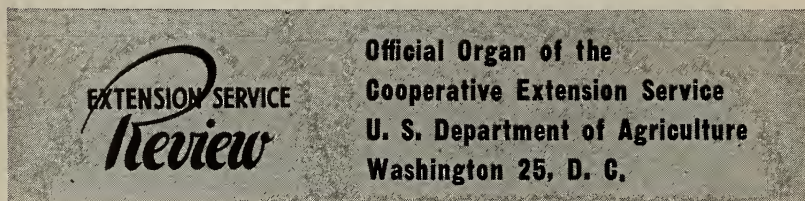
Gathering momentum, the unit approach to farm and home planning and development is rolling into a major activity in many States. With the employment of new agricultural and home Extension Service agents to assist in this concerted effort to help farm families, many questions have been asked on what it's all about, who participates, and how it's done.

To give you some of the current answers, about a dozen States were asked to tell us how they are training these new members of the extension family, what their responsibilities will be, and other pertinent information.

These answers, singly and in roundup style, will reach you in the January issue of the Review. Looked at as samples, and not as a complete report, they should provide you with information and ideas on the methods used to prepare the groundwork for this fresh approach, and get it underway. Very satisfactory results have been obtained already by some States. Watch for this issue.

Speaking of 1955, this seems like a timely opportunity to tune in on the seasonal fellowship harmony. May we wish you success in extending that harmony into each of the days ahead.

CWB



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NO. 12

Prepared in Division of Information Programs
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Extension Service Review for December 1954

The Keynote of the
1954 Report on
Extension Work

*“Adapt to
changing conditions
and integrate
all efforts”*

FACED WITH high capital requirements, production controls on certain crops, and a tight cost-price squeeze, today's farmers have very different and much more complicated problems than their fathers and grandfathers had. They also have a myriad of scientific advantages hardly dreamed of 50 years ago.

To solve these business problems and utilize this mechanical, chemical, and electrical know-how, the farm family needs all the help it can get. For that purpose, the Cooperative Extension Service exists, a united service of the U. S. Department of Agriculture and the land-grant colleges, supported by Federal, State, and county governments.

Seldom was the need for such assistance greater than during this past year. Extension responded by helping 8½ million families—24 percent more than the year before—in some phase of its work with adults and youth. About 70 percent of these were rural families. Increased demands from urban families accounted for the remainder.

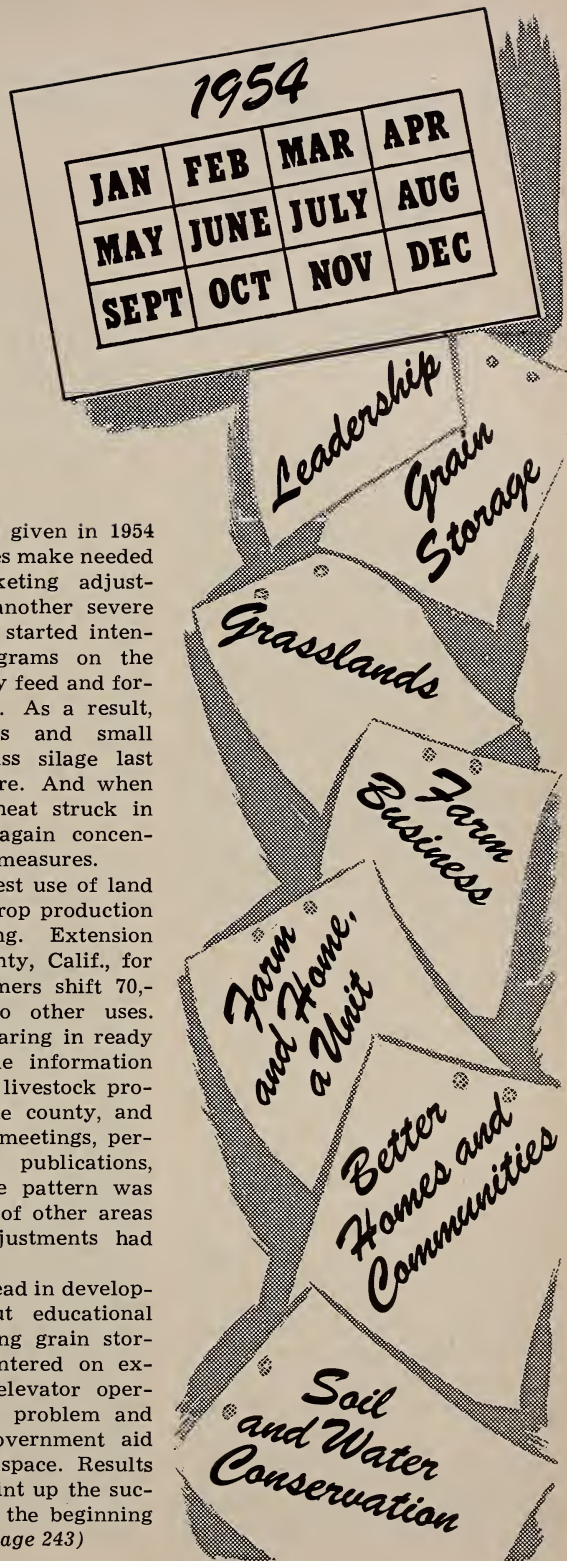
County extension agents assisted 5½ million families to change one or more farm practices and a like number change one or more home practices. To do this, they made more than 3½ million farm and home visits and increased their use of demonstrations, meetings, tours, and other mass methods. Local leaders whom they trained held meetings attended by more than 18 million men, women, and children.

Major attention was given in 1954 to helping farm families make needed production and marketing adjustments. Anticipating another severe drought, many agents started intensive educational programs on the value of supplementary feed and forage early in the year. As a result, probably more grass and small grains went into grass silage last spring than ever before. And when severe drought and heat struck in mid-summer, agents again concentrated on emergency measures.

How to make the best use of land taken out of surplus crop production was equally pressing. Extension agents in Tulare County, Calif., for example, assisted farmers shift 70,000 cotton acres into other uses. They did this by preparing in ready form all the available information on alternate crop and livestock production adapted to the county, and presenting it through meetings, personal visits, county publications, press, and radio. The pattern was repeated in hundreds of other areas where production adjustments had to be made.

Extension took the lead in developing and carrying out educational programs for increasing grain storage space. Efforts centered on explaining to farmers, elevator operators, and others the problem and the availability of government aid for expanding storage space. Results in Oklahoma alone point up the success of this work. At the beginning

(Continued on page 243)



The Value of an Annual Report



D. W. WATKINS

State Extension Director, South Carolina

Reports are to extension work what bookkeeping is to business. They make the facts clear as to strong and weak points in the program, and as to successful techniques. Since they must be made anyway, and since they can be made to serve useful purposes to workers themselves, to legislators, to Congress, and to executives, let us learn to make more purposeful and effective reports.

ANNUAL reports are necessary and desirable. Good annual reports are accumulated, not made up at the end of the year. They are bona fide records and mark the starting point for the year of work to follow. At no time do reports, even good reports, substitute for other types of productive work.

Legal requirements for annual reports have been made by Congress and the State legislatures. These requirements constitute the skeleton upon which useful and worthwhile reports of progress may be constructed. Such worthwhile reports must summarize and set forth (a) activities of extension personnel, and (b) the results obtained in the direction of the main goals.

Activities

A report on activities is pretty well routinized through the use of report form ES-21, with which all extension people are familiar. Some States find it desirable to use a supplementary statistical form.

A story on activities alone does not make an interesting and worthwhile report. The most interesting part of an annual report is that which measures change and sets up milestones of progress. In this respect, the annual report is worth more to the extension worker himself than it is to anyone else. It gives him a chance to compare the progress being made along various lines of extension effort.

For example, the official statistics show that in my State the agricultural industry in recent decades of rapid change has set an average of

about 10 new agricultural records each year. In 1953 these records were in the number of bushels of oats and soybeans produced, the number of beef cattle on farms, the number of eggs and commercial broilers produced, pounds of tobacco, oats, and barley per acre, and the number of eggs per hen.

Charts Show Trends

A report that sets forth the trend of agricultural progress over a period of years gives the extension worker a clearer knowledge of where he has been and what his position is now. From this he can judge as to his present direction and rate of progress. A report which fails to do these things must be somewhat superficial.

The total facts with respect to trends of development such as are contained in official crop estimates may represent more than is accomplished solely by the work of an extension agent, or than is accomplished by the whole State Extension Service. If Extension is influential to the extent of bringing about changes important enough to be noted in such official reports, then that is better evidence of effectiveness than any amount of unsupported claims.

It is not often possible to ascribe 100 percent of mass causation to a single influence in a country like

America. Farm people act on the basis of all combined influences that affect their own circumstances. I believe we are more interested in knowing what the total progress is and whether such progress was aided by Extension than in what fractional part of it is due to this or that influence. This is entirely consistent with keeping the activities part of the report strictly factual. An effective report makes it clear that extension work is an important influence in assisting farm people in making these progressive changes.

As I say that, I am looking at a trend chart which shows that enrollment of boys and girls in 4-H Club work in this State increased from about 20,000 in 1932 to over 52,000 in 1953. I also see a chart that indicates that the value of farm and home products marketed by farm people with the assistance of extension workers increased from about 2½ million dollars in 1932 to over 26 million dollars in 1953. The status for each year during this period is visible.

A similar chart shows that the total egg production has doubled in the past 15 years, and that poultry improvement work has increased the average egg production per hen 45 percent in the past decade. Another trend chart, started in 1939 on the number of purebred dairy bulls in

(Continued on page 249)

WHEN 400 FARM men and women, representing 2,100 families, accept responsibility for improving their pattern of farming and rural life, leadership is at work, and agriculture is further maturing.

Such growth was evidenced at Muscle Shoals, Ala., recently at a meeting of test-demonstration families from 97 Tennessee watershed counties of Alabama, Georgia, Kentucky, Mississippi, North Carolina, Tennessee and Virginia. These families, representing 20 years of pioneering in the whole-farm-and-family approach to resource development, organized a valley-wide association to further advance the agricultural revolution under way in this region.

Test-demonstration farm families are key people in service to the Nation's agriculture. Using the Tennessee Valley Authority's experimental fertilizer plant, these families are teamed up with research and extension know-how. The 400 or so who attended the Alabama meeting represented some 2,100 families in the valley who use TVA fertilizers in planned farming systems. Their work is guided by extension agents, who provide research information on farming and homemaking and help the family fit it into the best possible pattern for them. These farms serve as on-the-spot proving

Evidence of

LEADERSHIP *at Work*

ROSSLYN WILSON, Assistant Extension Editor, Tennessee

grounds and demonstration of adjustments which make the most of soil, climate, and market resources, all different in each family situation.

Their successful experience has laid much of the groundwork for expanded extension work on the unit approach to farm and home development.

The meeting at Muscle Shoals climaxed a growing desire by test demonstrators to see the plant producing their fertilizers; to learn about processes and problems of fertilizer manufacture; and to exchange experiences and ideas among the different valley peoples. County associations of test-demonstration families, organizations which plan and guide the work locally, financed the trip for most of the delegates.

Outstanding speakers were test demonstrators from different States. Their stories of success in improving soils and translating them into

better crops, livestock, buildings, machinery, and family living were impressive. Facts and figures were joined in summations of family achievement and influence of the work on community and county.

B. B. Jessie, Russell County, Va., quoted figures showing that his cash returns from his livestock enterprise have multiplied 10 times since 1934. In this same period his cash returns from crops increased 6 times. Mrs. J. B. Baker, Mississippi homemaker, described how whole-farm-and-family development enabled her family to rise from tenancy to farm ownership as it achieved better living. Mrs. Charles Barnard, homemaker from Clay County, N. C., entranced the audience with her description of the test-demonstration role in helping a "poor little mountainous county," pushed still farther up the hills by impounded waters, lift itself by the bootstraps of organized community effort to spread the pattern of enrichment pioneered by these families.

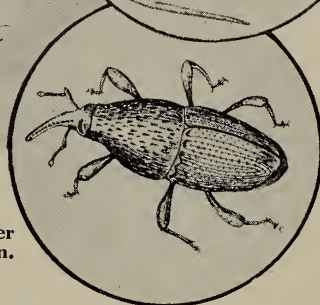
"We didn't realize that our work was part of such a big program," said one delegate to the meeting. "It has been eye-opening to see that we are tied into a project of national scope, and that the work of each family contributes to the growing store of information which is having its effect on the entire region." With this feeling, the delegates voted to knit together into a valley-wide organization the efforts and leadership of those who serve and have served their communities as test demonstrators. Purely educational in its functions, the association will "provide a medium of exchange between farm people, land-grant colleges, and TVA," and "provide a vehicle whereby the people of the valley can act together on matters of mutual interest."



Men and women alike are interested in the manufacture of fertilizers they have been testing and demonstrating for 20 years on Tennessee watershed farms.



Publications like the above, newspaper and radio talks, helped to conserve grain.



An "All-Out" Program for Grain Storage

MORE FARM, country, and terminal elevator storage for grain will increase gross cash returns to Oklahoma wheat farmers in the amount of more than \$10,000,000 this year.

At the end of the 1953 harvest, there was storage space for about 123,000,000 bushels in Oklahoma. This consisted of 50 million bushels in terminal elevator storage, 43 million bushels in country elevator storage, and 30 million bushels in on-farm storage.

Available for the 1954 harvest, storage space in the State was increased to 164½ million bushels. Broken down, the figures are 70 million in terminal elevators, 59 million in country elevators, 35 mil-

lion in on-farm storage, and approximately ½ million bushels in government-owned storage. This is an increase of 41½ million bushels over last year's storage, or an increase of 35 percent as much storage space as was built in all the years that Oklahoma has produced grain.

Because storing grain on farms in Oklahoma is hazardous, farmers have provided off-the-farm storage through cooperative marketing associations. Seventy-five percent of the new terminal and country elevator storage construction this year was completed by farmers' cooperative associations.

On the basis of current market prices for wheat at around \$1.90 per bushel, and the loan value for wheat

in approved storage at \$2.10 per bushel at the elevator and \$.220 stored on the farm, the additional storage has meant over 10 million dollars cash return to Oklahoma wheat farmers. Had this storage not been available, and the additional 41½ million bushels had been dumped on the market at harvest time, prices could have dropped much below the current price level.

Recognizing that the storage problem would be acute in 1954, Oklahoma extension personnel concerned with this phase of work began at the end of last year's harvest to develop plans for a program to encourage farmers and grain dealers to provide additional storage for the 1954 crop.

A series of outlook meetings was held to discuss the current storage situation and the possibilities of a storage shortage for the 1954 crop. The meetings were held in all principal grain-producing counties in the State in November and December of last year. At about the same time the outlook meetings were being held, news articles dealing with the grain-storage situation were released.

A concentrated educational program on provisions of the wheat marketing quota program was carried to Oklahoma wheat farmers by the Extension Service to familiarize the growers with the supply, demand, and storage situation. This was through county meetings in wheat-producing counties, and through radio, television, and news stories.

The extension grain marketing specialists worked cooperatively with the extension agricultural engineer, entomologists, the State and county Agricultural Stabilization and Conservation committees, the Oklahoma Lumbermen's Association, and others in county programs to promote the building of additional storage, to control insects and rodents in stored grain, and to encourage the use of aeration equipment.

Explained at Meetings

Statewide and area meetings, such as the fourth annual wheat institute, were called by Extension to bring these problems to the attention of farmers and grain dealers. Two regional meetings of hard red winter

wheat States and one national meeting were called.

County extension meetings provided the opportunities for agents to present factual information on the grain-storage situation. County agents received statistical information on the Oklahoma storage situation from the State extension office.

The storage program has received valuable assistance from the Federal Extension office in the way of suggested press releases, visual aids, suggested radio and television materials, and bulletins. These were very helpful when adapted to Oklahoma conditions and usage.

Approximately 35 radio programs were presented. These ranged from one station broadcast with statewide coverage up to 35 station network programs. Five television programs on grain storage gave complete coverage in wheat producing sections.

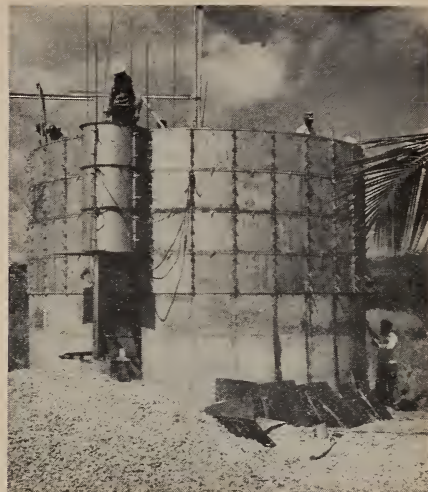
A 4-H Club grain marketing project which emphasized proper storage facilities was carried on in eight counties, with 4-H team demonstrations presented in statewide meetings and on television. Possibly the most effective aspect of the club program were demonstrations before local farm meetings and civic groups.

Ten area meetings were held throughout the State on the care of the 1954 crop stored on the farms and in the elevators. In areas where grain sorghums are produced and stored, emphasis is placed on the critical grain sorghum storage situation.

SILOS

Solve Grass Shortage in Puerto Rica

Construction of this tower is sponsored by the Grassland Improvement Program. Silage will help solve the seasonal grass shortage.



ELÍAS HERNÁNDEZ

Specialist in Pastures, Puerto Rico

THE SOUTH and southwestern part of the island of Puerto Rico is characterized by scanty rainfall and severe droughts, very common from December to July each year. Nevertheless, this region is best adapted to cattle raising. Farms for livestock, especially draft and beef cattle, are located here.

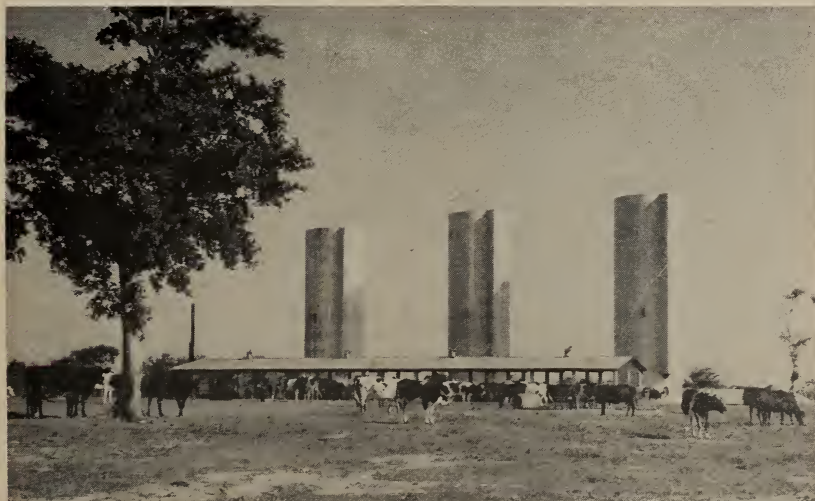
Dairy cattle farms are located along the north and northeastern part, where green forage can be obtained during the whole year, although the slack in rate of growth

during the winter months reduces milk flow during this season.

In many places over the world, the reduction of green forage during any season is overcome by preserving forage by silage and hay making. For some reasons, such practices never became customary among our livestock farmers.

Up to 1942 the use of silos was restricted to the vicinity of Coamo. Then a specialist was appointed to the Extension Service who has encouraged farmers to adopt more efficient grassland farming methods. Silage was recommended as a means to solve the problem of seasonal grass shortage.

As the result of extension activities, silos are now operated in 19 extension districts, out of a total of 57 districts in which the island is divided. The value of silage is now firmly settled in the minds of most progressive livestock farmers, and some dairy farmers have gone so far as to depend entirely on silage all the year. Cows are kept all day in "loafing pens" where silage and harvested fresh grass is fed in large open trays. In this way, more animals can be kept per unit area, in healthier condition, and a constant flow of milk is maintained through the year.



A loafing barn for the cattle and a trio of silos solved the drought problems for a Puerto Rican farmer in the semi-arid region of the southwestern section.

"EASING the Squeeze on Farm Profits in 1954" was the theme of a series of meetings conducted early in this year in 21 Nebraska counties. The main objective of the program was to present and discuss in an interesting and practical manner the important alternatives for adjusting farm production plans to economic and political conditions in 1954.

The meetings were sponsored by the county extension office and were open to farmers generally and to local bankers and employees of the Soil Conservation Service, Farmers Home Administration, Agricultural Stabilization and Conservation Committees, and Farm Credit Administration. The 2-hour program was presented by the extension specialists Richard G. Ford and the writer.

The outlook information provided the basis or foundation for the main part of the program. After a short introduction a U.S.D.A. film was shown to call attention to certain key points. This was followed by a brief discussion of farm outlook by one of the specialists to re-emphasize some of the important points made in the film and to focus attention on those that were of most direct concern to farmers such as the price-cost squeeze and production controls on wheat and corn.

Effects of Alternative Adjustments

With this background information, the discussion turned to the economic effects of alternative adjustments to production controls and the price-cost squeeze.

By using a visual aid explained below, a simple tabulation was presented to show the organization of an example farm in 1953 and the farm income and expenses that year. Various possible adjustments of the farm business to production controls and the economic outlook were shown in parallel tabulations. These provided for comparison of each alternative with the 1953 operations. It also provided opportunity to evaluate each alternative in terms of investment required, potential income, expenses, risk, and other factors.

The adjustments included the following:

- (1) Compliance or noncompliance

Easing the Squeeze on Farm Profits

A Practical Application of Outlook in Nebraska

EVERETT E. PETERSON, Extension Economist, Nebraska

	1953	COMPLY MILO	MORE LIVSTK	MORE LAND
INCOME				
WHEAT	\$9,198	\$7,337	\$7,337	\$12,965
OATS				
MILO	220	1,217	110	2,009
CATTLE	1,200	1,200	2,272	1,200
HOGS	1,181	1,181	2,068	1,181
OTHER	545	545	545	545
TOTAL	\$12,344	\$11,480	\$12,352	\$17,900
EXPENSES				
MACH. OP.	2,453	2,676	2,717	3,868
MACH. DEP.	1,709	1,709	1,709	2,496
LIVESTOCK	857	857	596	857
OTHER	2,342	2,342	2,524	2,851
TOTAL	\$7,361	\$7,584	\$7,546	\$10,072
NET INCOME	\$4,983	\$3,896	\$4,786	\$7,828

CROPS	YIELD	ACRES
WHEAT	18	
FALLOW		
CORN	23	
MILO	28	
HAY	7	
PASTURE	7	
OTHER		
TOTAL		
LIVESTOCK	PROD.	
MILK COWS	13,000	
BEEF COWS	4,000	
FEEDERS	6	
SOWS	2,200	
PIGS	12	
HENS		

Richard G. Ford, Nebraska extension economist, uses this pegboard to explain the alternatives for adjusting farm production plans to economic conditions.

with allotments and alternative uses of diverted acres;

- (2) Increased production to offset falling prices, reduced acreage, and high costs;
- (3) Reduced operating costs and postponed capital expenditures.

Four different example farms were developed to represent the major farming areas in which meetings were held. The simple budgeting or extensive farm-planning approach assumes that the farmers who attend such meetings can take the ideas and principles presented and apply them in their own farm situations. In the

summary, it was pointed out that each farmer would have to analyze his own situation and decide which adjustments, if any, he would make in his farm business.

A mimeographed pamphlet, distributed at the end of the program, summarized the main ideas, suggestions, and conclusions which were presented during the meeting, including the data on the example farm. This handout pamphlet makes an important contribution to the success of such meetings. Requests for additional copies were received as long as 2 months after the last meeting was held.

The crop rotations and livestock system for the adjustments were painted on two large poster cards, taped together and placed on a specially constructed easel. Income and expense data were printed on 8½ by 8-inch cards which were put up item by item on a 4 by 5-foot pegboard, and held in place by removable hooks. Layover strips were used to cover all columns of figures except those under discussion. See accompanying photograph.

After describing the basic elements of a farm program, the speaker used the cards to show the income and expense data. The crop acreage and livestock numbers for each adjustment were printed on strips of different colored poster

card material, and the income and expense data which corresponded were painted on cards of the same color.

The farm organization chart was illuminated by a spotlight and the pegboard by a floodlight. The lights were controlled by the member of the team who was not speaking. An amplifier system was used when necessary.

Adjustable Visual Aid

The pegboard can be adapted to the presentation of other types of material as well as budget data. Each column can be used for up to four sets of figures because the hooks will hold four cards. Of course, hooks can be placed at different intervals

for larger cards. The two disadvantages of the pegboard are that it requires about 20 minutes to prepare, and that the board, including frame and legs, weighs about 30 pounds.

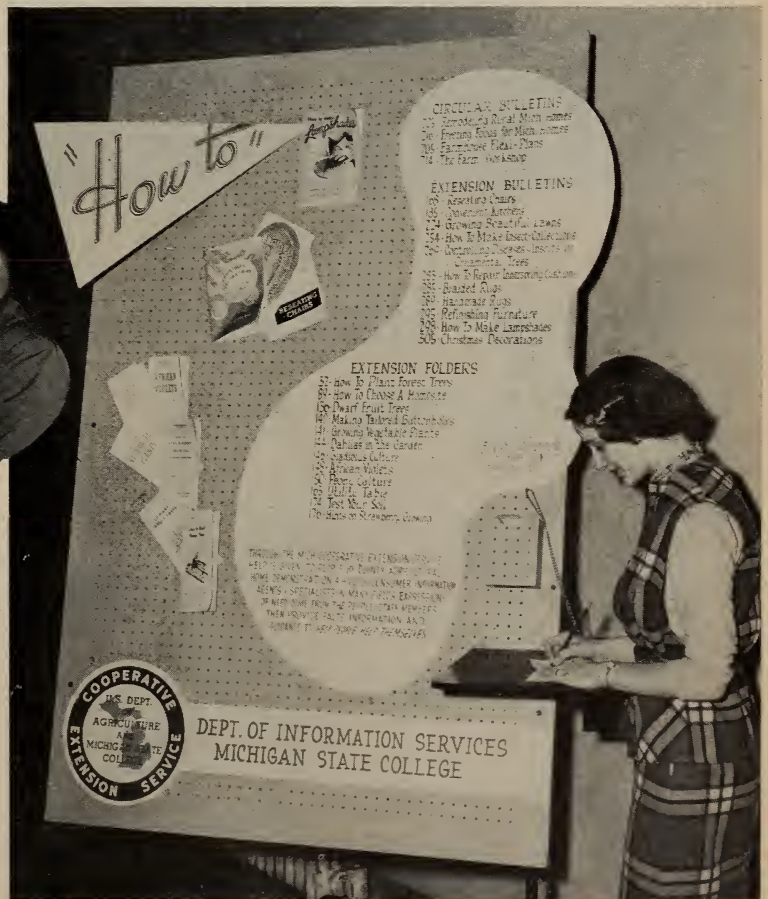
Visual aids, good lighting and adequate sound equipment added much to the success of these meetings. The speakers firmly believe that the busy people who attend meetings should be able to see and hear the presentation.

The program received such a favorable response from both farmers and county agents that Nebraska extension economists are planning to offer such a program each year to provide farmers with information and methods of making comparisons that they can use to solve their own problems.

DO IT YOURSELF



Norman Kunkel (left), bulletin distribution supervisor of Michigan State College's Extension Service, offers help to Duane I. Nelson, loaded with requests that resulted from the exhibit at right. Mr. Nelson, visual aids specialist at Michigan, placed this exhibit in a metropolitan show for 7 days. Passersby stopped to look at the publications and filled out requests for more than 50,000 bulletins, circulars, and folders.





Farm Advisers Don Smith and Lee Frey inspect perennial grasses with Les Berry (right) on a reseeded portion of a California ranch once known as Poverty Ridge.

Range Management *in Action*

POVERTY RIDGE in Shasta County, Calif., got its name when, year after year, ranchers failed their mortgage payments and left their weathered shanty homes in search of greener pastures.

Today the green pastures cover Poverty Ridge, and the progressive ranchers are burning their mortgages just as they did their brush-covered land 2 years ago. In fact, that's how their prosperity started—by burning the brush from their range land.

Range experts have watched feed resources on Poverty Ridge and

other western ranges wither and dwindle in the wake of improper grazing and management techniques. Range depletion was becoming one of the most pressing problems in western agriculture.

Researchers have uncovered numerous ways to halt this rampant deterioration, much of it in the last decade. Scientists knew the answer to Poverty Ridge, but did the farmers? And besides, would the farmers, when told the answer, be willing to risk their land and capital for one or two years to find out if the scien-

tists knew what they were talking about?

California, with one third of her land in open range, has historically imported meat to feed her 12 million persons. Farm experts point out that if California improved her range resources, she could reduce meat imports, produce at less cost, and at the same time conserve her ranges.

Range specialists zealously sought to improve the State's 26,000,000 acres of brush and woodland grass rangeland, about 75 percent of which could be converted to lush range pasture. Poverty Ridge is a typical example of what has happened in many California counties.

Lester Berry, former Shasta County farm adviser and presently extension range development and conservation specialist, compiled all the information he could find on the subject. At local meetings he presented this material to the ranchers. He cooperated with many other Federal, State, and local organizations. Meetings, surveys, and inspection tours followed.

Finally, 11 ranchers with adjacent property, volunteered to cooperate in the experiment. Early in the spring of 1951, the area was prepared for burning. The grass was lightly grazed that spring, thus providing more fuel for the fire. By August the brush was dry enough to burn. Under the supervision of Berry and cooperating agencies, crews of cattlemen fired 10,000 acres while State fire wardens stood by. In September, just before the annual rains, the burned area was seeded from an airplane.

"By the next spring the ranges looked better than they ever had," said Walter Aldridge, a typical rancher who seeded about 1,050 acres of his 3,600-acre ranch. Before the burn, he could graze only 60 animals on his land. Last year his range produced 60,000 pounds of beef. Formerly his animals would actually lose weight during the

winter months, even though he supplemented their grazing with hay. Now, without winter hay, the animals gain up to 1½ pounds per day from October through May.

Before 1951, Aldridge's rangeland would sustain only 600 animal-unit-months, and today the land sustains 2,360. He has only 1,050 of his total 3,600 units seeded. When he seeds the remaining land, the production will increase considerably. It cost him \$2,150 to burn and reseed his range. The new range has returned \$4,400 on his investment.

When neighbors saw that the 11 ranchers had increased the beef production anywhere from 200 to 400 percent, they also started burning and reseeding their land. Already 80,000 acres in Shasta County have been burned and reseeded according to the recommendations of the California Agricultural Extension Service.

Shasta County is neither an isolated nor an exceptional county. In 1953 about 168,000 California acres of private rangeland were controlled and about 30 percent was reseeded. The remaining 70 percent supported enough grass to insure natural reseeding.

Burning is usually the cheapest method of brush clearance, but mechanical and chemical methods are also used, depending on the range conditions.

The agricultural extension service is showing the farmers how to manage the land to get maximum growth after it is cleared and reseeded. For example, the animals are kept off the land when the perennial grasses are seeding. After the plants have matured, the cattle graze the dry grass and at the same time tramp the seeds into the ground so they can get a growing start.

Fertilizer, too, has entered the picture. Ranchers never thought it wise to fertilize their vast range lands. Now they know that in many instances it can be done, because they have seen it done on their own land through cooperative extension projects with local farm advisers.

More than 191,000 acres of private California rangeland were improved in 1953, resulting in several million dollars' worth of increased production.

Longtime Goals

WHEN I came to Virginia from Oregon in July 1952 I found that homemakers of Dinwiddie County had set up long-time goals. Since 1949 these women had been attempting to reach these goals:

Satisfying relationships in home and family life.

Adequate telephone service.

Electric power and running water.

Better health facilities.

Better roads.

More signs to identify home and farms.

Better management.

Beautification of homes.

Fulfillment of citizenship.

In addition to these objectives we have recently concentrated on three distinct phases: Home grounds improvement; health and nutrition; and recreation and arts. It was hoped that our homegrounds improvement project would create interest and pride in the outer appearance of the home and help the general appearance of the whole county by spreading to nonextension members. There has been much interest and considerable improvement. Ninety-four members improved the entrances to their homes; 81 improved their mail boxes; 63 added name plates; and 159 made some improvement to foundation plantings. The members reported that they have passed on this information to 168 other persons.

To encourage getting things done, 9 clubs had a club tour of members' homes to judge the club winners in the best improved planting around the mail box, entrance, and house foundation. Then a county tour was held in May to visit the winners in each club. Forty-seven home demonstration club members made the complete tour.

The overall program has contributed to better health in the county through our nutrition and meal studies, to better living standards through our home furnishings and design meetings, and to more joy in living through our landscaping work.

DOROTHY TOOLETH, Home Demonstration Agent, Dinwiddie County, Va.



HONORED

Thirty years of 4-H Club leadership brought special honor to these two Michigan women at the State 4-H Club Show at Michigan State College in early September. Mrs. Jay Russell, Osseo (Hillsdale County), and Mrs. Lyman Burton (Branch County) are congratulated by A. G. Kettunen, Michigan's 4-H Club State Leader.

Integrate All Efforts

(Continued from page 235)

of the '54 harvest, Oklahoma had 41½ million bushels more storage space than a year earlier.

Increased emphasis on the whole farm approach to farm and home problems makes the 4-H and home demonstration club programs more important than ever as avenues for reaching farm families. Work with both groups was directed toward this end in 1954. Enrollment in 4-H Clubs reached a record high of 2,058,144 during the year, and home demonstration club membership climbed to 1½ million.

With 55 percent of the consumer's food dollar going for marketing costs, there is real need for more marketing work with producers, handlers, and consumers. Extension made notable progress with these groups during the year. For instance, in 37 Texas counties where agents worked with all segments of the poultry industry on a quality egg program, 20 million dozen eggs were purchased from producers on a graded basis for five cents per dozen above the going market price. Producers, handlers, and consumers benefited.

SINCE Marion Thurston, a war veteran, started farming on three rented quarter sections in Spink County, S. Dak., he has changed his farming system radically. When he and his wife, Catherine, began farming in 1946 they knew that Spink County was a heavy wheat farming area and naturally they began to grow wheat.

Being new at the job, the Thurstons soon turned to the county agricultural agent, Lloyd R. Wilson, for assistance on farming methods and practices, ways of improving soil fertility and crop yields, and of increasing their income. Thurston attended short courses at the South Dakota State College, and above all, he was receptive to new farming ideas and practices which would put his farming on a sounder basis economically.

As a result, during these past 8 years, the Thurstons have shifted from a cash crop system to a grass-legume or livestock economy. Now they have given up plans for growing wheat except as required on their rented land. They have gone wholeheartedly into a grass-legume, feed grains, and livestock plan.

Overall Farm Plan

County Agent Wilson, Arthur Anderson, associate extension farm management specialist, and the Thurstons drew up farming plans for the first year on the three rented quarters. They attempted to evaluate fertility, the crop-livestock ratio, and other factors involved in maintaining a living income.

They considered limitations of the rented place which were numerous. The landlord had required certain procedures. The farm was limited in size, especially in its capacity to produce livestock. Barn room was small and the 40 acres of hayland further reduced potential numbers of livestock that the place could produce.

Under these limited circumstances, an overall farming plan was drawn up by the Thurstons with the aid of two Extension Service leaders.

The following year, 1947, the farmer-and-wife team purchased one quarter-section with buildings a mile north of their rented place, continued

to rent the two original quarters, and leased another. This move gave them a larger income from their farm business. It also gave them ownership control of at least a part of their land resources.

Along with the purchase came the right of the Thurstons to introduce ideas of their own for land improvement. The first year they put in a windbreak or shelterbelt around the farm buildings. They planted 1,530 trees and have added 200 to 300 each year. They also seeded down 10 acres of alfalfa for hog pasture as an initial step toward a livestock program. But 1947 was also a good year for wheat, and their 160 acres yielded well. That good crop year diverted Thurston's thinking into cash crop channels or at least delayed his intentions to abandon the idea.

Introducing other management techniques into their 1948 farm program, they made a small start in a sheep enterprise by buying eight head, cut down the wheat acreage to 80 acres, began sowing sweet clover in with small grain as a nitrogen builder, planted more grasses and legumes as permanent crops, and increased hog and beef numbers to utilize this homegrown feed. They

also released a man they had hired during the crop season the year before.

In the winter of 1949-50, County Agent Wilson held a series of farm and home planning meetings for six tenant farmers and the Thurstons, then land owners. The meetings were also continued during the following winter.

Wilson attempted to show these farm families how they could in-



As the Thurstons Farm

They Are Receptive to



Thurston and Arthur Anderson, extension specialist, standing on the trench silo, not yet open for use.

Changes Made

Among changes made by the Thurstons in their farming operations were:

Purchase used machinery instead of making huge capital investments in new machinery.

Do not raise cash crops except for some rye and some wheat as required in the lease.

Utilize a systematic breeding plan which will better distribute the farmer's time throughout the year. Lambs arrive in February, thus easing disease problems and allowing use of early lush pastures. Hogs are farrowed later, eliminating the need for expensive housing.

Build contours and grass waterways.

Plant shelterbelts to serve as a protection from the winds and drifting snow for the buildings and livestock.

Adopt labor-saving methods, automatic watering for livestock and poultry, trench silos for easier feeding, and deep litter and dropping pits in the laying house.

Use purebred sires to improve lamb weight and maintain wool grade, improve quality of beef cattle, and further develop meat-type hogs.

Shift to a grass-legume and livestock economy to allow use of smaller and less costly machinery, reduce seasonal labor costs, necessary in growing grain, and to give the family a low-cost soil improvement program through use of legumes and manure.

Use sprays in weed control.

In 1952 the Thurstons purchased

two of the quarter sections they were leasing, and this past spring leased two more quarters, thus expanding their total farming operations over seven quarters.

With 245 acres of land in grasses and legumes today, they find that 1954 is the first year they didn't have to rent hayland. A 170-acre summer pasture and the tame hay provided plenty of forage. In past years, they have had to travel as far as 6 miles for rented hayland.

Although the Thurstons say they have little cash to show for their farming endeavor, they point out that they have erased two-thirds of their indebtedness on the three quarters in just 7 years. Improvements on the farm such as shelterbelts, trench silos, buildings, and added soil fertility have materially increased property value.

They now maintain 90 to 120 ewes and have built up their beef herd to 40 females. Their flock of 350 laying hens helps to stabilize income.


This Spink County farmer and his wife feel that the change to a non-cash crop economy has made it possible for them to operate with cheaper and smaller machinery while at the same time building up soil fertility. They also make better use of family labor and have greater family living—more recreation, travel, and education.

Mrs. Thurston sums up the new system with, "We want our four children to know that farming can be profitable as well as an enjoyable way to live—if the business is properly planned."

New Home Demonstration Building

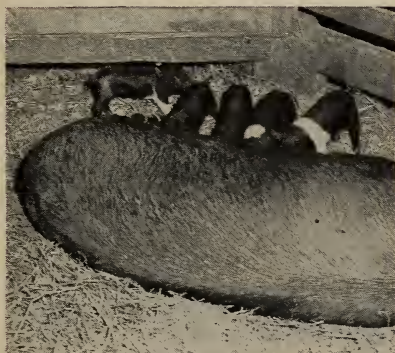
• Nelson County has the distinction of being the first county in Kentucky to construct a building primarily for the use of the home demonstration agent in her work with homemakers and 4-H Club girls. This annex to the county office building in Bardstown was opened to visitors with an exhibit showing some of the projects.

The two-story brick building, with basement, was built by the county at a cost of \$30,000. On the first floor is a large, well-lighted clubroom and the office of the home agent.



A view of the Thurston farmstead showing part of the 3-acre shelterbelt on the north.

New Ideas



Baby pigs, shown with their mother, are around 2 weeks old.

crease their net income through a more integrated farming program. Because situations differed, each family program was made to fit the individual family goal.

Discussions at the meetings centered around crop rotations, livestock programs, grass and legume uses for pasture and hay, feeding methods, farm management problems and other phases of the overall program. These topics provided only a groundwork. Individual assistance in addition was given to farm families by Wilson and his successor, Ralph Sorenson.



Part of the 120 lambs marketed the day this photograph was made.



Her animals won prizes each year

“Miss Universe” — 4-H Club Member for Eight Years

MIRIAM STEVENSON of Winnsboro, S.C., recently chosen “Miss Universe,” made an excellent record during her 8 years as an active 4-H Club member. She joined the Fairfield County, S. C., 4-H dairy calf

club in 1943 and continued as a member until she graduated from high school in 1951.

South Carolina Extension Service workers report that she was an enthusiastic and cooperative member. She showed one or more of her animals at either a county, district, or State 4-H calf club show each year, including 3 years at the South Carolina State Fair in Columbia. Her animals won prizes each year, and in 1950 she showed the best fitted animal and was awarded first place in showmanship at the State Fair.

Following her graduation from high school, she sold three of her seven registered cattle to help finance a course in home economics at Lander College, Greenwood, S.C., where she is a popular senior.

Two of the calves were sold to Thomas Ashley Rankin, Saluda County 4-H Club boy. One of these placed in the 1953 4-H Club Show at the State Fair, and, in showing her, young Rankin won honors as best showman. One of the calves was named “Stevecrest G. M. Miriam” when it was registered as a baby calf.



Miriam's entry is judged best fitted animal in 1950 fair, Fairfield County.

Prefers School

Miriam's first venture in a beauty contest was in 1952 when she was selected to represent Fairfield County in the Maid of Cotton Contest sponsored by the Clemson Extension Service. From this beginning, she went on to be selected as “Miss Lander College,” “Miss South Carolina,” “Miss United States,” and her highest honor, “Miss Universe.”

In winning this honor, she was awarded a movie contract in Hollywood. But when schooltime drew near, she decided to finish her college work instead of trying for a movie career.

The *New York Times* on September 10, 1954, in an editorial about Miriam's decision to return to college concluded with this statement: “The wise girl, however beautiful, may do better in the long run, in 999 cases out of a thousand, if she perfects herself in home economics.”



4-H Fellows for 1954-55

Left to right—Donna Kragh, Ella Fazzalari, Joseph McAuliffe, Bronna Mae Elkins, Marvin Boss, and Don K. Wiles.

FELLOWSHIPS for graduate study in Washington, D. C. for the college year 1954-55 were awarded to six former 4-H Club members, all of whom have had professional extension experience. They are Bronna Mae Elkins, Tallahassee, Fla.; Ella Fazzalari, Oakland, Md.; Donna Kragh, Waupaca, Wis.; Marvin Boss, Davenport, Iowa; V. Joseph McAuliffe, Troy, N. Y.; and Don K. Wiles, Battle Creek, Nebr.

Funds for two of the fellowships were provided by the National Committee on Boys and Girls Club Work of Chicago. The other four were financed by a farm implement company.

The training program for the fellows is under the direction of the Division of Research and Training in the Federal Extension Service. It provides access to U. S. Department of Agriculture research bureaus, and the facilities of other departments of the Federal Government. Students are required to devote about 50 percent of their time to a study of the Department of Agriculture and other Government activities, 20 percent to academic work, and 30 percent to a specific research problem in 4-H Club work.

Miss Elkins, a club member for 7 years, is assistant State girls' 4-H Club agent, Tallahassee, Fla. She holds a B.S. degree in home economics from Florida State University. In 1947, she was a delegate to the National 4-H Club Congress as State food preparation winner.

Miss Fazzalari, a 10-year club member, is now assistant home demonstration agent in charge of club work in Prince George's County, Md. She holds a B.S. degree in home economics from the University of Maryland.

Miss Kragh, county home agent, Waushara County, Wis., was a club member for 9 years. She holds a

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Ask for the Best

JOE MCAULIFFE
4-H Fellow, former 4-H Club Agent
Rensselaer County, N. Y.

WE ASK and usually get the best local experts in the county to help with our 4-H Club work. If they help to plan the projects as well as to give instruction, they are glad to share their know-how as successful businessmen.

These project committees, as we call them, are composed of local experts in their special fields—the men and women who are professionally tops in our county. Many of them are former 4-H Club members, college graduates, or have been active in adult extension work, and they like to work with our young people.

In 1954 the projects for which we had the local specialists were dairy, poultry, home-grounds improvement, and those for teenagers. To explain the organization and work of these committees, let's take the poultry project committee for an example.

Our county's agriculture is predominantly dairying with a considerable amount of poultry. We also have smaller amounts of truck crops,

fruit and forest products. Some of the 4-H Club boys and girls who sign up for poultry projects come from poultry farms, but many do not, and a large number of these are from rural nonfarm homes. Actually, our county may be considered a semi-urban county. For this reason, many of our 4-H Club leaders are not farm people. Even those from farms are not always familiar with poultry work. Hence, a real need exists for specialist committees.

We have learned, as all 4-H leaders have, that with only a few extension agents in a county an effective program for boys and girls must be (1) limited in variety of projects; or (2) limited to strong projects and other weaker ones; or (3) changed in emphasis from year to year, which means that the strength of a particular project varies from year to year; or—and this is our answer—(4) provide a broad, continuing, program that will meet the needs of a variety

(Continued on page 254)

*Eight years
of club work
in Columbia
County,
Florida*



Interior home improvement leader demonstrates color harmony and selection.

Result... a Better Community

MRS. GLENN M. SEWELL
Home Demonstration Agent, Columbia County, Fla.

A COUNTY CHORUS, under the direction of an excellent local leader, served to give new life to Florida's Columbia County home demonstration clubs back in 1946. From a low of 3 clubs, the county organization has grown in 8 years to 7 women's clubs, 7 4-H Clubs, and 5 neighborhood groups.

The leadership that developed from the chorus became the spark for a revival of interest among the older club members. When two former 4-H Club members met with this older group to compile and publish the history of home demonstration clubs in Columbia County, further interest was stimulated.

Spurred by the offer of a local bank which agreed to finance the cost of printing the yearbook, the representatives of the clubs planned a coordinated program that attracted many new members. Tours to places of interest and to homes of club members where good practices had been adopted helped to arouse the

interest of still more homemakers.

To further develop the county program, leader-training workshops were held each year. Specialists from both Tallahassee and Gainesville extension offices gave the home



One of five old rural churches which was improved inside and outside by home demonstration club members.

demonstration agent and her leaders valuable assistance in the latest and best methods for leaders to use in helping club members with specific projects.

Local leaders, in turn, taught their club members how to participate in good panel discussions on such topics as Develop Happy Family Relationships, Thrift and Saving, and Keep Informed. Believing in the frequent use of visual aids, the leaders illustrated their talks with filmstrips, flannelboards, and other helps.

From Home Management to Community Leadership

A wide variety of subjects were studied during the last 8 years including the making of slipcovers, draperies, and rugs. They learned to vaccinate chickens, improve their lawns, use color in their homes, make Christmas decorations, and finish and reupholster furniture. Other projects were on health, food production, clothes making, family relations, and the development of a neighborhood library. In every project, a local leader was trained to conduct the meetings, teach the craft, and lead the discussion.

The leadership developed through these clubs has been turned to many other community betterment programs. Outstanding among their achievements was the improvement of five beautiful old country churches and three cemeteries.

Speaking of Recruiting

LOUISE ROSENFELD
Assistant Director
Home Economics Extension, Iowa



At the 1954 Iowa State Fair, county home demonstration agents, who are trained home economists, were introduced by photograph to fair-goers.

SPEAKING of recruiting—and what State doesn't when it comes to keeping county extension staffs filled—here's one thing we did to focus attention on the position and the work of the county extension home economist this year. The scene is the 1954 Iowa State Fair; the particular location—the Women's and Children's Building. This is the building where county homemakers have their exhibits—a logical place to call attention to the trained extension home economists who help homemakers of the State and their families carry on an educational program throughout the year.

The pictures were 8 by 10 inches

with a mat finish. They were mounted on 30- by 40-inch illustration board of suitable color to set them off. Each home economist was identified by name and county. A map of the State showed counties with home economists employed; counties which planned to employ home economists in the near future, and those without. The key question was "Does Your County Have an Extension Home Economist?"

—Another large poster told the home economist's position in relation to Iowa State College, the U. S. Department of Agriculture, and her county organization. Small posters pointed out the accomplishments of

Iowa home economists in the last year.

In addition, home economics career posters gave a glimpse of training which home economics students receive as they prepare for different positions, such as extension work.

Color combinations of yellow, gold, soft green, and black were used to draw attention to the exhibit. Home economics supervisors and editors and the art staff of the extension information service planned and built the exhibit. It was displayed at the National Dairy Cattle Congress in Waterloo as well as at the State fair.

The Value of an Annual Report

(Continued from page 236)

use on the farms in this State, showed a rapid increase up to 1947, at which time an artificial breeding program was initiated. Since that time the number of artificially bred cows has reached the figure of about 16,000, and the total number of pure-bred dairy bulls in use has decreased nearly 50 percent. Thus, some progress may be shown as a descending curve on a time series chart.

Similar information is graphically shown on many aspects of agriculture which engage the thought and effort of county agents and extension specialists. To limit the annual report to the statistics of the particular year would take from it most of the significance and the purpose from the standpoint of extension workers. It is important to know how the current year's work links up with that of last year. This helps give a slant on the outlook for the year ahead.

I have known county agents who followed the same procedure with respect to their county annual extension reports as I have outlined here for the State extension report. When such a report is finished the agent keeps it on his desk and makes frequent reference to it at conferences with farmers and other businessmen. He makes more use of it than do the administrators and legislators who receive it. He uses it as a basis for demonstration work and for leader-training work in his county. Facts speak for themselves.



Mrs. Florence M. Van Norden, points to the article she co-authored for a New Jersey paper. Extension agents in this area publicize local foods.

Newspaper Stories Help New Jersey's Food Marketing Program

Tell and Sell

JOSEPH F. HAUCK
Marketing Specialist

H. RUSSELL STANTON
Associate Extension Editor, New Jersey

FARMERS and homemakers are being brought closer together in two populous New Jersey counties by means of a week-by-week consumer education effort carried on by extension agent teams. Farmers testify that the campaign has meant more cash in their pockets and homemakers say that they are making better use of their food dollars.

The campaign is continuing as part of the State's food marketing program and will be expanded. The area of Bergen and Passaic Counties, where the program is being carried out, has a population of about a

million persons and is one of the richest food markets. Many parts of the Bergen-Passaic area are within sight of metropolitan New York. But, surprisingly, considerable open space still remains, some of it occupied by no fewer than 1,100 farms, yielding agricultural products valued at 14 million dollars, chiefly market vegetables, fruit, poultry, eggs, milk, and nursery stock.

Each homemaker in the area is looking for ways to stretch her food dollars as she serves attractive, nourishing food. Farmers are interested in finding and holding customers.

Extension is bringing producers and consumers together in a program that has four objectives:

1. To provide homemakers with helpful information on best food buys each week.
2. To help consumers use and prepare food to good advantage.
3. To acquaint consumers with locally produced farm products in season.
4. To create demand for agricultural products and to help local and other farmers sell them, particularly during peak seasons.

Use the Newspapers

At a planning conference in the spring of 1953 it was agreed that the quickest, best, and least expensive way to reach consumers with timely food information would be through the newspapers.

This decision was reached with the realization that agents who would write the columns would face rather formidable competition because of the enormous amount of editorial matter and pictures sent to newspaper editors every week. Newspapers buy some of this, but the bulk of it comes free, sponsored by commercial concerns.

With all these facts in mind, agents visited newspaper editors, offering localized news stories with local pictures on a weekly basis. Naturally, not all papers accepted the offer, but the proposed series appealed to editors of 7 newspapers with a total circulation of 185,000.

It is estimated that the information prepared by the agents goes into about half of the homes in the area.

Write Local News

Agents build interest by introducing local names in their stories and using pictures of local persons. This is something that is not offered in food stories sent to editors by syndicates and companies seeking favorable mention of particular products.

Many farmers have commended the agents for their efforts. Homemakers' reaction can be measured by the increased telephone calls about details that could not be covered in the stories.

The best proof of newspaper edi-

tors' approval is their generous allowance of high-priced space and their willingness to continue to publish the material.

Farmers Like Results

Farmers' evaluation of the agents' work has come in comments such as the following: "Our counties are so urban that most folks do not realize the importance of our farming. This program not only stimulates demand for our products, but it also interests the consumer in our problems."

A roadside operator said: "We get an immediate reaction to each weekly food story. Our customers ask for the commodity featured and mention other foods previously featured. They often seem surprised to learn that so many locally grown products are available. We believe in the program 100 percent."

A peach grower told one of the agents that one feature story in widely distributed papers was worth \$2,000 to him.

Flowers and nursery crops are big business in this area. A flower grower stated that 250 of the persons who visited his greenhouse following publication of a pre-Christmas story on poinsettias mentioned the illustrated feature they had seen.

Many of the homemakers who call home agents reveal that they are newcomers to the area aware for the first time of the nearness of fresh fruits and vegetables. For them, the newspaper publicity is their introduction to the Extension Service.

Home agents get materials from various sources, including the New York Regional Extension Food Marketing Office, to aid them in preparation of their weekly articles. Facts are sent by mail to the large institutional food users in the area.

Other States Study Methods

Other agents in New Jersey and in at least one other State are watching the progress of the Bergen-Passaic project with the thought of adapting the methods.

An extension food marketing economist from another State has taken examples of the work being done in the two-county area to home agents in counties throughout her State to help her teach effective consumer education.

Methods are adaptable, not only to education by means of newspapers in other sections, but also to radio, and undoubtedly to television. These approaches are being explored and will form the basis of a statewide

educational program now in process of development in this State.

The most effective measure of the program lies in the fact it is in its second year, with the enthusiastic support of agents, farmers, and editors.



Is There a Better Way?

Women learn to make everyday household tasks easier



HOMEMAKERS of Breckinridge County started a series of six demonstrations on saving time and energy. These included: Guides To Make Your Work Easier, Keeping Cutting Tools Sharp, Planning My Day, A Clean House the Easier Way, Kitchen Short Cuts, and Ironing the Easier Way.

Leaders' training meetings for this work were conducted by Frances Stallard, extension specialist in home management. The demonstrations were presented by the leaders at 73 regular club meetings with an attendance of 1,031.

Many women found that they saved time and energy by doing some of the everyday tasks the new way, such as using a lap table for such jobs as ironing and preparing food. Mrs. Shelly Miller reported that she saved time by using a tray to carry dishes from the dining room to dishwashing center, by scalding dishes and letting them drain, then storing her dishes closer to where she washed them. Mrs. Dennie Nelson found that by using both hands for dusting with mittens she saved time. Mrs. James Lyons saved 3 hours a week in cleaning her house by using both hands for dusting with mittens, planning her daily cleaning routine, adding storage space, and

making a cleaning kit for her cleaning equipment which could be carried from room to room.

Even the men became interested in women saving time and energy in housework during an ironing demonstration given at the Rotary Club.

Forty-five percent of the women learned to relax and rest at intervals during the day and they were not so exhausted at the end of the day. Forty-three percent improved their method of cleaning house to save time and energy and 45 percent reported more efficient planning.

These are just some of the immediate results. Just as important is the fact that the homemakers realized that just because they have been doing a job the same way for many years it may not necessarily be the best and easiest way. Some of them began watching magazines, papers, radio, and television for new and better ways of keeping house which they pass on to others. This desire for improvement has carried over into other phases of homemaking and living such as child care, clothing, housing, use of equipment, foods, family, and community living. —MARY L. STEELE, Home Demonstration Agent, Breckenridge County, N. J.

Missouri Farmers Prepare for the **DROUGHT**



On a southwest Missouri farm, 22 acres of irrigated ladino-orchard grass pasture carried 30 head of dairy cattle through the past 3 summers.

THESE three accompanying pictures indicate some of the methods used by Missouri farmers to help themselves out during drought years. The longtime program on pond construction has been particularly helpful in supplying livestock water during these dry times. The use of trench and other emergency-type silos has aided greatly in salvaging feed. Many of these structures will undoubtedly be continued as part of the farm operation in the future. Irrigation is limited to the farms that have an adequate water supply.



Packing silage in a trench type silo.



Excavating for a pond.

Forage Production Balances Herd Needs

LESS than 3 percent of the dairymen interviewed in Connecticut during a farm management study had good balance between forage production and herd requirements, where high forage intake was planned.

The forage planning program, which was begun in all Connecticut counties in 1953, attracted 293 farmers to the meetings. With the help of the county agent and a specialist from the University of Connecticut, they actually went through a forage balancing process, using the Connecticut forage program workbook and handbook.

To test the impact of forage adjustments upon the profitability of the farm, a farm management study was undertaken in 1953-54. A random sample of the participants was obtained, and each farmer so selected was personally interviewed. These farmers were separated into five size groups based on the number of cows in the herd.

After their forage plans and production characteristics were analyzed, a farm was selected to represent each of five typical groups. The characteristics of these farms and their business organizations were described. Then, based on recom-

mended practices in agronomy and animal nutrition, plans were made to alter forage production practices and the ways in which forage was used for dairy animals.

The proposed program was limited to those adjustments which could be achieved without major changes in land acreage, equipment, buildings, or labor. It was the objective of the study to demonstrate that major improvement in the dairy farm business could be achieved by simply using present resources more effectively. In brief the program was three-pronged:

(1) Intensification of crop production from the existing cropland acres by improved fertilizer practices, crop selection, and rotations.

(2) Shift to grass silage or barn-finished hay in order to store early

Water in Pasture Ups Cattle Gains

surpluses in the pasture period for later use as supplement during the period of low pasture yields in late summer and fall.

(3) Maintenance of present concentrate feeding levels and some additions to the herds.

Adjustments to improve forage production and use were quite similar for each farm group. However, the extent of application of the adjustments varied considerably.

The extent to which forage production can be increased and the effect upon costs and returns also vary considerably by size groups. In practically all cases, the forage-improvement program increased total production costs as more fertilizer, seed, and supplies are required. In spite of this fact, net income has increased substantially.

MORE even grazing of his pasture, increased gains made by calves, and a saving in labor are among the returns enjoyed by Fred Schmidt, LaMoure, N. Dak., farmer, as a result of developing a good livestock water supply in his 460-acre pasture.

Schmidt, cooperating with the East LaMoure County soil conservation district, built a water dugout in his pasture at a central location where the cattle could get to it readily from any part of the grazing area. His calves gained 50 to 75 pounds

more per head after the pond was built, compared with the gains made in the same length of time when ample water was not available.

"I would never be without my stock water pond," Schmidt says, "It's the best investment I ever made." Schmidt operates his 880-acre farm as a combination grain and livestock unit. He follows a 4-year rotation including grasses and legumes in a longtime grass rotation. He generally seeds about 80 acres of rye as a soil cover crop.

Exhibit Stirs Interest . . .

and Stimulates Drive for More 4-H Members

Here's an idea you may find useful in boosting 4-H Club enrollment.

Alvin F. Root, Shiawassee County, (Mich.) 4-H Club agent, placed a sign advertising 4-H Club Week and a "flower box" in a bank.

The "flower box" contains clovers made of blotter paper that is painted green and mounted on one-fourth-inch dowels. Each one represents a 4-H Club in the county.

The dowels vary in height, according to the number of members in a club, allowing 1 inch per member. On the face of each clover is printed the name of the club and township.

The extension seal on the sign advertising 4-H Club Week is the same one used by the county extension office. But it's mounted on a four by four quarter-inch plywood.

Club members were made conscious of the size of their club compared with others, and that stimulated a drive for more members.



4-H Clubs are represented by the growing clovers in this flower box exhibit shown in Shiawassee County, Mich., to stimulate interest in Clubs.

Ask for the Best

(Continued from page 247)

of boys and girls planned and carried out by project committees.

Our first step in the organization of a poultry project committee was to invite 8 or 10 of the best-known and respected poultrymen in the county to meet and discuss a plan. Our county executive committee advised us on their selection. These people represented the retail and wholesale egg producers, broiler growers, and the hatcherymen. In addition, we asked a representative of the 4-H Club local leaders, an older 4-H Club member, a representative of the county 4-H executive committee (the policy-making group in New York State), and the county agricultural and 4-H Club agents. When possible, the college poultry specialist also met with them.

In frank discussion these men say what they think a poultry project should do for the boys and girls. They list the subjects that should be taught and the points to be stressed. Each year they recommend a series of countywide meetings for 4-H Club members, their parents, and their local leaders.

The poultrymen are responsible for these meetings. The man teaching brooding and rearing of chicks may have one instruction meeting early in the spring, whereas another person teaching candling, packaging, and marketing eggs might hold four or five classes over a period of several months.

Emphasis usually changes from year to year. In 1954 better marketing of dressed poultry was emphasized. More help was given the young people on how to produce a better meat bird. They learned how to de-beak and how to "hormonize birds," and how to kill, pick, dress, and package the meat for sale.

A man with a broiler plant where several thousand birds are debeaked a year demonstrated the various methods of debeaking and the advantages and disadvantages of each.

This plan of asking local specialists to do the teaching for these 4-H projects is based on the extension belief and practice of depending on local leadership. If you have con-

fidence in people and their ability to do a job, our plan is unbeatable. The second year these men served they invited others to assist. The local people know who in their community can do the jobs.

4-H Fellows for 1954-55

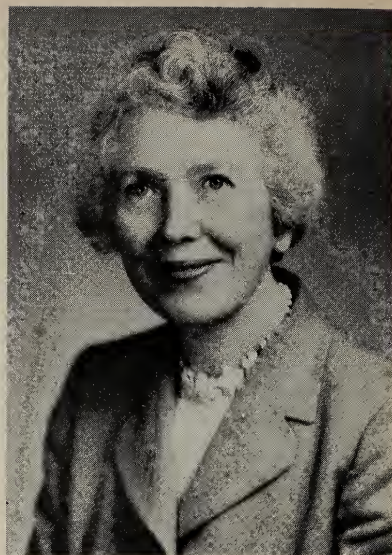
(Continued from page 247)

B.S. degree from Stout Institute, Menomonie, Wis., where she majored in home economics.

Mr. Boss is county extension youth assistant in Scott County, Iowa. He also served as a member of the State Extension Youth Advisory Committee and as chairman of the youth committee of the Iowa County Extension Directors Association. He was a club member for one year and attended the National 4-H Club Congress in 1953. He was graduated with a B.S. degree in agronomy from Iowa State College.

Mr. McAuliffe, county 4-H Club agent in Rennselaer County, N. Y., was a club member for 3 years. He also served as 4-H Club agent at large. A graduate of Cornell University with a B.S. degree, he majored in youth extension and minored in poultry. He served with the armed forces from 1944 to 1946.

Mr. Wiles, a club member for 2 years, is county agricultural extension agent in Madison County, Nebr. He holds a B.S. degree from the University of Nebraska where he majored in agriculture. From 1945 to 1946, he served with the armed forces.



TENA BISHOP
New Member
of National
4-H Staff

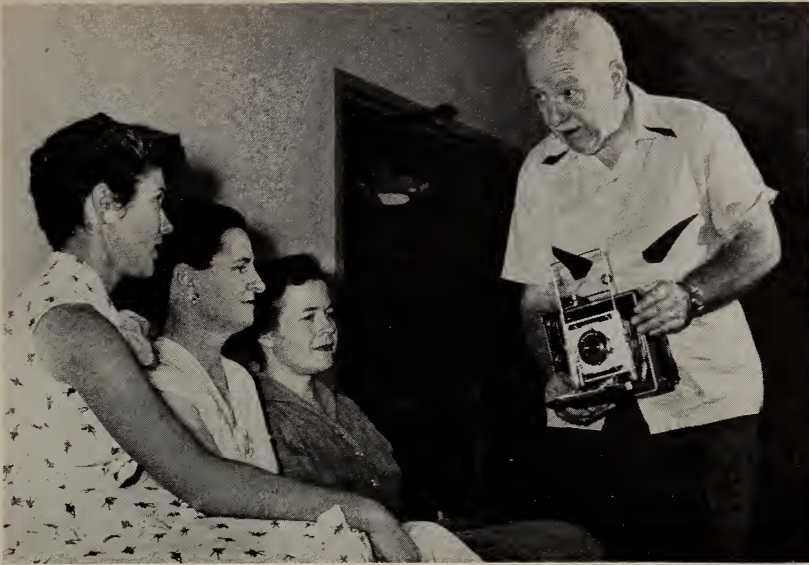
Tena Bishop has recently joined the Federal Extension Service staff as national leader of 4-H programs in home economics and health. Miss Bishop for the past 22 years has served as a member of the Massachusetts State 4-H Club staff. A native of Newfoundland, Miss Bishop calls Massachusetts her home State. She is a graduate of Framingham State Teachers College and holds a master of arts degree, Columbia University.



HONORED

At the National Home Demonstration Agents meeting recently Florence L. Hall, former Federal Extension Service staff member (extreme right) presents the four regional winners of the Florence Hall award checks for \$50

to be used for professional improvement. Winners are: Eastern Region—Sara Woodruff, Salem, N. J.; Southern Region—Mary Ellen Murray, Hopkinsville, Ky.; Western Region—Mary O. Nelson, Roswell, New Mexico; Central Region—Alfretta Dickinson, Rockford, Ill.



Three workshop members listen to Fred W. Westcourt, professor of cooperative extension methods at TSCW, explain the techniques of a camera.

Don't Forget Your Public

DOROTHY A. HOLLAND
Assistant Editor, Texas

KEEPING up-to-date in subject matter as well as ways to reach more homemakers with useful information was the keynote of a summer workshop for home demonstration agents held at the Texas State College for Women in Denton. Mass media, news, radio, television, visual aids, and publications were emphasized throughout the course.

The workshop included method demonstrations by specialists with the Texas Agricultural Extension Service, discussions by local news editors, college faculty members, commercial photographers, and informal participation by the workshop members themselves. Although geared primarily for extension agents, the 3-week course was open to prospective agents, home economics teachers, and adult education teachers. It

provided three semester hours of graduate or undergraduate credit. Persons from four States attended.

Fred W. Westcourt, professor of home demonstration methods, TSCW, and Frank C. Rigler, head of the journalism department, were in charge. It was the second such workshop held in cooperation with the Extension Service.

Method demonstrations were given by Nena Roberson, clothing specialist. Eula J. Newman, home management specialist, gave an illustrated lecture on money management; and Frances Reasonover, foods and nutrition specialist, reported on a nutrition research project. The agricultural information office was represented by Marie Marschall, assistant editor, who emphasized good working relations with local editors,

and Mrs. Dorothy Holland, who discussed the best use of publications in county programs. Kate Adele Hill, studies and training leader, served as consultant throughout the workshop and lectured on extension organization and philosophy.

Mrs. Alma McGee, home demonstration agent in Bowie County, Tex., had this impression of the workshop: "No home demonstration agent attending these sessions can go away with the idea that getting her message before the public is unimportant. She may not be a reporter in the true sense, but she can render a greater service if she cooperates with newspaper and magazine editors and radio farm directors."

About People

- CLARA NOYES, home demonstration agent, Douglas County, Nebraska, was honored for 25 years of service to the county when 200 local women planned a recognition program, *This Is Your Life*, recalling her many accomplishments.

Retired

- HALLIE HUGHES nationally known leader of 4-H Clubs for girls in Virginia; MRS. ALICE P. TRIMBLE resigned as home demonstration leader after 18 years in Hawaii and returned to her native State of Utah; and MARY COLLOPY, home economics editor in Michigan, whose article, "Behind the Doorbell," was featured in the April issue.

- Some newcomers on the State staffs are: MRS. CLARA ANDERSON, home demonstration leader, Colorado; MRS. ORILLA WRIGHT BUTTS, home demonstration leader, New York; MARY MAY HARRIS, district agent, North Carolina; CLIFFORD ALSON, State agent, and WHEELER R. PERKINS, district agent, Arkansas; MARGARET JACOBSON, district supervisor, Minnesota; ANTHONY ROMO, assistant county agent leader, New Mexico; JEANNE REITZ, home management specialist, VIVIAN L. CURNUTT, home furnishing specialist, and RALPH PORTER, field, dairy specialist, Maryland.

UNITED STATES
GOVERNMENT PRINTING OFFICE

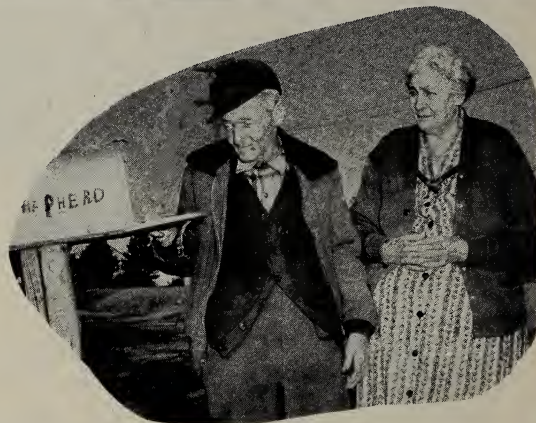
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The County Agent and Social Security for Farm People



About 5½ million farm operators and farm workers will be covered under the Old-Age and Survivors Insurance program for the first time beginning January 1, 1955. They will be wanting your help in getting information on the program. Here are ways in which you can help:

1. Refer farm people to their local security office. Your local postmaster can give you the address.
2. Know enough about the program that you can intelligently answer their questions or refer them to the local security office.
3. Use your local social security man as a resource person.
 - In York, S. C., the agricultural county agent issued a press release on information from social security.
 - In Thurston County, Wash., the county agricultural agent interviewed a social security representative on his radio program.
 - In Richmond County, Ga., the county agricultural agent arranged for OASI representatives to give three talks before farm groups.
 - Several county home demonstration agents in West Virginia have arranged for social security people to tell their farm women about the significance of the OASI program.
4. Keep on hand a supply of social security pamphlets in your rack of bulletins of interest to farm people.

