



EXTENSION SERVICE
Review

*Summer Camping
Means Spring Planning*

MARCH 1950

Next Month

● Marketing information for consumers is a topic you hear much about these days and will no doubt hear more about as time goes on. The excellent results obtained by a television show in New England will be described in detail in the leading article.

● It is not enough to have some good research projects under way or even to keep a good television show operating. Every county agent needs to know how to take part in a marketing information program.

To keep agents up to the minute, Massachusetts conducted a marketing tour for agents and specialists to inspect the Boston markets. It was one of the first joint training projects for agents, both men and women, in the State, and everyone voted it a big success.

● Buffalo's Food Forum brought out between 500 and 600 men and women for afternoon and evening sessions on buying vegetables and poultry. Retailers, growers, and extension agents put on the show, which was informative and interesting. Mary B. Wood, extension home economist in marketing in New York, tells the story.

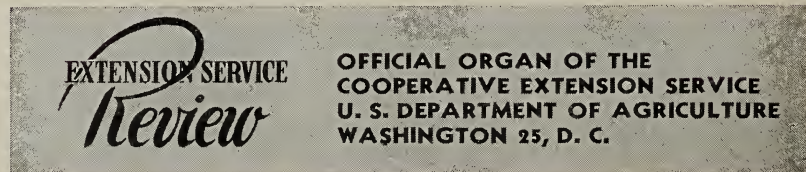
● A functioning County Rural Health Council with a vital long-range health program is described by County Agent Floyd I. Lower, of Columbiana County, Ohio. A survey planned and carried through to completion, even to the attractive printed report, "You and Your Neighbors," aroused interest in health problems and gave a good basis for the program.

● Many extension agents are planning to take some graduate study some day. A recent poll of Michigan workers showed that half of them were interested in graduate study. For those who have cast the die in favor of attending summer sessions this year and for those who are still turning it over in their minds. April is the month to think about summer schools and what they offer.

● The second in the series on making the office a better place to work is in the April issue. This deals with office lay-out.

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Camping Pays Long-Time Dividends— for Rural Youths

CLARETA WALKER,
Rural Youth Specialist, Illinois Extension Service



TO MEET people, to learn something, to have fun—these are the guide-posts which point the way for Rural Youth “camptivity” in Illinois.

Camping has become big business, not so much in dollars and cents but rather in developing young men and women into valuable citizens and equipping them for the responsibilities in their communities. And as such, it is a definite part of the year-round over-all program.

What makes for a successful camp? What should camping experience do for young people? Why are young people interested in camping? These are some of the basic questions which should be given serious thought and study before the program is planned or even considered.

It is apparent that members of this age group want to have a very large share in the planning and the implementing of their program. We believe they should be given the opportunity. These young people are just one step short of establishing their own homes and becoming an integral part of the community. What better training for the job ahead than to set up their own program? To be sure, they will need wise counsel, but it should be counsel, not direction.

Illinois rural youth operate on the continuation committee plan. At the close of the camp period the committee is appointed for the year ahead. Every county represented at camp is asked to name a member of the committee. The member must be a person who has attended camp, has a keen interest in the activity, and who is not on any other State continuation committee.

Evaluation check sheets are filled

out by those attending camp and used as a basis for future program planning. The committee discusses the camp program in light of its success and its weaknesses. Each representative talks it over with members in his community and brings their thinking to the meeting. Ideas are pooled, and the most prominent ones are built into a balanced program for the season ahead.

Rural youth, along with their counselors, believe that good camping holds much of value for any person or group. Living with others under camp conditions, and doing the necessary day-by-day routines, create a different relationship from that in the home situation. There is always plenty of give and take, and camp associates are often more critical than home folks and less inclined to overlook shortcomings.

Social adjustment is one of the most important dividends paid by this big business of camping. Young people seem to “find” themselves. They gain confidence, self-assurance, and develop leadership through freedom with responsibilities.

After a turn at camping young people have said that they have found family, church, and school situations easier to meet. Some have commented that they are more aware of their responsibilities in their community, their country, and their world. No longer are they afraid to take part in local programs and other activities.

Learning a new skill, participating in discussion groups, singing together and playing together, and just talking it over in unscheduled get-together sessions are some of the things that

Archery was one of the most popular activities at camp. The rural youth purchased the equipment themselves.

make for good camping. Attitudes are often changed or modified, viewpoints are broadened, new friendships are made and old ones are strengthened through attendance and participation.

Illinois has a long-time State-wide camping program under way. The State camp and three district camps were in operation this past summer. A fourth district camp had been authorized. Rural youth are lending a hand—contributing time, effort, and money to the program.

Last spring rural youth members purchased ceramic equipment—two electric kilns, a potter’s wheel, small tools needed—for the Illinois camping program. The equipment was used at some of the 4-H camps last summer, at the State Fair Junior Department, and at Rural Youth State Camp. It has been made available to any Extension Service group where instruction is provided. At present the members are planning to add a second potter’s wheel.

During their State camp last summer, held at Memorial Camp, the members constructed permanent equipment for the camp. One outdoor fireplace was completed, and a second one was laid out. Five picnic tables were completed.

Another service project in which these young folks are interested is the tree planting at Camp Shaw-waw-na-see. For the past 3 years they have contributed trees, money, and labor. In addition, they have desig-

(Continued on page 41)

They Cover the Ground

On a recent visit to west Kentucky, Assistant Director T. R. Bryant found Calloway County improvement contest in full swing featuring the use of cover crops. He was so impressed that he sat down and wrote us the following account:

THE slogan, "For Greater Yields Cover Your Fields" has been heard and read in a hundred different ways in Calloway County, Ky. Roadside jingles along the principal highways give the message in some such way as this:

"Winter's near,
That's a fact.
Now's the time
For all to act.
Sow cover crops."

and

"Do you know,
Do you care,
Are your fields
Green or bare?
Sow cover crops."

The Retail Merchants Association used posters and advertisements to tell the story over a period of months, and their example was followed by country merchants. Essay contests in schools were sponsored, and prizes and special recognition were provided for farmers who had 100 percent of their plowed land under cover crops.

The enthusiasm was contagious. The contests, the awarding of prizes and recognition kept interest in high gear. With newspapers and the local radio station giving sustained publicity and with all agencies and business interests enlisted, results were bound to follow. Farmers themselves took the lead. They used their Farm Bureau and their Crop Improvement Association and directed all their activities through the county agent, S. V. Foy, and the county soils assistant, Clarence Mitchell.

It was an example of cooperation, almost good enough to go into a story book. The county seat, a typical country town, had Rotary and Lions Clubs and a Young Business Men's Club, two newspapers, two banks, and plenty of actual and poten-



Good cattle and good homes and many other items are included in the Calloway plan. Here ladino clover is used. This clover has gained such favor that the county agent need give no time to advocating its use. He can turn his attention to other features while ladino clover makes its own way.

tial leadership. Under the influence of the county agent and the county soils assistant, employed in cooperation with TVA, the whole community, town and country, developed their own plan for improving the agriculture of the county and made clear their ideas as to what their plan when in full operation would mean to the whole area. They already had the advantage of well-placed demonstrations under the TVA test demonstration system which operates through the Extension Service. All agreed that as a first step they would undertake to see that every plowed acre in the county was protected by cover crops.

Early in 1948, a group of leading farmers met at the county agent's office and planned a program, and the Calloway County Soil Improvement Association enlisted the support of all agencies that could help. Visi-

ble demonstrations were at hand, but their importance needed to be advertised. Movies, made locally, were used to show the direct relationship between proper care of land and the welfare of the community, both rural and urban. At the county fair the association had a well-designed booth to disseminate information and foster enthusiasm.

All cooperating groups stated in various ways that cover crops increase crop yields, reduce soil erosion, build soil, and provide winter grazing. In the second year, results increased because there were more demonstrations and because every one had been almost compelled to take notice. A well-equipped soil-testing laboratory was set up by the Farm Bureau and the Soil Improvement Association as a part of the county agent's office. Here, for a small fee, farmers have their soil samples tested. They are enthusiastic about this service because it gives immediate and considerable saving in their lime and fertilizer bills. The cover crop campaign is only the first part of the agricultural improvement work that the people of Calloway County have on their agenda. They are not sure which cover crops are best for their conditions, but they propose to find out as the work progresses and while they proceed into other phases of improvement. They like ladino clover and Kentucky 31 fescue, both of which were introduced by the county agent. They like Balbo rye, winter barley, and combinations of different grasses and legumes.

Perhaps the most valuable part of the whole movement has been the understanding that has come to all that the community, town and rural, has a common interest and that they can all serve themselves and others by active and well-directed cooperation.

To See With Her Own Eyes

That she might see for herself how America lives, North Dakota women brought a German woman to their State to live among them and study at the State University. How the idea got started and how it worked out is told by Grace DeLong, State Home Demonstration Leader.

NORTH DAKOTA is a State of pioneers and pioneering. Its population includes a great variety of European immigrants. It was natural for the women of North Dakota to be interested in international problems and do something about it.

It all began when Mrs. Howard J. McLeod went as North Dakota's first official delegate to the National Home Demonstration Council Meeting at Jackson's Mill, W. Va., in 1947. Mrs. McLeod was deeply impressed by a talk given by Dr. Katherine Holtzclaw who had just returned from a mission to rural Germany. Dr. Holtzclaw made a plea for opportunities for the women leaders of Germany to come to America and see for themselves this way of life we are proud to call democracy. "Why shouldn't North Dakota be the first to offer a scholarship to a German woman?" asked Mrs. McLeod when she made her report at the State Council Meeting. Her idea sparked the imagination of the delegates, and they voted almost unanimously to set up a committee to inquire into procedures necessary, and to collect money to finance such a project.

The North Dakota women had in mind, at first, a typical German housewife, but it was soon learned that passports and visas at that time were being issued only to persons here on official business or as students. Application was made on this basis for a woman familiar with actual farm conditions in Germany, who would be likely to assume a position of leadership on returning to her homeland.

The homemakers had very little idea of how much money would be required. The first estimate was \$1,500. They wanted the visitor to stay a year. Because the delegates had assumed the project as their own individual responsibility, they thought it best not to set quotas or ask that

the money be raised by assessments of any sort, so all contributions were entirely voluntary. It was also decided to further avoid possible embarrassment by letting it be known that all visits to homes or counties would be on invitation only.

The money rolled in from the counties much faster than anyone thought possible, thanks to the work of the county chairmen and the publicity given by the newspapers of the State. In 3 months enough money was in hand to warrant actual selection of the candidate for the scholarship. By July 1 more than \$3,000 had been contributed; the final sum was more than \$3,400. One of the most interesting things about it is that the contributions came in small amounts from thousands of people. Few, if any, contributed more than one dollar. Most of the gifts were dimes and quarters which nobody missed.

Making the Choice

Contact was made with the Office of Military Government in Germany which assumed full responsibility for the screening of candidates and the selection of the person who finally came.

Elsbeth Lorentz, a student at Giessen University, was selected and proved to be an excellent choice. Young, attractive, and alert, she is a keen student of people as well as of scientific and cultural values. Her background is that of a teacher of home economics and agriculture and an extension worker in Germany and Austria. Before World War II she had traveled extensively in Germany and in other western European countries. After the war was over, she enrolled in Giessen University and had finished about half the required work for her doctorate in agriculture.

January 27, 1949, was the date of her arrival in North Dakota. She

spent the rest of the winter term in residence in the Home Management House at the North Dakota Agricultural College, Fargo, N. Dak. There she had access to all departments and classes of interest to her. With headquarters in the office of the State Home Demonstration Leader, she attended classes on the campus, visited extension meetings of various kinds, and departments of vocational education in neighboring high schools.

Invitations Flow In

Late in March Miss Lorentz began her visits out over the State. As spring work began she observed farm methods, farm machinery, and the work and interests of the various members of the farm families. All was of great interest to her. Invitations kept flowing in all through the winter, spring, and summer—far more than could possibly be accepted. All sorts of meetings were attended—such as local 4-H and homemakers' clubs, church services, school events, athletic games and contests, achievement days, a rodeo, a trip to the great Garrison Dam, a day on an Indian reservation, the International Peace Garden, a quiet day in the grandeur of the North Dakota Badlands, a big cattle ranch, a 340-acre field of onions, homes up to the minute in modern equipment, and a few sod and log shanties. There were the long days of June with canning and freezing for the women and girls and haying for the men and boys. Elsbeth was in the midst of all of it. In harvest she rode combines, rode grain wagons to the elevators in town, saw potatoes and sugar beets harvested, and marveled at the wonderful labor-saving machinery on the farms and in the houses. Forty counties were visited in all.

Outside North Dakota, she attended
(Continued on page 53)

Youth Managed the Conservation Camp

and it worked like a charm

FRANCES KIVLEHEN, Assistant Editor, Publications, Texas

THE TEXAS State Conservation Camp, held in August, was a little out of the ordinary, insofar as Texas 4-H camp experience is concerned.

On the surface, it was no different from the conservation camp of 1948. Attendance was limited to 3 boys and 3 girls from each of the 14 extension districts. The commodious and beautiful facilities of Camp Trinidad were used again. Conservation of natural and human resources was the theme. Extension staff members and county extension agents were on hand as supervisors. But there the similarity ended.

In 1948 the camp was run on the usual, right-on-the-whistle schedule. The program was set by a committee of extension specialists and district agents. The club members sat through days of lectures on soil and water conservation, wildlife resources, and family relations. There was recreation at stated intervals.

But extension workers are becoming increasingly aware of the need to interest older 4-H youth in club work. Many young people drop out when they reach high school age. So when it came time to start planning this year's conservation camp, the pro-

gram committee decided to try a new angle. They worked from the knowledge that teen-agers need to be given a chance to develop their initiative, their leadership ability. They need and want responsibility—not too much, but enough to make them feel that they are entering into the adult world.

The committee, therefore, set a basic outline for the program to follow. An extension foods committee planned the meals. Subject-matter specialists were invited. But there the advance planning ended. It would be up to the young people themselves to see that the program and camp processes ran smoothly; that certain jobs were delegated to the members; that evening programs of recreation were planned and carried out. And it worked like a charm.

The 84 delegates, none less than 14 years old, were divided into 8 groups as they registered. Each group later elected a council representative, a reporter, a recreation leader, and a "doctor" to take charge of first-aid kits.

The council was responsible for setting the general policies of the

camp, setting hours for activities, and designating groups for flag ceremonies and table duty. Each group prepared its menu for the day in the woods and was responsible for its share of entertainment on the evening programs. Nothing on the program was compulsory; if they wanted to sit and whittle and chat, they could—but they didn't.

Two county extension agents were assigned to each group as counselors; one agent was assigned as an observer, to report the progress of the group and to act as liaison between the members and the press and radio people who visited the camp. (Murray Cox, Dallas radio farm director, originated programs there for 2 days; others made recordings. Dallas, Houston, and Fort Worth papers were represented, as well as the major agricultural magazines in the State.)

The first day was given over to the democratic processes; that is, the groups met individually, planned their responsibilities for the rest of their stay, decided on the pattern the evening would follow, and, for recreation, set a schedule for the swimming and boating. The second day was devoted to safer water-front living,



The council made decisions and assignments at night.



Artificial respiration had a place in safer water-front living.

with water safety, lifesaving, use of canoes, fishing, marine life, and water power on the program. The third day was spent in the woods, with safer outdoor living as the theme.

Specialists helped the delegates with the programs. Dorothy Brightwell, recreation specialist, seemed to be in a dozen places at once. C. W. Simmons, farm forester, and Roy L. Donahue, agronomist, trained the counselors for the day in the woods, and R. E. Callender, managed the wildlife program. Gena Thames, home management, found the boys particularly eager for instruction in table manners and table courtesy. Margaret Jackson, foods and nutrition, kept an eye on menus and bought the supplies requisitioned for the meal in the woods. W. L. Ulich, agricultural engineer, set up a "corner drug store" where first-aid kits were available. The State 4-H Club leaders, Floyd Lynch, A. H. Karcher, and Erma Wines, were there, of course, along with various district agents who served on committees.

Their Own Daily Paper

A daily paper was put out by the reporters' group, which worked after the evening meal and missed much of the night's fun in order that the camp might have its paper with breakfast. They wrote their own stories, cut their own stencils, ran the mimeograph machine—and the paper grew from two pages the first night to eight the last.

The council, under the guidance of Bonnie Cox, organization specialist, and Mrs. Eloise Johnson, family life education specialist, functioned in evening meetings, making decisions and assignments that would affect the next day's program. Its cochairman, Margaret Green, Archer County, and Jackie Brock, Floyd County, are both outstanding 4-H Club members.

Several county and district camps had been organized in a similar decentralized pattern with gratifying results in individual development. This State-wide camp was, according to Mrs. Johnson, program chairman, "a broader-based demonstration of sound teaching and good camping through the active cooperation of all who attended."

4-H Camps Cover Tennessee

REGULAR 4-H camp facilities in Tennessee were increased by about 50 percent, with opening of the Clyde B. Austin 4-H Club Camp in Greene County.

Opening of the new camp provides University-owned facilities in each of the three divisions of the State. For some years, west Tennessee 4-H campers have gone to the campus of the University of Tennessee Junior College, in Martin; and middle Tennessee campers were accommodated at the regular club camp near Columbia. The summer capacity for each of these is about 3,000 boys and girls.

The new camp in east Tennessee has a summer capacity of about 3,000 to 4,000 boys and girls, their leaders, and chaperons.

These area facilities do not limit 4-H camp attendance, however. Districts III and IV hold camps at Standing Stone State Park; and some county camps are held. Other training sessions include the State 4-H Club Congress, the Fall Round-up at the University of Tennessee; a State Conservation Camp, and other events. It is estimated that about 10 percent of the State's 119,170 4-H enrollment takes active part in some phase of the camp program.

The Clyde B. Austin Camp, started in 1947 and dedicated in June last year, is named for a member of the University Board of Trustees who is also a Greeneville businessman.

Building of the camp was, in fact, an excellent example of cooperative work between the University of Tennessee and interested persons and firms of east Tennessee. Contributions of money, materials, and services are too numerous to mention. Also, 4-H youngsters themselves helped materially to raise money by special "days," and various other events. Several communities donated the prize money they won in the East Tennessee Community Improvement Contest.



Main building (center), boys' and girls' dormitories, and 12-acre playground of the Clyde B. Austin 4-H Club Camp in Greene County.



The swimming pool at the new Tennessee District V 4-H Club camp is one of the most popular spots with campers.



4-H campers get life-saving lessons at the camp pool, something new to most of the youngsters.

In short, the camp is a monument to cooperative effort.

The new District V camp is about a mile from the University of Tennessee Tobacco Experiment Station, on land provided by friends of rural youth. A large main structure contains auditorium, dining room, recreation room, kitchen, offices, and storage rooms. There are also two dormitories and a swimming pool.

South Carolina County Agricultural Centers



Agricultural Center at Darlington, S. C.



Agricultural Building at Anderson, S. C.

T. SWANN HARDING, Editor, U. S. D. A.

The trip to agricultural centers in South Carolina was planned and arranged by J. M. Eleazer, information specialist of Clemson Agricultural College of South Carolina. Mr. Harding says that without Eleazer's assistance they could not have covered so much territory and procured so much information in so short a time.

ANDERSON, S. C., has what is almost certainly the finest county agricultural center in the United States. The photograph scarcely does it justice. It is a U-shaped structure two stories in height with 27,188 square feet of floor space (about half that in the USDA Agricultural Annex in Washington, D. C.). It cost \$400,000, all of it paid out of taxes, and was occupied December 1, 1948. It is a true agricultural center, as all agricultural agencies—Extension Service, white and Negro, Production and Marketing Administration, Farmers Home Administration, Soil Conservation Service, Production Credit Association, Federal Land Bank, the county forester, and the artificial insemination laboratory—are in occupancy.

Anderson County, with 6,371 farms, a half million acres, and an annual income from farming of about 12 million dollars, owes this building to a progressive and far-sighted county delegation in the State Legislature—especially State Senator J. B. Pruitt and former County Agent E. P. Josey, to whom the present county agent, J. H. Hopkins, gives most of the credit. Both Extension and Federal

agency people were active. A few mills added to the tax rate financed the structure which the county owns outright. The building is well equipped, contains an ample auditorium seating 370, as well as a farm market, and is very well maintained.

The county supplied the furniture and equipment for the extension people on quite a lavish scale. There is a very close working relationship between all agencies in occupancy and close harmony rules. There are regular monthly meetings under a rotating chairmanship representing each agency in turn, in which mutual problems are discussed and solutions proposed. Agency lines are emphasized just as little as possible. The building is adequate and uncrowded and just about right for the county of Anderson.

South Carolina has 46 counties; there are agricultural centers in 25 of them. Ten more badly need better housing for agriculture, and some of the existing buildings are now inadequate. Efforts are being made to provide a center for Spartanburg where the agencies are much scattered, auditorium space is at a premium, and parking is extremely

difficult. In most of the counties the centers were WPA projects sponsored by the local governments in the usual way. In Laurens, however, there is an extension center with 6 offices, a conference room, and an auditorium seating 250, that was provided by the county at a cost of almost \$10,000 and was completed and occupied in 1937.

Elsewhere the pattern is not, as in New York, one of contributions by local farmers and fund-raising schemes of all sorts to provide the center but one of WPA sponsorship. It, of course, took far-sighted initiative on the part of progressive agriculturally-minded people to have the funds channeled to the objective of an agricultural center. In Saluda where the county contribution for sponsorship was perhaps \$2,000, this was derived from taxes in 1 year, and a small maintenance fund provides quarters to Extension and PMA. If the auditorium, which is not essential here as other meeting places abound, were properly partitioned off, FHA could be accommodated.

The photograph of the Darlington center, made soon after it was completed, does it scant justice as it has been attractively landscaped by now.

Today it is a most attractive two-story building surrounded by evergreens, shrubs, and green sod, with a crushed-rock driveway and ample parking space. The interior is well maintained; and County Agent O. O. Dukes, who is custodian of the building, shows visitors around with considerable pride.

In the building, in addition to Extension, are PMA, FHA, and FLB, as well as the veterans' service officer, the forest ranger, and the State unemployment and welfare offices for the county of Darlington. The Red Cross was formerly in the building but recently moved out. The building probably cost \$50,000 or more, and the county now has clear title. The auditorium has been protected for meeting use from the start and no permanent occupancy for office space is permitted, as is often the case in other more crowded centers.

In Aiken, the agricultural center is housed in a now somewhat outgrown addition to the courthouse which originated when, in 1935, Extension started out to find a new home for itself. The center at Barnwell is now also too small—FHA is outside it—and the auditorium has to be used for office space. In Hampton is a good-

king two-story building erected in 1939 via WPA where PMA and SCS are now terribly crowded, but Federal agencies here pay much less rent for much more space than outside. In Walterboro, Colleton County, we found the center in a well-kept building erected behind the old county jail which itself had also been remodeled for office space. FHA and the Production Credit Association are housed elsewhere for lack of space.

The crowded two-story WPA job at Sumter makes a fine appearance outside, but the lighting is poor within, and although the girl secretaries have done their best to freshen the walls with paint, things could be brighter. The center at Orangeburg was in the midst of a \$7,500 freshening-up project; it accommodated FHA, SCS, PMA, Extension, the insemination association, and the school lunch people. The center at Florence is quite large, cost possibly \$150,000, and contains many State and county nonagricultural offices, mostly paying rent. Such occupancy also characterized

the smaller two-story building at Marion where neither PMA nor SCS offices were in the building. Dillon has a quite well-kept cement center with an auditorium seating 250-300; many nonagricultural agencies had space in it, but FHA was located elsewhere for lack of room.

At Camden, Home Demonstration Agent Margaret B. Fewell, in the absence of County Agent W. C. McCauley, told this visitor and E. C. Norberg of the Office of Plant and Operations, who accompanied him, all they needed to know about the center. In the building were PMA, PCA, SCS, FHA, the district forester, the school-lunch supervisor, the county forester, and the State employment office. Extension had taken the initiative on the building project, and the other agencies chimed in under State Extension Director Watson's guidance. To demonstrate the fine working relationship existing, a meeting of the USDA County Council was held for us to attend.

In general the maintenance of the centers, as in New York State, could be improved. Modern lighting, asphalt tile floors, and acoustic ceilings would help in many places, and exterior landscaping would render the settings much more attractive. If it were possible, it would help also to have guideposts pointing to the center in various parts of town, and especially a board inside the front door of each center giving the location of each agency and the names of the persons in charge. Information desks and central switchboards are possibly somewhat too expensive, but more complete and more fully grouped and easily comprehended telephone listings in directories would be a convenience.

Many of the centers are now inadequate as the local legislative delegations often realize. But they go far toward enabling cooperating agencies to become understanding next-door neighbors. They are a great convenience for farmers. Such permanent offices are easier to find, cheaper to operate than rentals would cost, and enable the farmer to transact all his business at one spot where he can park easily and does not feel he has to be dressed up. They are much more comfortable, convenient, and efficient

than scattered rentals, and they promote unified agency approaches and solutions to problems no end.

More Than a Directory

The 4-H Clubs of Franklin, Conn., have given the town a directory. This directory eliminates any excuse for getting lost in this town, but "the real value is not for strangers," writes County Club Agent Tilford W. Cocks. "It is for the townspeople, so we will all know who live where and what they do. That may not make us closer neighbors, but we think it will help and maybe make for a better home and world community."

The townspeople responded to the idea with enthusiasm seldom noted on any project. The young people discovered some interesting facts about their community. They also learned how to obtain, organize, and publish such information. Drawing a map and getting it onto the page of a book was a minor miracle to the committee. They sold just enough advertising to pay for the book as they wanted it to be a "service to the community." One free copy was given to each family and each advertiser.

As the houses were not numbered, they were listed as they came on each road, as well as listing the families alphabetically. The directory also briefly describes all the organizations, gives some historical facts about the town and includes a few pictures of familiar landmarks.

Camping Pays Long-Time Dividends

(Continued from page 35)

nated camp workdays just prior to the opening of the season and have helped set the camp in order.

Camping for Illinois rural youth has resulted in friendliness and better understanding throughout the State in this age group. Counties are exchanging programs and getting together for social evenings. Personal interests far deeper than just a passing acquaintance have developed. When matrimony occurs—and it frequently does—it has been demonstrated that these young people are better prepared for this partnership in establishing a home.

This "One-Armed Bandit"

Always Gives a Jackpot

WHAT a New York farmer gets these days when he "hits the jackpot" might not be dimes or quarters, but it may be increased crop yields in the years ahead.

Or, as they are saying in Ithaca, Cornell's two versatile soil conservationists have done it again. Hugh Wilson and Harry Kerr of the State Extension staff have come up with another "gadget" to demonstrate the value of good soil management.

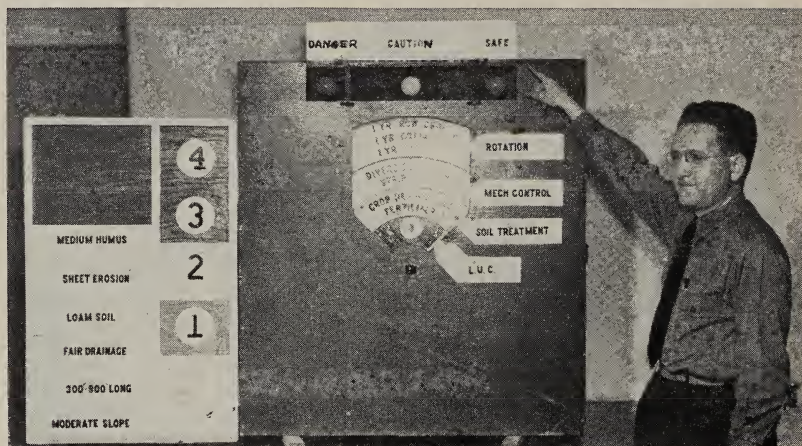
That's where the jackpot comes in. Their latest contribution has been dubbed the "one-armed bandit" because it looks like a cross between a slot machine and a roulette wheel. But it has proved an effective teaching device to let farmers know if their cropping practices are "robbing" the soil.

The "bandit" is in 2 parts: one, a chart which determines land-use capability (LUC) and the other, an analyzer consisting of 4 concentric circles. It can set up a possible 768 combinations; and a flashing green, yellow, or red light indicates whether or not a favorable soil balance is being maintained.

But that's the last step.

First, the LUC must be established. It is based on these physical characteristics of the land such as: Percentage of slope, length of slope, internal drainage, texture, erosion, and humus. Values determined by combinations of these characteristics were assigned to slides of varying sizes which fit into the LUC chart. The color and number which the six slides reach show the land-use capability for the field. For instance, blue representing LUC 4 is at the top. As Wilson puts it, "That's the color the farmer will be who works that land very intensively."

The information from the chart goes to the inner circle of the device. The second circle has four segments from which to select different fertilizing practices or combination of prac-



tices. On the next circle are listed six different mechanical measures of control, from none to diversions and strip cropping. On the outer ring are eight different cropping rotations from continuous row crops to continuous hay.

An incident from a feed production school in Seneca County shows how it works:

The farmer told the specialist that his field had a moderate slope about 600 feet in length. The drainage is fair, the soil a silt loam, some sheet erosion has occurred, and the organic content is rated medium.

The chart shows that he is in LUC 3. Next, Wilson found out that the farmer uses fertilizer, has no mechanical means of erosion control, and follows a 6-year rotation of 2 years of row crops, 2 of grain, and 2 of hay.

The machine told him he was "in the red."

Wilson then put the circles in motion. He found that diversions and strip cropping and plowing under the crop residue helped. But, before the green light would go on, the rotation had to be changed to 1-year row crop, 1 grain, and 1 hay.

Wilson and Kerr make no claims that the "bandit" has all the answers.

It does let the farmer know whether his practices are adequate. The details of good soil management can be brought out in the ensuing discussion.

The interest and surprise farmers have shown in the "bandit" have given proof to the contention of the two specialists that this is a better way to get across the principles of conservation at a meeting than a 2-hour lecture. Their idea cuts down "oratory," but it doesn't get the extension workers home any earlier. Every farmer wants to try out his farm before he leaves the meeting.

3,000 See "Bandit"

So far, the "bandit" has gone to 25 meetings, and more than 3,000 people have seen it in operation. That doesn't count the audience that saw it over WGY, Schenectady's television station, WRGB, or the Cornell Farm and Home Week crowd last spring.

But that method wasn't fast enough for Harry Kerr. He thought all the county agents and agricultural workers could use a similar device, so he came up with a gadget. It's a pocket-size edition of the "bandit" and uses

(Continued on page 47)

Press—Radio—Pictures

Tell the Extension Story

PENCIL in hand, a tape recorder in his car, and a camera beside him are standard items of extension equipment for Scott County (Minn.) Agent Chester Graham.

Graham, like so many other agents, believes in making every trip and every hour in the office count. So he's ready to jot down notes for his newspaper column, make recordings for his weekly broadcasts, and shoot pictures for his slide sets whenever the opportunity presents itself. Thus he uses three important information tools—radio, news articles, and pictures—to help him in his extension job.

His adeptness with these tools also won him first place in Minnesota's second annual extension information contest. As a result, the Extension Service plaque "For Outstanding Use of Information Media" will hang in his office for 1 year. To win this plaque, "Chet" had to place high in all three main divisions—news, radio, visual aids—in the contest held as part of the annual State extension conference.

The information contest, which now draws well over a hundred entries, is an outgrowth of exhibit at the annual conference of pictures taken and news stories written by agents. In 1948 the exhibits were made competitive, and radio recordings were added to the list.

In 1949 the contest expanded even more, with farm organizations and commercial firms contributing nearly \$100 toward prizes, including a large plaque to be rotated among the over-all winners from year to year. Smaller plaques were given to the high individuals in press, radio, and visual aids; and blue ribbons, certificates, books, and spotlights went to other high-ranking entrants.

The contest was by no means monopolized by the men. Mrs. Doris Wyman, home agent in Waseca County, won top honors in press. However, a veteran agricultural agent,

J. I. Swedberg, who has long used information tools to make his job easier and more effective, topped the visual aids class. Graham, besides winning the over-all plaque, had the best entries in radio.

The contest, though, is only a minor objective in this exhibit. Far more important is the "information exchange" where agents can see how others are handling their press, radio, and visual aids problems.

Here agents discovered that they could make an interesting and effective radio program by recording a meeting of a 4-H Club and later editing and inserting narrative. That's what Paul Kunkel, Brown County agent, did for his local station at New Ulm.

Agents found that the "you and I" approach in agent columns made interesting reading. Witness J. I. "Jap" Swedberg's informal (but educational) visits with farmers as reported in "Rambling with Swedberg" in the Redwood Falls Gazette. And columns don't have to be long either—5 or 6 inches of type is good—as shown by "Peggy" Jacobson, Chippewa County home agent.

They saw the job Fred Wetherill, Nicollet County agent, did with slides. Fred had often tried to explain to farmers the danger from drifting 2,4-D if airplane spraying was done

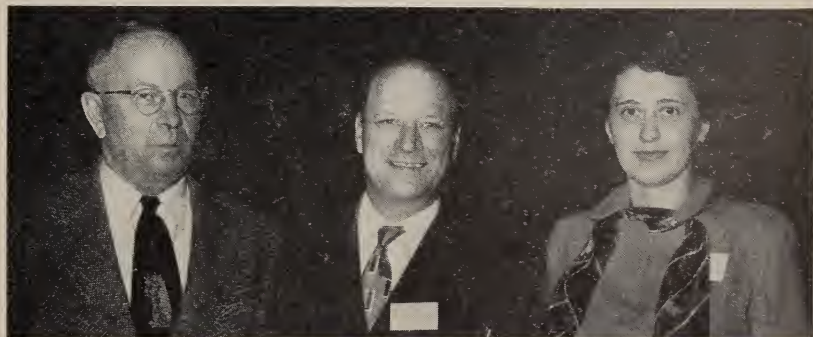
carelessly. One day he noticed five or six trees badly damaged by drift. He made color slides and now shows them at meetings and to office visitors. Fred says: "These slides show better than anything else the dangers of drifting 2,4-D."

They found out, too, what professionals in the field thought about their work. Most of the judges came from outside extension circles. In the press section, for example, the judges were W. H. Kirchen, field editor of the Farmer Magazine; Russ Asleson,

(Continued on page 55)



Harold Swanson, extension editor, presents Chester Graham with special plaque for outstanding use of information media.



Top winners in Minnesota's Extension Information contest were J. I. Swedberg for visual aids; Chester Graham, radio and over-all information; and Mrs. Doris Wyman, press.

I Went to Summer School

GRACE L. BACON,

Home Demonstration Agent,
Union County, Iowa

ATTENDING an extension summer school constitutes one of the most profitable 3-week vacations that any extension worker could possibly spend. That is my feeling after having attended the special extension summer school session at Fort Collins, Colo., the last two summers.

There are three definite advantages of an extension summer school as I see it, first the courses offered at the summer sessions were "down to earth," actually dealing with problems that the extension workers have to cope with, analyzing methods the students have been using and an exchange of ideas and methods.

Therein lies an important merit—the exchange of ideas. When 144 men and women from 32 states and 3 foreign countries get together there is bound to be much talking and exchanging of ideas on methods and devices. "This is the way we do it in my State" is an expression frequently heard in classroom discussions or in groups of students visiting and continuing discussions after the formal class period ends. The majority of the students were county workers and so have the same problems.

Just getting away from the job, "forgetting it all," does wonders for anyone. Of course Colorado, because of its scenery, offers a special opportunity for this. A week-end trip into the mountains makes one forget all the problems that any extension worker has to meet. Many recreational features are planned among the extension folks who really "let down their hair" and have fun. A square-dancing club was an especially popular feature.

"Have you really used anything that you learned?" is frequently asked. Yes, in many ways, from every class, I find myself putting into use some methods or techniques or sometimes

just a little device that someone suggested. In our methods-of-extension-teaching class, we spent some time discussing, really training leaders to do a job; and, believe me, that is influencing my work every day. How often we ask a person to be a leader and do nothing to prepare him for the job, and how often leaders are completely in the dark as to what their job is. Is it any wonder we have difficulty obtaining leaders? As a result of this class, I have analyzed many methods that I had been using and done some changing and hope to do more. Do you plan what you're going to say when you make a farm or home visit or lead a discussion, or do you just take a shot in the dark? We had many such discussions.

Then I have still to complete a survey that I worked out in an evaluation-of-extension-methods class in the 1948 summer session. I have wondered for a long time which is the more effective method of teaching, but still we know that we reach many more people with our lessons when we use leader training.

So I am working on a survey using the lesson "Cooking of Meats" that I gave in some townships as leader training and as open meeting in others. The specialists on extension studies and nutrition from Iowa State College have worked with me, and soon we'll have a check by which we can determine which was more effective. I feel that the check will really help me as well as our program planning committee to know how I should expand my energies.

One of the most popular courses among the students was the methods of extension teaching. Just to meet the instructor and chat with him was inspiring. His sense of humor and "down to earthness" made him a very popular instructor. If the students didn't get an assignment, he always blamed himself for doing a poor job making the assignment; so you can see that he was a very unusual instructor. All instructors were mighty human, and instead of making long assignments for week ends often gave none, because they realized that the majority of those folks just didn't get to the mountains very often and were combining a vacation with the summer school session.

One of the big problems was how to get away for 3 weeks when it seems that every day is so full. Well, it did take a lot of planning, and I'll admit I did work hard getting ready; but it was well worth every minute. Fortunately, the only big 4-H activity taking place that affected my county was the State convention for the 4-H Club girls. So there were the usual arrangements to be made such as transportation, who was going, what were they to take with them, who would accompany the girls, and the same things to plan for the district camp which was held after I returned. Then there was the job of getting someone to write the weekly column that I write for the newspaper, but when I headed for Colorado it was amazing how soon I forgot it all.

One fine thing about attending summer school is that the entire 3 weeks did not cost any more than my vacations of previous years, which had been of much shorter duration and certainly had not all these combined advantages. I was especially fortunate last year because I received an Epsilon Sigma Phi scholarship.

So my advice to extension workers is to select the extension summer school of your choice, start planning early, and go. You'll find the folks in your county will get along without you very nicely; oh yes, they'll miss you, but maybe they'll appreciate you even more when you return; and you will come back refreshed, just bubbling over to get back "in the harness" and put those ideas to work.



Ilini Union Building, facing

Why Go to Summer School

As the Home Demonstration Agents See It

MABEL SPRAY, Home Demonstration Agent, Richland County, Ohio, and member of Professional Improvement Committee, National Home Demonstration Agents' Association

THE WORLD keeps going right on—changing every day. Home demonstration agents are challenged to keep pace with it. To do this, the Professional Improvement Committee of the National Home Demonstration Agents' Association recommends in-service and advanced training for home demonstration agents.

To get any place we know we must start where we are! That is an extension principle. Before making further recommendations the committee tried to find out where we are as far as advanced and in-service training for home demonstration agents is concerned. They found a great difference in States. Sabbatic leave of a quarter to a year is granted after 5 to 7 years of service in some States. At least one State requires 6 weeks of advanced training every 5 years. Some States allow professional leave for summer schools. In others, vacation time must be used in order to attend summer schools. Professional leave plus \$50 in scholarships or expenses are allowed in some States.

Why attend summer school? Three Ohio Agents answer the question this way:

"Summer school is one of the most worth-while experiences I have had for several years. One of the best values was contacting agents from other States and exchanging ideas. The extension summer school is especially valuable because it gives you knowledge which can be applied directly to extension work as compared with general knowledge gained through ordinary graduate studies. Every agent should have an opportunity to attend one of these sessions at regular intervals, perhaps once every 2 or 3 years."—*Ruth Winner, Home Demonstration Agent, Lima, Ohio.*

"I enjoy summer schools as people who attend are usually teachers or extension workers. They are more mature people and can exchange ideas about their work. They come from many States and bring new ideas about the type of work and the way it is carried out.

"Instructors or professors are picked from outstanding schools or departments. Extension people get better acquainted on picnics and tours."—*Mabel Fernald, Home Demonstration Agent, Norwalk, Ohio.*

"Extension summer school for extension workers planned by extension workers really rings the bell. It is organized classroom work with outstanding instructors and a classroom of extension people who know the real reason for being there. Not all of the education comes from classroom discussion or library shelves. One of the great values is contact with other extension workers from across the United States. It is working and playing together, sharing experiences, and getting new ideas. It is an op-

portunity to know and work with all levels of extension workers—county agents, specialists, supervisors, and others.

"The courses are varied and can meet your individual needs. The extra activities add a touch of relaxation and vacation.

"I believe that when I am out of the county I can do a better job of evaluating and analyzing the program, goals, and methods used. So, perhaps, in addition to education and vacation, it is an opportunity to clear your confused thinking and busy life of requests, meetings, and telephone calls, so you are a little more efficient when returning.

"To sum it all up, in my estimation extension summer school is education, inspiration, relaxation, and vacation, all done up in a short 3 or 4 weeks."—*Iris Macumber, Home Demonstration Agent, Dayton, Ohio.*

From these and comments of other agents who have attended extension summer school, it is obvious there are many values to be received from such an experience which could be briefly summarized as:

1. Meeting, exchanging ideas with, and having fun with extension workers—county workers, specialists, supervisors—from many different States.

2. Classroom instruction on subject matter that is practical for extension workers given by outstanding instructors.

3. The opportunity to evaluate the county program, methods, and goals, perhaps to have a new appreciation for that local situation. The grass is not always greener on the other side.

4. An educational vacation that offers new friends, picnics, tours, a change of scenery, relaxation, and inspiration.



Green, University of Illinois

Expanding Horizons in Adult Education

GLEN HOLMES, State Department of Public Instruction, Iowa

THE TASKS in adult education are enormous. There is more to be done than can be satisfactorily accomplished by any one group or agency. Someone has suggested this definition of adult education: "It is the effort on the part of a community to raise its level of efficient living." Although it may appear that there is competition among the many agencies and some duplication of activities in adult education, this need not be the case with the Extension Service and State Department of Public Instruction. Both have tremendous jobs to do, many of which can best be done in cooperation between the two agencies. If through adult education a better nation may be evolved, then it is imperative that tremendous effort be employed to bring about a high degree of cooperation. One way in which this can be accomplished is by the establishment of lines of communication between the two agencies. This would give each an opportunity to know what the other is doing and would afford each an opportunity to tap the resources of the other.

Cooperative Extension Work has contributed greatly to rural adult education. The public school is gradually accepting its role and moving into the field of adult education. School people are recognizing increasingly that their obligation toward education extends beyond high school graduation. With the school's facilities for education, a suitable building, instructional materials, a pool of educational experts and persons who are trained in diagnosing and evaluating, and assessing educational pursuits, the public school holds a strategic position in the adult education pattern.

The Adult Education Department of the National Education Association recognized in 1946 that the Extension Service commands a very im-

portant place in rural adult education. M. L. Wilson, Director of Extension Service of the United States Department of Agriculture, was invited by the Adult Education Division of the National Education Association to participate in the first Adult Education Meeting of State Directors which was held at West Point, N. Y., in the fall of 1946. Since that date the Extension Service has had a part in the planning of the Annual National Education Association, Adult Education Conferences.

In 1947 the second annual meeting of State Directors of Adult Education was held at Clear Lake Camp, Dowling, Mich., at which time a much wider representation from the Extension Service was in attendance.

Extension Represented

Two representatives from Iowa, J. Neil Raudabaugh and E. F. Graff, were sent from the Iowa Extension Service, and I attended for the State Department of Public Instruction. Following this joint conference at Clear Lake Camp, the Iowa delegates attempted to work out ways to cooperate and extend adult education in Iowa. At a luncheon meeting with Miss Jessie Parker, State Superintendent of Public Instruction, Dean and Director Kildee of the Iowa State College of Agriculture and L. H. Wood, State Director of Vocational Education, the delegates reviewed the meeting at Clear Lake Camp and its implications from the standpoint of the Extension Service and the State Department of Public Instruction.

It was concluded that as adult education is a broad field and the public schools are in a strategic position to initiate programs in adult education, the State Superintendent's Office should call a meeting of representatives from school administrators, colleges, vocational education, city adult

education directors, and the Extension Service to discuss further: what the whole field of adult education is as it pertains particularly to public schools; how cooperation between agencies can be strengthened; and what specific projects might be attempted by the Department of Public Instruction.

This meeting was held November 26, 1947. An advisory committee was named as a result of this meeting which included four representatives from colleges, two representatives from Extension, five school administrators, one city director of adult education, and representatives from the Department of Public Instruction.

The advisory committee recommended that the State department call a 2-day conference on adult education which should be directed toward the school's responsibility in the field of adult education. This recommendation was carried out on March 29 and 30, 1948, when a 2-day conference was held in Des Moines. Preconference involvement was partially worked out by the use of a questionnaire which was sent to all school administrators ahead of the conference. The conference agenda were evolved from the results of the questionnaire. Representatives from Extension Service helped plan the meeting and participated in it. A total of 150 attended this 2-day conference.

School Represented on Extension Program

A further step toward cooperation was taken when representatives of the State Department of Public Instruction were invited to address a meeting of the Extension Program Board of Iowa State College and to serve as consultants on adult education for a 2-day meeting on the Iowa State College campus.

Five representatives from Iowa attended the Purdue National Education Association Annual Conference in the fall of 1948. (This was the third annual conference of the Department of Adult Education of the National Education Association which directly involved city directors of adult education, State directors of adult education, and representatives of the Extension Service.) Following the Purdue meeting it was concluded

hat the five representatives from Iowa should get together to evaluate the conference. The two representatives from the Extension Service who attended this group meeting participated in this evaluation. Much time in the Purdue meeting was devoted to group dynamics; and, as a result, it was decided to hold a seminar of 1 day with a selected group of about 25 people from the areas of public school administration, college and university staff members, and Extension Service, to consider group dynamics. This meeting was held at Drake University, February 4, 1949. Additional follow-up meetings on the subject of group dynamics were requested by those in attendance at this meeting.

County superintendents of schools in Iowa requested that time be devoted to group dynamics in their annual conference meeting at Spirit Lake, Iowa, which was held the week of June 20, 1949. J. Neil Raudabaugh and I developed a program and presented it to this group as a part of their conference. Other joint projects are in the process of formation at this time. Representatives of the State Department of Public Instruction and the Extension Service have served on planning committees and on programs of the annual meeting of the Iowa Association of Adult Education.

There are now more than 40 public schools in Iowa with comprehensive

adult education programs. The Extension Service is assisting with many of these programs. There are, in addition to the comprehensive programs, more than 150 night school programs put on by vocational agricultural and homemaking teachers in Iowa. The Extension Service is also assisting with a majority of these adult education programs.

As we look to the future, we see a further need for the pooling of the resources of the Extension Service and the State Department of Public Instruction in our State. A critical analysis of the job to be done, and a broad knowledge of the resources of each group, will do much to make a high degree of cooperation possible.



Miss America Is 4-H Booster

MISS AMERICA, Arizona's own Jacque Mercer (now Mrs. Cook), and her father, Arthur L. Mercer, are strong boosters of 4-H Club work in this State and helped to call attention to National 4-H Club Achievement Week, November 5 to 13. Miss Mercer was a 4-H Club member at Liberty, Ariz., for 4 years. She completed projects in clothing, food preparation, poultry, and gardening.

Mr. Mercer has been a 4-H Club leader for several years. In the 1947-48 season, he led a general agricultural 4-H Club of 20 boys and girls. And last fall, another group of 4-H'ers were taking their 4-H project training under Mr. Mercer. This also is a general agricultural club.

Jacque gives 4-H a lot of credit in helping her learn to sew, cook, and work with others.

This "One-Armed Bandit" Always Gives a Jackpot

(Continued from page 42)

the same principles of four rotating disks. It's very quick and simple to operate. It gave Kerr some trouble, however, because he wanted to call it a "conservation slide rule;" but thinking that people might consider it complicated, he settled on "conservation calculator" instead.

Before they started building the large "bandit" the two conservationists consulted an electrician who said the wiring couldn't be done. "We didn't know anything about electricity, so we went ahead and built it," was Wilson's comment. They set it up so there are four separate circuits. The current is shunted from one circuit to another across the board, resulting in the flashing of the colored light.

Suggestions, both good and bad, poured in while they were building it. Parts from war surplus British telephone sets and a few pieces from a B-29, as well as materials from the local lumber and machine shops, went into its construction. It was made portable so it can be taken to meetings, but "You don't want to carry it very far," they both say.

The evenings spent on it in the Wilson basement are reported as indeterminable. The cost of materials was estimated at \$60. The senior conservationist said when it was completed: "I'd hate like heck to build a battleship."

4-H Club Study Findings Point the Way

LAUREL K. SABROSKY, Extension Analyst, Federal Extension Service

IN THE 36 years since the Smith-Lever Act was passed in 1914, 4-H Club membership has grown from 115 thousand boys and girls to nearly 2 million in 1949. The accomplishments of these boys and girls and their activities have made great contributions to communities and rural life throughout the United States and have gained the attention and respect of people in all walks of life. They have attracted the attention of foreign countries which have adapted many parts of the 4-H system to their own situations.

We are proud of the work of the 4-H boys and girls and of the Extension Service workers who have made it possible.

But, being Extension workers, we are never satisfied with our work. We think it can be better—we know it can be better. We see the weak spots as we work directly with the people in their own home and community situations. As we realize the scope of the work, we feel greater responsibility toward these millions of youth who will be looking to us for guidance. 4-H Club work has grown with the decades; we must grow with it if we accept our responsibilities.

In keeping with this trend, we have been making studies of 4-H Club work for many years. Here are some of the findings that may help solve problems that arise in 4-H Club work.

Local Leadership

As extension workers, our job is to disseminate information to the 4-H Club members—information that will make them better citizens of our country—and encourage their use of such information. In order to do this, various methods and devices are used, both for the sake of development of the youth and to enable the limited number of extension workers to reach such large numbers of people. The use of volunteer local leaders is one of those devices, and the local leadership system is an outstanding part of the 4-H organization.

In our studies, we have found that local leaders are better leaders and are more satisfied with their work if:

They are given specific training in organization and teaching in training meetings held several times a year.

They enter into the planning of the county program as well as the local club and community program.

They are allowed to do the job once it is given to them.

They are provided with readable organization and subject-matter material.

They are given special help in both how to keep 4-H records and how to assist members in keeping them.

They are shown how to delegate responsibility to members and get cooperation of boys and girls.

They are given special assistance in:

Training of judging and demonstration teams.

Acquainting community and parents with 4-H objectives and procedures.

They are given prestige by personal and public recognition of their work.

Parents

Parents of 4-H Club members or potential members are as important factors to the 4-H program as are the extension agents, the boys and girls, and the local leaders.

Studies have shown that parents are willing, and even anxious to help with and promote 4-H Club work if:

(1) They are acquainted with 4-H Club work.

(2) They are asked to help.

Recognition of the parents by local leaders through home visits made by the local leader and special parties and events given by the club do the most good in obtaining parent cooperation. Furnishing transportation, refreshments, and project materials are things parents are most willing to do, but a large percentage of them will also attend 4-H meetings and events, if asked, and as many as

are needed are willing to serve as project advisers or local leaders.

So far, we know that the best type of local club organization depends upon the situation in which it is developed, on the age of the boys and girls, and on the projects carried. We need to make more studies to identify the kinds of organization which are best in the various localities. In studying the factors related to vitality of 4-H Clubs, we have found that: Larger original organization is better than small; clubs which start with small numbers should increase their membership the first 2 or 3 years; clubs tend to "die" in their first 3 years of organization; high percentage of completions and uniform annual intake of new membership tend to lengthen the club's life.

Reenrollment of 4-H Club Members

Each year in 4-H Club work, as is true with any organization, we lose a large number of members. More 4-H members drop out of their clubs at the end of the first year than at any other time. This is a real concern to us as we believe a boy or girl cannot derive full benefit of 4-H Club work in two or three years, let alone one year. To help us solve this problem, the Western States are now attempting to identify the factors associated with staying in the work or dropping out of it. So far, we know that 37 percent of the first-year girls dropped out and 40 percent of the boys did. As this paper goes to press, we have the following facts concerning the first-year boys and girls in these Western States whose clubs were reorganized:

A greater percentage of those carrying only one project dropped out than of those carrying two or more projects.

Three times as many completing members reenrolled as did those who did not complete a project.

The project carried seemed to be a factor related to whether or not they

How These Findings Look to Us

reenrolled for a second year. Those carrying health were most likely to reenroll, followed by livestock, with foods, clothing, home gardens, and poultry, in the order named.

Further analysis of such findings is necessary to give us real answers, but they give us food for thought for the time being.

With 4-H Club studies as with many other activities, the problems are many and the time to work on them limited. However, each finding leads us forward in our search for the right road and furnishes us with a better map to follow on our way to our 4-H goals.



New Jacket for 4-H Boys

4-H boys throughout the United States will now proudly wear a dignified jacket with a 4-H emblem that is distinctly their own.

The State club leaders and the Extension Subcommittee on 4-H Club Work have designated a green jacket, with the 4-H emblem on the left front, as the one to be worn. The zippered jacket is of sanforized, water-repellent, colorfast, cotton gabardine. The 4-inch emblem, to be placed on the left front *only*, will identify the wearer as a 4-H member in individual or group photographs.

This attractive jacket is suitable for wear at 4-H meetings, livestock shows, picnics, school, camps, tours, and at almost any 4-H event.

Extension agents can well encourage 4-H boys to display this jacket regardless of where they live or travel.

A County Club Agent

WHILE Mrs. Sabrosky's article emphasizes the tremendous force of 4-H Clubs for better living during the past 36 years, the study also shows the need of taking inventory in preparation for continued growth and acceptance of greater responsibilities.

A more definitely organized program of leadership training is obviously one of our immediate needs, including, for instance: (a) Training in teaching techniques. Teaching tools. (b) Understanding youth problems—needs—ambitions. (c) Organization helps—Division of work—Training assistant leaders. (d) Institutes on recreation—Discussion procedure.

Recognitions which develop higher standards of leadership are discussed in the study. 4-H leaders must be helped to understand and accept greater organization responsibilities in the 4-H Club program.

Successful youth organizations are developing closer relationships with parent groups—seeking their participation in planning and in leadership. This is the basic in 4-H Club work—and is well emphasized in the study by Mrs. Sabrosky.

Regarding factors related to the vitality of the club: It is my observation that it is not determined by the size of the club. "The spark of life" may be a junior leader—perhaps one family. It usually is the 4-H leader who keeps the 4-H Club alive.

Reenrollment percentage of "one" or "two" project members is an interesting observation. To me this is proof of the need of making the 4-H Club an interesting community organization—with social activities, music, camping, service activities—as well as good demonstrations, judging practices, tours—and all the many things which make it fun as well as a challenge to be 4-H members. The 4-H'ers "stay in" and grow in ability and appreciation.

The points discussed by Mrs. Sabrosky are important factors in the success of the 4-H program. We need to make further studies, To Make the Best Better.—Mrs. Clara M. Oberg, county 4-H Club agent, Minnesota.

A State 4-H Club Leader

Reviewing the past and analyzing the present are necessary steps in developing a sounder 4-H program for the future. Mrs. Sabrosky's conclusions help us to recognize our present weaknesses and also point the way to action needed.

The items she has listed in connection with leaders, parents, and club organizations are the fundamentals upon which 4-H work was founded. A larger and sounder 4-H program will automatically result as these principles are developed.

As 4-H events and activities increase there is the need to so direct them that they will accomplish these major objectives rather than being an end in themselves.

The 4-H Club study now under way in the Western States should give us information helpful on a Nation-wide basis in increasing the enrollment.

Increasing reenrollment among younger members by a few percentage points today should increase the number of older members by thousands in future years.—Cecil G. Staver, State 4-H Club Leader, Colorado.

A State Director

I am very much interested in all of Mrs. Sabrosky's article dealing with 4-H Club studies, but I am particularly pleased with the findings in the section on volunteer leaders.

In the study now being planned in Georgia we hope to find out how leaders have influenced and strengthened our club program in key counties and then use this information to map out a State-wide plan for training and using leaders.

Of course, we already know that these leaders have been very helpful in promoting and guiding club work in our most successful counties, but we are anxious to learn the how and why of this influence. All of us in this State feel that the study will be very valuable in building better club programs in a large number of counties.—Walter S. Brown, Director of Extension, Georgia.

Science Flashes



What's in the offing on scientific research, as seen by Ernest G. Moore
Agricultural Research Administration

More Beef From Southern Ranges

Our efforts to produce better beef cattle for southern range conditions are beginning to bear fruit. Brahman bulls (imported from India to contribute heat-tolerance characters), mated to crossbred cows, produced calves that made better gains and appeared thriftier than those sired by a Hereford bull. This was on Florida range with little or no supplement for the calves. The heifers from the Brahman bull averaged 404 pounds at 1 year, and those from the Hereford bull averaged 366 pounds.

The Tillage—Not the Crop

An important discovery has been made in soils research regarding the loss of organic matter and nitrogen through cropping. A study at the Mandan, N. Dak., station showed that losses during a 30-year period ranged from about 20 percent on land cropped continuously to small grain to about 40 percent on land in cultivated crops. The losses were greatest under row crops and fallow, proving that loss of organic matter is due to tillage and aeration of the soil rather than to any direct effect of the crop.

Antibiotics Used in Canning

Canned vegetables may take their place alongside frozen ones in quality if further tests confirm preliminary research just completed on a new method of food preservation. ARA chemists sterilized canned vegetables by adding minute amounts of an antibiotic and then giving the sealed cans a mild heat treatment. This procedure proved as effective in destroying bacteria and other spoilage organisms as conventional canning methods. The advantages are obvious: Lower cost and better flavor, color, and

quality. The \$64 question that must be answered before the process can be recommended is whether the antibiotics as used would be harmful to man. This will take a lot more work.

Stepping Up War on Weeds

Weeds are costing American farmers billions of dollars each year. And they are becoming worse in spite of the new control methods. The problem is so big that it calls for all we can give it, including scientific know-how and the facilities of Federal, State, and commercial agencies. Recognizing its responsibility to the farmers, the ARA has taken stock of its research facilities and has reorganized them for a sharper attack on the weed problem. A new weed division has been set up in the Bureau of Plant Industry, Soils, and Agricultural Engineering to coordinate all weed work, regardless of crops, and including work on machinery for weed control. At a recent meeting of the Northeastern Weed Control Conference, P. V. Cardon, research administrator, called on all agencies with weed-control facilities to make this work an integral part of their programs.

New Snap Bean for the South

Contender, a new market snap bean for the South, is ready for truck-crop planting next season. In 3 years' tests in nine Southern States the new bean showed resistance to powdery mildew and to common bean mosaic, one of the worst bean diseases in the South. Contender has better quality than some of the present favorites for shipping and stands up well in handling. It is a heavy-yielding, stringless bean and produces more to the acre than Stringless Black Valentine, which it will probably replace in some areas. It is not expected to be used much as a home garden bean.

Yellow Fat O. K. on Beefsteaks

Yellow fat on your beefsteak doesn't necessarily mean it came from an old animal, as is usually assumed. It is also found in young beef animals which have been fattened on pasture and range. It probably means the animals have been getting a lot of carotene in their feed, which is useful in protecting them from vitamin A deficiency. Feeding experiments at Spur, Tex., showed yellow color in the fat to correspond with the amount of carotene in the feed. A breed such as the Jersey had to be almost vitamin-A-starved in order to produce white fat. And, predominantly, beef breeds required careful feeding to avoid vitamin A deficiency in order to produce beef with a white fat.

Lost and Found

A new method of using waste and low-grade cotton has been developed at the Southern Regional Research Laboratory by an interesting and devious route. During the war the laboratory devised a machine for cutting lint cotton to short-length fibers for use in making nitrocellulose, used in smokeless gunpowder. After the war the machine was declared surplus and was dismantled and sold. Some time later a specialty paper pulp manufacturer came to the laboratory and asked its help in making fine papers from waste and low-grade cotton. The men at the laboratory remembered the lint-cutting machine that had been sold after the war. Together they made a search which ended in 1948 when they located it in a second-hand equipment store. The machine was modified somewhat and installed as a basic unit in a new process for making fine papers.

Have you
read . . .



SOIL, FOOD AND HEALTH, Edited by Jonathan Forman and O. E. Fink, with an introduction by Louis Bromfield. Friends of the Land, 1368 North High Street, Columbus 1, Ohio. 1949. 342 pp.

• For the last 8 years an annual conference on conservation, nutrition and health has been sponsored by Friends of the Land, a nontechnical society intent upon educating our people to their responsibility for the conservation of natural resources. "Soil, Food and Health" is a summary of these conferences.

The conferences have been designed to bring up to date and to summarize in a popular way all that is known about the relation of soil to human health and behavior. Each year many authorities in various phases of the subject have come together to contribute their share to the answer to the problem. All of the information so far assembled from over 120 authorities points in the same direction—"Evidence . . . is far from complete, but the trend of accumulated findings is unmistakable. If the soil does not have the essential elements in it, plants that grow there do not; nor do animals that eat those plants; nor do people throughout a country who eat those plants and animals. Soil debility soon removes stiffening lime from the national backbone, lowers the beat and vigor of the national bloodstream, and leads to a devitalized society."

"American medicine exists for the care of the sick. . . . The prevention of disease . . . is pretty largely an individual matter—a personal responsibility. . . . We can do more toward keeping our people healthy by using our energy to improve their living conditions, and to teach them how to take proper care of their bodies than . . . to provide . . . medical care to ease the damage to their bodies after it has been done by disease."

Dr. Forman says the findings so far put the problem of the health of our people dependent upon nutrient minerals back where it belongs—in the hands of the farmer. He says we and our children and their children will be dead a long time before science will have the complete answer to the relation of health to the soil. However we know enough already to say that people could on the average add at least 10 years to their lives if they would but follow what has been learned at these conferences.

In a section on water, O. E. Fink reviews the findings of the conferences and presents his "Pyramid" showing our dependence on water as the most important natural resource.

The results of these conferences leave the situation a clear one of making practical use of the known facts by those who produce the food, all who seek to maintain their health and efficiency, and those whose responsibility it is to extend the practical information to the people for their use. The book is of special significance to the Extension worker, giving him the latest and best information on the relationship of human health and well being to the nature and content of the soil, presented in an understandable form for passing on to others.—*Edwin C. Hollinger, Extension-SCS Conservationist.*

HOW TO BEAUTIFY AND IMPROVE YOUR HOME GROUNDS. Henry B. Aul, assistant horticultural editor of the New York Tribune. Sheridan House, 257 Fourth Avenue, New York 10, N. Y. 1949.

• This is a most interesting book just published by Sheridan House. The 320 pages are illustrated with 155 line drawings, sketches, and plans by the author himself. Many of these are perspectives that give a fine idea of how the grounds will look after they are completely landscaped. In the 72 chapters will be found suggestions for handling almost any sit-

uation that may arise on relatively small properties. The book deals more with city and suburban than with strictly farm properties although even the farm family would get many valuable suggestions for improving the immediate area around the house.

This book is unique in that it opens up all kinds of new vistas and hitherto unthought of possibilities for the home owner who seeks help with landscaping. We ordinarily think of only a few stereotyped ways to landscape a place, but Mr. Aul shows us that there are hundreds of most interesting ways.

Especial attention is given to design, very little to plant materials as such. Stressed in most plans are terraces, lawn area, service area, trees, shrubs, and flower borders, shelters or tool houses, garden benches, grills, pools, fruit trees or plants, small vegetable or flower plots, and compost piles, and the whole thing woven into some of the most attractive arrangements for comfortable and recreational outdoor living that we have seen.

The idea of drawing up a plan and then doing the work well and gradually, as time and funds permit, is emphasized.

Mr. Aul has been a leader in suggesting ways to plan the small property for usefulness and beauty. For the past 12 years he has written weekly articles and magazine stories on garden design for the small home owner. At last, he has brought some of his ideas together in a book of decided usefulness at this time when so many new home owners need it.—*Dr. R. J. Haskell, extension plant pathologist and acting horticulturist.*

• One of the last official acts of WILLIAM H. HASTIE as Governor of the Virgin Islands was the appointment of EDITH G. JACKSON, native of the islands, as extension home demonstration agent. She is the first member of her race to be named to this position which has remained vacant for 17 years. Miss Jackson holds a bachelor's degree in home economics from New York University and a master's from the University of Michigan. Her appointment brings the total agricultural and home economics staff in the islands up to four. Robert L. Hannon of North Carolina heads up the work.

About People . . .



SECRETARY OF AGRICULTURE
Charles F. Brannan examines with interest the air route now being followed by three USDA representatives as they made plans for traveling around the world to set up relationships with Eastern Hemisphere countries on programs of technical agricultural cooperation. Left to right are: Dr. Albert H. Moseman, Agricultural Research Administration; Paul V. Kepner, Extension Service; Secretary Brannan; and Dr. Ross E. Moore, Office of Foreign Agricultural Relations. The three USDA men left

late in January and expect to spend about 80 days on their trip. Countries being visited include Egypt, Syria, Lebanon, Iran, Iraq, Pakistan, India, Afghanistan, Ceylon, Burma, Thailand, and the Philippines. The cooperative work being developed takes in a variety of specific projects, such as improvement of food crops, including rice; control of plant diseases, including those affecting coconuts, further development of extension work; setting up crop reporting systems, and improvement of farm management and marketing systems.

• The third annual market clinic for Red River Valley potato growers was held November 1 and 2 in East Grand Forks, Minn., reports H. W. Herbison, marketing agent of NDAC Extension Service. The clinic was sponsored by North Dakota Agricultural College, the University of Minnesota, the Red River Valley Potato Growers Association, the inspection service (PMA) of the U. S. Department of Agriculture, and the East Grand Forks Commercial Club.

• L. R. HARRILL, State 4-H Club leader in North Carolina, recently returned from a 60-day assignment in Austria as visiting 4-H expert with ECA, optimistic about the growth of 4-H there. He says he believes the club program is going to stick and become nation-wide in scope. Mr. Harrill visited the French, British, and American zones during his stay in Austria, getting a first-hand glimpse of agricultural schools, club meetings, and farms.

• On January 1, Pioneer Plant Pathologist DICK VAUGHAN of the Wisconsin Extension staff retired after 38 years of service. Vaughan was Wisconsin's first plant pathologist and the only one until his retirement. He plans to retire to the quiet and easy life of a 240-acre Iowa farm. His extension experience began in 1906 as a horticultural assistant on the first demonstration train run by the Vermont Experiment Station in the Connecticut Valley. "If I had it to do over again," comments Vaughan, "I'd be an extension man." Vaughan is succeeded in his position by Earl Wade, a Wisconsin graduate.

• Not so long ago MRS. ALINE ORY, home demonstration agent at Madill, Okla., looked in her rear-view mirror and saw two cars following hers. She turned first one way, then another to make sure she was being tagged. Sure enough, she was. Finally, in desperation, she pulled to the curb and parked, and the two cars did likewise. Several men got out. "Madam," they said, "we've been watching your driving for several blocks and have selected you as the safest driver of the day." With that they presented her with an orchid from the safety council, tipped their hats, and drove away.

• Extension lost another loyal member when ARTHUR B. BINGHAM, of the Pennsylvania 4-H Club staff, passed away, December 5. He had been in his office that day, attended a fraternity dinner in the evening, and died of a heart attack that night. For many years he has been on the State 4-H Club staff.

• PAUL H. ALLEN, former Sullivan County agent and district agent in New York State, has accepted an assignment in Korea as assistant economic commissioner in charge of agricultural training. From 1944 to 1947 he served as area director in the Beirut area for the Near East Foundation.

To See With Her Own Eyes

(Continued from page 37)

a regional workshop on extension methods at the University of Minnesota where she met extension people from 11 States; a provincial meeting of the Manitoba Women's Institutes at Winnipeg; an international camp for Lutheran students at Interlochen, Mich., and the National Home Demonstration Council meeting at Colorado Springs where she was featured as a speaker.

She left North Dakota on November 6 to spend 9 days at Cornell University. There she observed the fine program of research in agriculture and home economics, the work of the Extension Service, and visited some of the farms in that area.

On to Washington, D. C., on November 16, she visited the Federal extension office there and the research center at Beltsville and talked with many of the leaders in Extension and research, establishing valuable contacts for helpful sources of information now and later.

On November 30 she sailed from New York, reaching home in time for a happy holiday reunion with her parents, her brother and sister, and their families, all of whom have followed her experiences in America with keenest interest. Her studies were resumed at Giessen on January 1—just 1 year after taking leave.

Some of Miss Lorentz's most vivid impressions of America are: The very great friendliness of American people everywhere; the abundance of food and machinery of all kinds; extension local leadership as a means of personal development for rural women; the value of free discussion as a means of exchanging ideas and clarifying individual and group thinking; the emphasis placed upon church and spiritual values; farm women in America are as well dressed as town women; the extent to which men and boys share in the duties and interests of the house, home, and family life; the small amount of outdoor work done by farm women here as compared to Germany; the training in self-reliance given to American children; the great variety of extension bulletins presenting new information in agriculture and home economics in

clear, concise, readable form, adapted to the needs of busy farm people; and the vast amount of commercial advertising and its influence upon the thinking of the public.

In a letter of good-by to the homemakers of North Dakota, she said:

"My last day in North Dakota has come, and I have to take leave from the State where I have felt really at home for this year. You all have made a contribution to make my stay so very inspiring, educational, and enjoyable. I found very true what I was told at my arrival in New York last January: 'The North Dakota people are the most friendly and hospitable ones in the Nation.' My experiences here with you will affect my whole life. I know that I gained a different point of view, not only about the American people but also about my own country, because the discussions of the problems of both countries broadened my mind a great deal and clarified my opinion about many things here and abroad.

"I go back now with the deep wish

that I may carry on all the kindness received in your country to other people I am going to meet. I hope to repay your generosity by devoting all my life to the rural women, and I shall make all effort to work for a good understanding and appreciation of each other in your country and in mine. I thank you all once more for your great personal interest and contribution to this practical action of good will between countries and nations.

"I have been impressed how your club officers and project leaders are able to express themselves so well, and I think this is because of the experience you have in your homemakers' clubs. I also think that your Government bulletins on many different topics are very helpful to you. We don't have these in Germany now, but I hope we also will get them as soon as we can afford to have them printed.

"And now as I go, I give each one of you my good wishes. I shall never forget your kindness."

Looking Ahead

Typical of the 1,850,000 4-H Club members observing 4-H Club week this month, March 4-12, are the officers of the recently formed 4-H Dairy Calf Club of Oconee County, S. C.

This club is helping to blaze the way in their community for a dairy enterprise which will make use of some

recent research by Clemson College in curing a superior cheese in the old Stumphouse Mountain tunnel nearby. The 29 boys and girls in the club have good Brown Swiss calves which may make history in this mountain county in developing dairies that will feed a blue mold cheese industry.



Regional Extension Short-Term Schools, 1950

Courses and Instructors

Northeast Region—Cornell University—July 17 Through August 4

Extension Information—L. L. Longsdorf, Extension Editor, Kansas State College.

Program Building in Extension Education—J. Paul Leagans, Professor, Extension Education, Cornell University.

Extension Evaluation—Mrs. Laurel Sabrosky, Extension Analyst, Division of Field Studies and Training, Federal Extension Service.

Public Policy—Arthur Mauch, Associate Professor, Agricultural Economics Department, Michigan State College.

Sociology for Extension Workers—R. C. Clark, Jr., Associate Professor, Rural Sociology, Cornell University.

4-H Club Organization and Procedures—Edward W. Aiton, Extension Agriculturist, 4-H Club Work, Eastern States, Division of Field Coordination, Federal Extension Service.

Contact: L. D. Kelsey, Roberts Hall, Cornell University, Ithaca, N. Y.

Central Region—University of Wisconsin—June 12 Through June 30

Organization and Methods in Adult Extension Work—Neil Raudabaugh, In Charge, Extension Studies and Training, Iowa.

County Extension Office Management—Karl Knaus, Field Agent, Central States, Division of Field Coordination, Federal Extension Service.

Psychology for Extension Workers—H. F. Harlow, Professor of Psychology, University of Wisconsin.

4-H Organization and Procedures—C. C. Lang, Assistant State Club Leader, Ohio State University.

Evaluation of Extension Work—F. P. Frutchey, In Charge, Foreign Student Section, Division of Field Studies and Training, Federal Extension Service.

Philosophy of Extension—H. C. Ramsower, Director Emeritus, Extension Service, Ohio State University.

Extension Communication—W. A. Sumner, Professor, Agricultural Journalism, University of Wisconsin.

Developing Extension Programs—Eunice Heywood, Field Agent, Home Demonstration Work, Central States, Division of Field Coordination, Federal Extension Service.

Seminar on Adult Education (tentative).

Contact: V. E. Kivlin, Associate Dean, College of Agriculture, University of Wisconsin, Madison 6, Wis.

Western Region—Colorado A. & M.—Two Sessions

First Session—June 19 through July 7.

Supervision—Fred C. Jans, Field Agent, Western States, Division of Field Coordination, Federal Extension Service.

Psychology for Extension Workers—Dr. Paul J. Kruse, Professor Emeritus, Extension Education, Cornell University.

Livestock Marketing—Dr. R. C. Ashby, Department of Livestock Marketing, Morningside College, Sioux City, Iowa.

Public Relations in Extension Education—Dr. Joseph B. Gittler, Professor of Sociology, Iowa State College.

Extension Information Service—Bris-tow Adams, Professor Emeritus of Journalism, Cornell University.

Political Influences Affecting Extension Education—W. R. Parks, Associate Professor, Department of History and Government, Iowa State College.

Second Session—July 17 through August 4

Rural Recreation—Stewart G. Case, Recreation Specialist, Extension

Service, Colorado A. & M. College.
Rural Health Services—Elin L. Anderson, Specialist in Rural Health Services, Federal Extension Service.

Rural Housing—O. J. Trenary, Agricultural Engineer, Colorado A. & M. College.

Principles in the Development of Youth Programs—W. A. Sutton, State 4-H Club Leader, State College of Agriculture, Georgia.

Contact: F. A. Anderson, Director of Extension, A. & M. College, Fort Collins, Colo.

Southern Region—University of Arkansas—July 17 Through August 4

American Agricultural Policy—Dr. R. J. Doll, Professor, Farm Management and Agricultural Policy, Kansas State College.

Basic Evaluation of Extension Work—Jewell Garland, Associate Leader, Field Studies and Training, Mississippi Extension Service.

Development of Extension Programs—Cannon C. Hearne, In Charge, Personnel Training Section, Division of Field Studies and Training, Federal Extension Service.

Effective Use of News Media—F. H. Jeter, Agricultural Editor, North Carolina State College.

Psychology for Extension Workers—Dr. Paul J. Kruse, Professor Emeritus of Extension Education, Cornell University.

Public Relations—(not yet selected).
Use of Groups in Extension Work—Dr. W. M. Smith, Jr., Associate Professor, Family Relationships, Pennsylvania State College.

Contact: Lippert S. Ellis, Director of Extension, College of Agriculture, University of Arkansas, Fayetteville, Ark.

● In addition to the regional extension short-term schools, opportunity for work as a part of the graduate program is available at the University of Missouri Summer School June 12–July 8 where courses will be offered in extension education and related subjects. Three courses of particular interest are Extension Methods and Techniques, Cannon C. Hearne, Fed-

eral Extension Service, instructor; Advanced Group Organization, Lawrence M. Hepple, of staff of University of Missouri, instructor, and The Consumer and the Market, Mrs. Derolis Young, home economics department, University of Missouri, instructor. Write to F. E. Rogers, State Extension Agent, College of Agriculture, Columbia, Mo., for further information.

Also at Mississippi State College during the period June 5-23 a course of particular interest to all extension workers is the one in Building Extension Programs, to be taught by Dr. J. Paul Leagans, professor of extension education, Cornell University. For further information about this school write to H. J. Putnam, leader, field studies and training, Extension Service, Mississippi State College, State College, Miss.

A summer school for Negro extension workers is planned to be held at Alcorn A & M College, Alcorn, Miss. Details about this school may also be obtained from H. J. Putnam.

National 4-H Fellowships Offered for 1950-51 and 1951-52

The two National 4-H Fellowships jointly provided by the Federal Extension Service and the National Committee on Boys and Girls Club Work are available for the college year 1950-51. Arrangements have been completed for these two fellowships to be again offered for the year 1951-52. The National Committee provides \$1,200 for each of these fellowships—two for 1950-51, two for 1951-52. The Federal Extension Service provides guidance and supervision to enable the young people to learn all they can of the workings of the Government in Washington.

Each State has the privilege of nominating one young man and one young woman who have shown outstanding ability in school and 4-H Club work and who give promise of future leadership in agriculture and home economics. Nominations for 1950-51 must be filed with the Extension Service, U. S. Department of Agriculture, Washington 25, D. C., by May 1950. Application blanks may be obtained from your State club leader.

Press—Radio—Pictures Tell the Extension Story

(Continued from page 43)

farm editor for the Minneapolis Tribune; and Mary Hart, foods editor for the Minneapolis Star and Tribune.

Every radio recording entered was individually criticized by the judges, and that criticism was given to the agent to help him improve his radio work. Other classes were judged the same way, and agents found out what was wrong (on the side) as well as what was right (in public) about their entries.

Every entry was studied, too, by an extension information specialist, for ideas and for criticism. In this way Mrs. Jo Nelson, extension assistant editor, saw what home agents were doing in press and radio; Gerald McKay, visual specialist, what agents were doing with visual aids; "Bob" Rupp, news specialist, what they were doing in press; and Ray Wolf, farm radio director, what progress they were making in radio.

To tell the story of the contest more effectively, the publications office staff was given an hour at the annual conference to make the awards. Parts of the best radio programs were played, the best pictures and slides were flashed on the screen, and the best news stories were discussed by the judges.

From this presentation and from the comments of the judges came a series of recommendations to agents to consider in their next year's work. This was the "meat" of the contest, and here are some of the ideas brought out:

Visual Aids

1. Many of the pictures indicated camera movement. So, whenever possible use a tripod. With shutter speeds slower than one-fiftieth of a second, this is extremely important.

2. Some of the slides were not exposed just right. The judges recommended the use of an exposure meter. With a little practice and a dependable meter, you should be able to make good pictures most of the time.

3. Get up close enough to your subject to show detail.

4. Don't try to include too much in one picture.

5. When a series of pictures or slides is made on one subject, be sure that they add up to one story.

6. Try to get action in all of your pictures.

News

1. Make use of everyday, basic information. Don't feel that every story has to contain something completely new. Timely, local tips on how to do it make good copy.

2. Weekly columns need not be long. A 6- or 8-inch column can pack a lot of information. Items should be short and have a local tie-in.

3. Keep your copy clean. Leave plenty of margin, and don't use so many carbons that the letters become blurry and indistinct.

4. Use an easy, personal style in your columns. Tie the information you want to get across to the job being done by some local man or woman.

Radio

1. Keep your presentation conversational, vary your tone, and enunciate clearly. Get away from "readiness."

2. Serve your audience with a variety of timely topics.

3. Be "peppy," enthusiastic during your program.

4. Keep it short. Don't make your interviews or talks too long. Use music as a break in long programs.

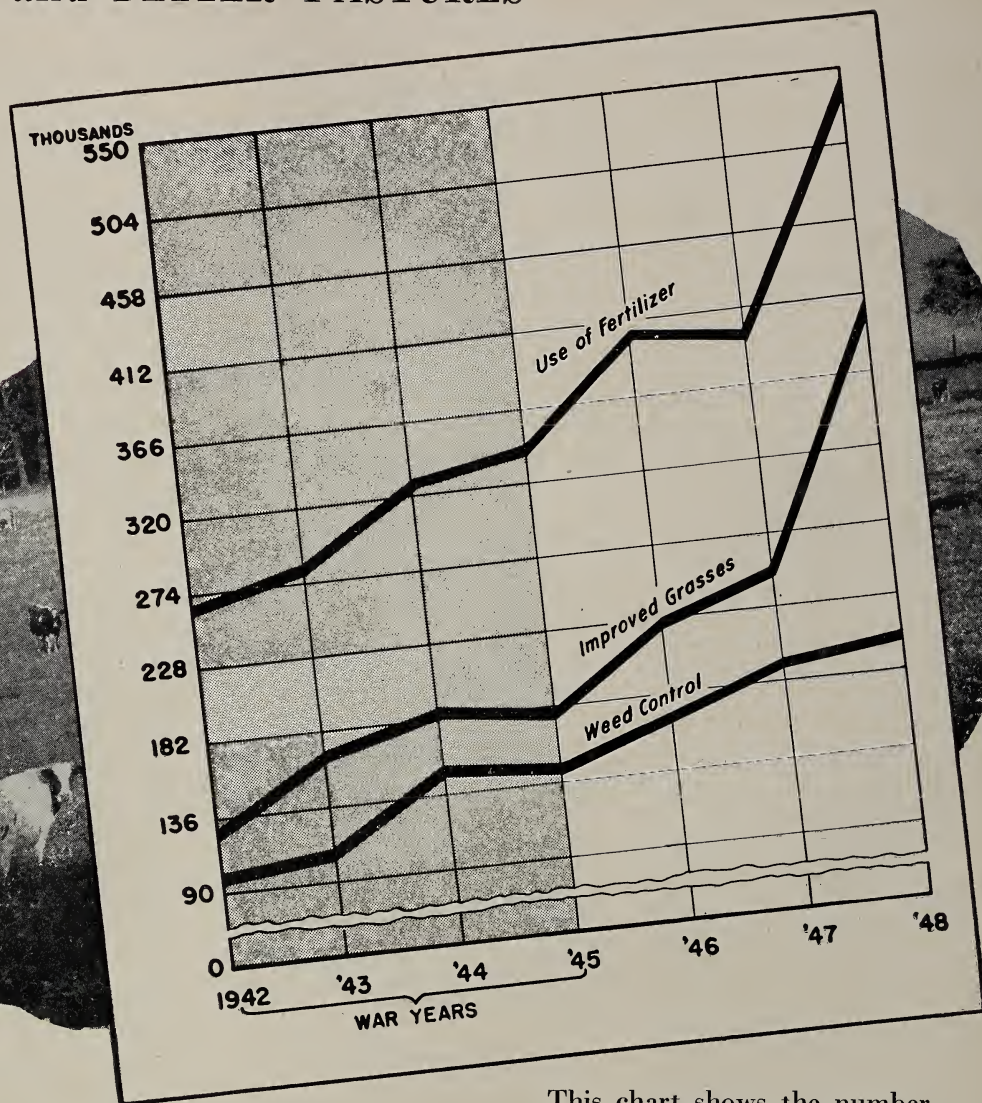
5. Localize. Bring local names and experiences into your educational material.

Thus, with these suggestions, the contest gave agents professional criticism in many phases of their information programs. Agents could have their work with many media studied. In visual aids there were individual photos, series of pictures, individual 2 by 2 slides and series of 2 by 2 slides. In press there were columns, single stories, and 2 weeks' output and in radio talks and interviews. In press and radio there were even separate classes for men and women.

That's the story of the contest "Chet" Graham won in tough competition in 1949 with his pencil, his tape recorder, and his camera. And, incidentally, he's now considered a "pro" for 1 year and is ineligible to win the over-all Minnesota award for 1950.

The times call for

MORE and BETTER PASTURES



This chart shows the number of farmers county agents have helped to adopt pasture-improvement practices.

**PASTURES—hold and improve the soil,
provide the basis for more livestock
and better living,
put diverted and idle acres to work.**

Check your local pasture plans and educational materials now!