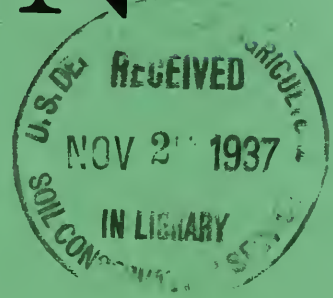


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EXTENSION SERVICE REVIEW



VOL. 8
NO. 11

NOVEMBER 1937

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EXTENSION SERVICE

C. W. WARBURTON, *Director*

REUBEN BRIGHAM, *Assistant Director*

C. B. SMITH, *Assistant Director*

TOMORROW . . .

The Tenancy Question will be thoughtfully discussed editorially by Director C. C. Randall of Arkansas, where extension work has been very successful among tenant farmers and their families.

County Agent Viewpoints on several aspects of tenancy will be given in Walter U. Rusk's plan for developing satisfactory farm leases in Blackford County, Ind.; J. W. Cameron's discussion of tenancy in Anson County, N. C.; and O. B. Elliott's experiences in dealing with both landlords and tenants together on extension projects in Walthall County, Miss.

Farm Forestry moved to the front with an article on farm woodland demonstrations in Oneida County, Wis., by County Agent Harvey L. Becker. County Agent G. W. Johnson follows up with an account of 4-H forestry clubs in Clearwater County, Idaho.

Skyplanting was the method used to put a cover of grass on 12,000 acres of burned-over forest land in Coos County, Ore., which had suffered from the worst forest fires ever experienced in the county.

Utilization of Electricity is an important phase of the work of R. E. A. in which it is cooperating very closely with the Extension Service. The plan for this work will be discussed by George D. Munger, Chief of the Utilization Division, R. E. A.

On the Calendar

- National Grange Meeting, Harrisburg, Pa., Nov. 10-18.
- National Council of Parent Education, Chicago, Ill., Nov. 11-14.
- Great Western Livestock Show, Los Angeles, Calif., Nov. 13-18.
- Fifty-first Annual Convention of the Association of Land-Grant Colleges and Universities, Washington, D. C., Nov. 14-17.
- National 4-H Club Congress, Chicago, Ill., Nov. 26-Dec. 4.
- International Livestock Exposition, Chicago, Ill., Nov. 27-Dec. 4.
- Second National Conference on Educational Broadcasting, Chicago, Ill., Nov. 29-Dec. 1.
- Grand National Livestock Exposition, San Francisco, Calif., Dec. 5.
- Eighty-ninth Boston Poultry Show, Boston, Mass., Dec. 29-Jan. 2.

LET'S TEACH THE "WHYS"

H. R. TOLLEY

Administrator,
Agricultural Adjustment Administration

IT seems to me that 95 percent of my time in the office is taken up with details of how to do this and how to do that. Even when I go to the State offices we talk of office procedure, how to get out the checks, why certain regulations can or cannot be changed, and other administrative matters. Sometimes I have a chance to visit the county offices, and I find the agent busy with the budget, calling in his work sheets, or getting applications ready to send to the State office. I do not know whose fault it is, but the fact remains that we are all so wrapped up in the "how" that we have forgotten the "why" of the agricultural program.

If the national agricultural program is to reach the goal set for it, it must be supported by all the people. They must know, and know with conviction, the "why" as well as the "how." It was with this thought in mind that the series of A. A. A. meetings in every rural community was planned for the month of November. This is the month when committeemen will be elected in every community and every county where farmers are cooperating in the A. A. A. program. Why cannot this meeting be used to discuss the "whys" of the program? This is the question that came to us, and we are passing it on to the extension agents upon whom rests much of the responsibility for making these meetings effective.

The county agent has the opportunity of studying all the information available on the agricul-

tural situation and suggested methods for meeting the problems. In the light of his own experiences he can seek for the truth and supply that common background of facts and conditions upon which any workable plan must rest. He has at his disposal the resources of the Department of Agriculture and the State agricultural college. We are all anxious to help him in any way possible, but it is, after all, the agent himself who must do the work. He must form his own convictions which are strong enough to make the meaning clear to others.

It is not enough that rural people hear about the A. A. A. program and not enough that they understand the rules and regulations governing it. In addition to knowing how it is to work, they must know why the whole program is necessary. These meetings will offer an opportunity to look at individual experience in the light of wider economic facts and the other way around to study agricultural facts of regions and nations in the light of personal experience. This brings conviction, and it is conviction which will furnish enough incentive and faith to carry through.

Secretary Wallace has outlined seven fundamental points upon which he believes all farmers can unite. These points were published in last month's Review. The new 1938 A. A. A. program represents the thinking and planning of farmers from the East and the West, from the North and from the South. The new plan has grown out of the old ones. These things will be discussed at the November meetings, and we are depending upon the county agent to lead the way. Let us all talk it over and believe in our program. Let us elect a community chairman in 1938 who knows the "whys" of the program and whose conviction, based upon that knowledge, will make the program strong.

A. A. A. Offers Opportunity

To Grow Grass in Oregon County

W. L. TEUTSCH

Assistant County Agent Leader, Oregon

INCREASING the acreage of crested wheatgrass from 253 acres in 1936 to more than 10,000 acres in 1937 is a record of agricultural progress made in Gilliam County, Ore., under the leadership of Russell M. McKennon, county agent, assisted by E. R. Jackman, farm crops specialist.

income during the period the grass is in the process of establishment.

Seed Supply Short

A short seed supply was early recognized as the limiting factor in a planting program, as there was not nearly enough seed available to plant diverted acres.

National Bank of Portland was enlisted, and this organization assisted with the financing of the seed pools. Nearly 35,000 pounds of crested wheatgrass seed were pooled at a cost of \$12,857 to farmers in the county. Because of early action, scarcity of seed, and the constantly advancing price, a saving of \$4,536 on the cost of seed alone was made, comparing the purchase price with the price at seeding time.

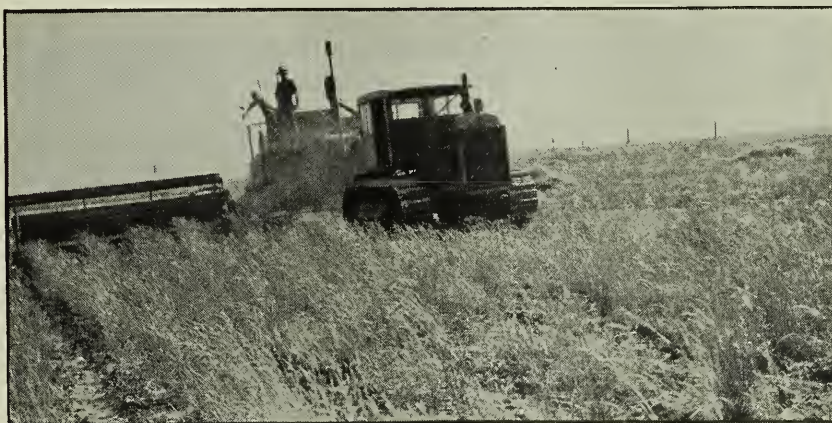
It is not an easy matter to place on the line \$100 and up to \$500 for seed 6 months in advance of the time that the seed needs to go into the ground. Gilliam County wheat farmers did it. They recognized the situation—the merit of crested wheatgrass, the short seed supply, and the possibilities in this grass as the answer to the major conservation problem of the county. With this understanding, they encouraged and cooperated with County Agent McKennon in planting a record seeding of this grass which probably cannot be matched by any other county in the United States.

Extension Ground Work

The seeding of wheatland to grass is a new idea in the summer-fallow wheat areas. For 3 years preceding the announcement of the agricultural conservation program, McKennon had carried as a major item in his program of work the establishment of grass demonstrations and nurseries on marginal wheatlands to determine the most adaptable grasses. In every instance crested wheat proved its superiority. By 1936, 26 wheat farmers had 253 acres of it successfully growing on their farms. Confidence had been established in it. Three years of trials, demonstrations, publicity, and discussion had prepared the way for the farmers of the county to take advantage of the agricultural conservation program in seeding it when the opportunity arrived.

In order to encourage seed production for local requirements, crested wheatgrass seed was harvested on seven farms,

(Continued on page 175)



Threshing crested wheatgrass with a combine.

The provisions of the agricultural conservation program; the agricultural needs of the county, including control of wind and water erosion; and the retirement of marginal wheatlands formed the combination of circumstances in which McKennon recognized an opportunity to meet the agricultural needs of the county. The result is that 10,450 acres of "blow" land with steep slopes where erosion was serious, or marginal lands with thin soils, in a county nearly 100 percent summer fallow and wheat, now has a protective stand of crested wheatgrass. A significant thing about this accomplishment is that nearly 50 percent of the crested wheatgrass acreage seeded in Oregon in 1936 was seeded in this county. Gilliam County wheat farmers have accomplished that which they have long recognized as desirable but could not afford to do. Through the agricultural conservation program they have, in part, been compensated for the cost of seeding, preparation of the seedbed, and loss of

Recognizing this situation, McKennon got into action.

If crested wheatgrass was to be seeded in Gilliam County in the fall of 1936, seed was necessary. As soon as the agricultural conservation program was announced in March and April, McKennon discussed with leading farmers the matter of forming a seed pool. Cooperation of the Condon branch of the First



A wind-blown field menaces surrounding farms.

Well Begun Is Half Done

Facts Behind the 1938 A. A. A. Program Discussed in Thousands of Communities

C. W. WARBURTON
Director of Extension Work

A. B. C's of Procedure

In the first place, the committee emphasized the importance of telling "why" every single time a question is answered on "how" the new program is to be administered. The facts

COMMUNITY meetings are being held this month in practically every community cooperating in A. A. A. programs throughout the length and breadth of the United States. The "whys" of the new A. A. A. program are coming in for a thorough discussion at the annual meeting when committeemen are elected to carry through the program for another year.

This ambitious plan to get all rural men and women to think about agricultural problems at the same time was the result of a long-felt need for a better understanding of the fundamental facts upon which the national agricultural program rests. The momentum created by turning the attention of such a large group to a definite problem is hard to calculate. If the national agricultural program is to have stability and permanence, more of the citizens must know and appreciate the situation which makes a program necessary and understand the steps taken to correct it. The November meetings were planned for this purpose, and everyone connected with the educational, administrative, or planning phases of the A. A. A. programs is bending every effort to make them successful.

To help in working out methods of presenting the problem and to provide supplementary materials for local workers, a national educational committee representing both the Extension Service and the A. A. A. was appointed.

The committee met frequently and spent many hours thrashing out the many questions which arise in planning such an educational program. As a result of these grueling sessions, committee members arrived at several cardinal points which they felt could be used as a guide by county agents, members of the board of directors for the county agricultural association, committeemen, and others.

Topics for Meetings

1. What is the present economic situation of agriculture?
2. How does the situation affect farmers?
3. How does instability on the farm affect city consumers?
4. What kind of a farm program does the Nation need?
5. How far will an agricultural conservation program about like that of 1937 meet the Nation's needs?
6. How does the 1938 agricultural conservation program work?

behind the program should be brought out in a discussion of any phase of it.

In the next place, the essentials of how the 1938 program works should be presented as simply as possible, eliminating some of the purely procedural details in a popular presentation. Emphasis on the fact that next year's program is a progressive development of previous years' efforts, with modifications to meet changing situations and improvements to strengthen weak points, should make the plan more understandable.

The committee felt that nothing was to be gained by extravagant claims and that not more should be claimed for the program than it can clearly accomplish toward attaining the objectives desired by the farm and nonfarm public. As the program, to succeed, must have the support of urban as well as rural people, emphasis should be placed on the advantages to both urban and rural consumers. Special effort can also be made to carry the message to urban groups such as service clubs, parent-teacher groups,

consumers' councils, trade associations and others.

The farmers must stand together on the essentials of an agricultural program and present a solid front on some fundamental points. This unity on fundamental issues can be built from the vantage ground of mutual interests among farmers in different agricultural regions and on their mutual dependence upon each other. This can be brought out in the presentation of the agricultural situation and the measures recommended for meeting them. Seven such points of mutual interest were listed by Secretary Wallace in the October REVIEW. Dependence of the dairymen in Minnesota on the cotton of the South and examples of the dependence of the southern plantation owner upon the cattle rancher of the West and the corn-hog farmers of the Middle West are plentiful and effective in illustrating the point.

National Reinforcements

Bulletins, press releases, radio broadcasts, and other supplementary material supplied for use in the educational work will be built around these guiding principles and the suggested topics to be discussed at local meetings listed in the box on this page.

The general background bulletin, a 16-page illustrated publication, discusses the six suggested topics for community meetings and is available in large quantities. A brief list of source material for further study is included.

Illustrative material in the form of animated wall charts, illustrated circular letters to be used by county committees and agents in calling meetings and explaining provisions of the program, and film strips are rapidly being made available for use in educational meetings.

Press releases from Washington on national phases of the program for the daily press will support the local efforts. Releases which can be easily localized

for county weeklies will be supplied through State extension editors. Special service will also be given farm journals in supplying the sort of information needed on the facts behind the program.

The National Farm and Home Radio Hour will back up local efforts with broadcasts along the general line recommended for community meetings. These broadcasts deal especially with the economic facts facing agriculture and the philosophy behind the program because they are better fitted for radio presentation. The Radio Service will also cooperate in arranging local programs and urge the use of local farmer speakers on local broadcasts. Washington workers traveling in the field will be ready to take part on local radio programs whenever needed.

With such concentrated effort from everyone working in the county, at State headquarters, and at Washington, pounding away on the same things at the same time, who can say what great things may be accomplished?

Feeding Clinic for Preschool Children

Twenty-one mothers brought their children to the clinic and exhibits held in Carroll County, Mo. The work had been carefully planned by Home Agent Katie Adkins and the State extension nutritionist. Literature available from the Missouri Board of Health, United States Department of Labor, and the Extension Service, as well as self-help clothing, correct footwear, and furniture suitable for the preschool child were on exhibit. The main emphasis of the meeting was on proper feeding of the preschool child, but other phases in child development were also considered by the local doctors who cooperated in the work.

One corner of the county extension office was fixed up for a playroom. Linoleum covered the floor, and a kindergarten table and chairs, paper, magazines, books, and crayolas were provided, in addition to toys. Local stores and schools lent materials for exhibits and the play nook. Home demonstration clubwomen prepared and served lunch to the mothers and children; they entertained the children while mothers attended the afternoon meeting, and cut patterns desired by the mothers. A news reporter covered the story.

A mailing list of mothers of preschool children was obtained by child development chairmen. As a follow-up of the clinic, mothers were sent brief letters emphasizing some principle of child training.

Monthly Newsreel Features

AN extension monthly newsreel is a new feature that has been added to the monthly meetings of the El Paso County Farm Bureau and the El Paso County 4-H clubs. This newsreel, patterned after "The March of Time", shows the activities of valley farmers, measures the progress of 4-H club crop and livestock demonstrations, and shows new and better methods used by farmers in increasing their profits.

Timely Subject Chosen

The first issue showed how W. T. Henderson & Sons were using a huge plow that turned the soil to a depth of 3 feet and brought sand from the subsoil to the surface of their heavy "adobe" land. Such a plowing makes the soil more workable and makes it less difficult to obtain a stand of cotton on this type of soil.

Subsequent newsreels have shown the work of the 4-H clubs, the C. C. C. camps in aiding the Reclamation Service in improving the irrigation system and eradicating gophers, and the methods of harvesting and packing lettuce in the valley.

Two reels of color films were devoted to the Southwestern Livestock Show held at El Paso in February. These pictures show actual judging, grooming, and auction-sale scenes and will be presented at the meetings of the 4-H clubs in order that the boys may fix in their minds the types of animals that judges selected for the prize winners.

Among subjects to be used are "A Day with the Ditchrider"; "The 4-H Club Rally", and "Beautiful Valley Homes" which shows the proper placing of shrubs, plants, and flowers about the grounds. "Springtime in the Valley" is another color film showing valley flowers and crops, and "Cottonseed Meal Produces Beef at Low Cost" gives the results of a feeding demonstration carried on by the Farmers' Cooperative Oil Mill and the extension agents.

The El Paso County Farm Bureau several years ago had purchased a 35-millimeter portable moving-picture projector, but, as most films were not applicable to valley conditions, they had

Add Interest to Meetings

W. S. FOSTER

County Agent, El Paso County, Tex.

stopped using it. This machine was traded in on a smaller projector, and the organization paid the difference. Considerable study was given to the question of whether a 16- or 8-millimeter machine would give best results. and, after demonstrations of both machines, the farm bureau purchased the 8-millimeter camera and projector because of its greater economy.

This projector has a 500-watt lamp and will throw a sharp image about 4 by 6 feet, which is sufficiently large for an audience of 100 people, the average size of meetings in this county.

The films are purchased both by El Paso County and the farm bureau.

The extension agent carries the camera on trips over the county, and interesting scenes are photographed as they happen. No attempt has yet been made to have farmers or club boys act out a movie.

Increased interest is being noted in farm bureau meetings since the home movies have been used, especially when it is known that pictures of groups and members of organizations will be shown.

4-H Squad Leaders

A system of dividing each local club into squads, with leaders for each group of 8 to 10 boys, has given good results in the 4-H club work conducted by County Agent S. L. Brothers of Madison County, Fla. There are 7 community clubs in the county with memberships of about 175 boys.

Older boys lead the clubs. One is named squad leader, and each squad chooses a regular set-up of officers. The squads take turns in putting on the program at the monthly meetings. There is keen competition in quality of programs and other activities. Through this method, record books of the boys are kept up to date, with encouragement and sometimes help from squad leaders.

Squad leaders very effectively supplement the work of local leaders in each club.



Iowa club girls learn how to use a balloon in a posture game which proves to be a good deal of fun, too.

Iowa 4-H Leaders Welcome Posture-Training Schools

FOR years they had been told to stand tall and hold their shoulders "easy", to wear comfortable shoes with a straight line, broad toe, and narrow heel. Yet in 1936, 92.8 percent of the county 4-H girl health champions competing in the annual State health contest at the State fair received "black marks" for posture defects.

If county health champions, representing the best from among more than 13,000 Iowa club girls, were receiving deductions for poor posture, the State club staff wondered about the other 12,900. Investigation of defects among county health champions in the last four State contests revealed that the percentage of girls receiving deductions for faulty posture wavered between 82 and 92 percent. The

records revealed further that the percentage is increasing. Posture ranked third in prevalence of defects, being "outdone" only by deductions on teeth and skin.

Iowa club girls and leaders realized—in part, at least—the importance of good carriage. They knew that slouching quite takes one's breath away, that bulges wreak havoc with the prize dress modeled in the clothing division project, that improper walking, bending, sitting, or standing is tiring—but just how or why remained a mystery.

Came to Iowa in March 1937 a lady of superb carriage, springy step, and infectious enthusiasm—a lady with balloons, bean bags, volley balls, and balancing beams—Ella Gardner, of the United

States Department of Agriculture. She it was who gave 1,441 girls' club leaders from 98 counties words, mental pictures, and tangible equipment to put "lilt in living" for their adolescent farm girls.

It "took" like a July rain to a thirsty corn row stalked by drought. In every corner of the State, agents are reporting flourishing "follow-up" work not dependent even on the suggestion of county extension agents but voluntary, free, and unurged.

"Cass County has been divided into four districts for follow-up in posture", writes Evelyn Hollen, home agent. "All the clubs in the district meet together. Each girl is given individual posture help and then the group plays the games and posture exercises."

There are other echoes, too, from leaders: Posture-training school is one of the finest helps 4-H work in the State has ever had . . . only a beginning . . . can't we have more next year . . . still talking about it . . . doctors are enthusiastic . . . results will show in future generations . . . club leaders are including home project women in their follow-up work.

The Iowa meetings—leader-training schools in posture aids to be carried back to every club girl—were the first of their kind.

"Frankly", said Mrs. Edith Barker, acting State leader, "the schools were an experiment. We knew that we had to give our leaders something more than a talk on posture. We had to show them what good posture is."

Nine district meetings were scheduled, leaders from between 10 and 12 counties to attend each meeting. Miss Gardner opened each posture-training school with a clinical analysis of good posture and bad posture, using her audience as a clinic. She demonstrated good posture, sitting, standing, walking, working, and even sleeping.

The State staff was armed with five attractive bulletins in three colors, each with a cover-page insert of the erect and stately Washington Monument. These were prepared by Miss Gardner. One bulletin, entitled "Suggestions to Leaders", outlined posture presentation for leaders, from an analysis of common posture defects to correction, standards, demonstrations, and general plan of presentation. Other bulletins contained posture exercises and posture games, all of which were "played" in the training schools.

So Iowa 4-H girls are taking poise and grace with them into the common tasks of dishwashing and dusting—"wearing crowns", they call it.

Older Young People Respond

A Club President Speaks

We, the young people out of high school in Venango County, Pa., certainly felt the need of something vital, something stimulating, to do. And then it came our way, a chance to have an organization that we could call our own, a brand splinternew idea—a senior extension club.

It was a little more than a year ago when our county agent called a meeting to discuss this pleasant means of rural social salvation. As the mud roads were bad, only a handful of us heard the news. Several days later we assembled, and what a meeting it turned out to be! The officers elected were dumbfounded to find that they knew nothing about the positions to which they were elevated. Duties of this sort were out of line with the course we had been following, and so none of us had ever bothered ourselves about our qualifications and opportunities. We gaped at the floor, stared vacantly into space, wiggled by degrees all over our seats, and positively padlocked the doors to our intelligence.

It was a poor start, but we had seen how much we needed to "blossom out", and we reconvened 2 weeks later, certain that by no chance could we do so poorly as at the previous meetings.

Bit by bit we thawed out, began to think, to offer suggestions, and to plan. In a short time we had a membership of 70 young people who enjoyed the meetings. Ere long our interests underwent the pleasurable process of ramification. We soon boasted a boys' baseball team which was undefeated.

A short time later the girls organized a softball team which was winner of a series of games with a neighboring senior extension club.

The judging team of the club, which represented our county in agriculture at State club week, was proud to learn that one of its number, Francis Fisher, had won first honors in the State-wide poultry-judging contest.

Our dramatics team represented Venango County in the State dramatics tournament conducted last fall, and the club music teams represented our district, competing at Harrisburg during the State farm show week.

With the aid of the Oil City and Franklin Kiwanis Clubs, we had the largest single community 4-H capon club

in the State, which sponsored one of the largest 4-H capon club poultry shows ever held. It was skillfully managed by Leon Kean, a young member of the club.

In conjunction with the aforementioned, many things have been accomplished which have stimulated home pride and community spirit.

We have learned enough to know that there is much interesting knowledge to be found in the prosaic world of commonplace in which we spend our lives. In short, we "misfits" are "blossoming out", and most enjoyable is the metamorphosis.—*Gerald F. Fisher, president of Senior Extension Club, Venango County, Pa.*

Older-Youth Councils

Groups of older youth in 10 Maryland counties are giving a demonstration of some of the types of programs and activities that will successfully engage the interest and effort of young people of that age. The programs of one or two counties may be taken as typical of the work done in all of these older-youth councils, which is the name used by these organized groups.

In one county the membership has grown from 22 in 1932 to 64 in 1936. All youths 18 years of age and over who live in rural communities or are interested in rural life are eligible to become members. During the last year this group carried a travelog program planned around the countries of Ireland, Wales, Scotland, Switzerland, Italy, and Holland. Club members took charge of some programs, and at other times they invited a speaker who had either visited or was a native of the country represented. Music and recreational material suitable to the several countries were obtained from a bulletin on folk songs, which was written by the head of the music department at the University of Maryland, and from recreational schools held in the county.

The Ireland program started with response to roll call with Irish jokes; then it included Irish folk songs, talks on Irish customs, cities, government, and art. An exhibit of Irish linens and laces helped to give the right atmosphere to the meeting. When Wales was "visited", a minister who is a native of that country gave accounts of the life and customs of his country and not only exhibited china, cutlery, and shawls, but presented many articles to the group.

At the close of the year, on achievement night, the members were divided into seven sections, and each gave a 5-minute review of some phase of the travelog program.

In another county the older youth are finding that a program which gives the members training and experience in public speaking is proving to be a real educational opportunity. Two debates are scheduled for this spring. The first is on the question, "Resolved, That farm women work longer hours than farm men", and the second on "Resolved, That a couple should not marry until they have \$1,000." Even the roll-call topics encourage members to give short talks; for example, "My most thrilling experience", "My hobby", "A new word and its meaning." When the members have completed their year's program, which includes also book reviews, story telling, and one-act plays, they will have gained in self-confidence and in the ability to talk more easily in social and public life.

All older-youth groups include recreation in their monthly programs, and they sponsor county-wide activities, such as 4-H banquets, achievement days and campfire programs. They raise money to send delegates to State conferences and to national conferences, when club members are selected from their own county. Their educational programs include topics of general interest, such as Maryland history, taxation, rural art, parliamentary law, and rural electrification. Through their Extension Service they are finding help with the problems that face rural youth today and are meeting the need for additional education and for more opportunities to develop the social, recreational, and cultural side of their lives.—*Dorothy Emerson, State girls' club agent, Maryland.*

New Mexico Junior Leaders

The object of the junior leadership project in New Mexico is to have a definite means for training club members to serve as local leaders. A club member must have the approval of the extension agent before enrolling as a junior leader. He may then have full charge of a club, taking the responsibility for one project group or sharing the responsibility of the club with another junior leader. A complete report is to be turned in at the end of the club year. Several older club members have been enrolled in this project in Taos County. Recently, girls representing eight communities met for a day's training in Taos. These girls have had at least 2 years of club work, as well as home economics in high school. Two girls, one serving as leader and the

other as assistant, will have charge of the club in their community. It is hoped that this project will encourage older club members to serve as local leaders of 4-H clubs, which will give them an opportunity to gain experience in leadership.—Mrs. Emma H. Briscoe, New Mexico club specialist.

New Western Broadcast

An innovation on the Western Farm and Home Hour began the second Friday in September with the first home-demonstration program on the western network. California led off, broadcasting from San Francisco a report on their work of developing beautiful rural homes. Montana sent a manuscript on achievement-day events, featuring home improvement, to be read on the new program.

In October, Washington broadcast something on fair exhibits from Spokane, and Wyoming furnished a manuscript on mothers' camps. In November, Oregon is broadcasting from Portland on father's participation in parent education, and Arizona women are furnishing a manuscript to be read.

In December, the theme will be "Happy Memories, a Child's Richest Heritage." Idaho will furnish a program from Spokane describing what Christmas would mean in rural homes of today, and Utah will send a manuscript to be read on their work in making rural homes convenient for children.

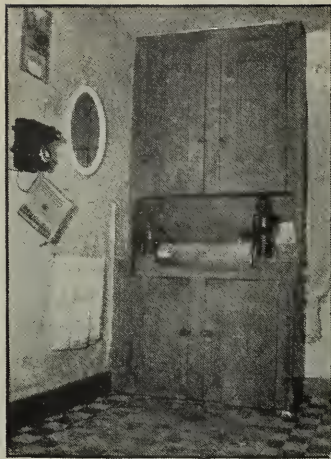
The stations broadcasting the program are:

Pacific-time stations: KFSD, San Diego; KECA, Los Angeles; KGO, San Francisco; KFBK, Sacramento; KWG, Stockton; KMJ, Fresno; KERN, Bakersfield; KEX, Portland; KJR, Seattle; and KGA, Spokane.

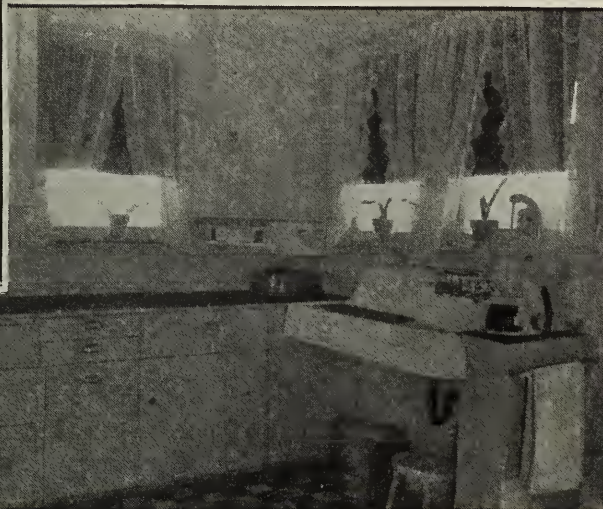
Mountain-time stations: KGIR, Butte; KLO, Ogden; KOB, Albuquerque; and KTAR, Phoenix.

The States participating in person are California, Washington, Oregon, and Idaho. States participating in sending manuscripts to be delivered over the western home demonstration program are Montana, Wyoming, Arizona, Utah, and Nevada.

MEMBERS of the boys' Junior Chefs' 4-H Club of East Braintree, Mass., walked off with the lion's share of county prizes in the food and muffins contest. The boys competed in approximately 30 contests and were the only blue ribbon winners in the muffins class.



Historic Old Homes Modernized



BEFORE and after a farm woman of Union County, Pa., caught the "kitchen fever" from Ella Reynolds, home demonstration agent. The work in this kitchen was practically all done by the farm family. The transformation aroused a great deal of interest at the county-wide annual meeting.

Pennsylvania has many lovely old farmhouses with history in all their cracks and crannies. These were well built or many of them would have been history long since.

But these homes were not built for convenience nor for modern housewives who have learned that convenience makes for comfort, time, energy, and happiness for the whole family. Farm homemakers are becoming much more conscious of the faults of their homes and, with the aid of county and State home-economics extension representatives, have been doing what they can to remedy the faults.

One of the most interesting of these projects is the one on kitchen improvement which has been attracting much interest in every county.

Idaho Kiwanis Club Learns of County 4-H Clubs

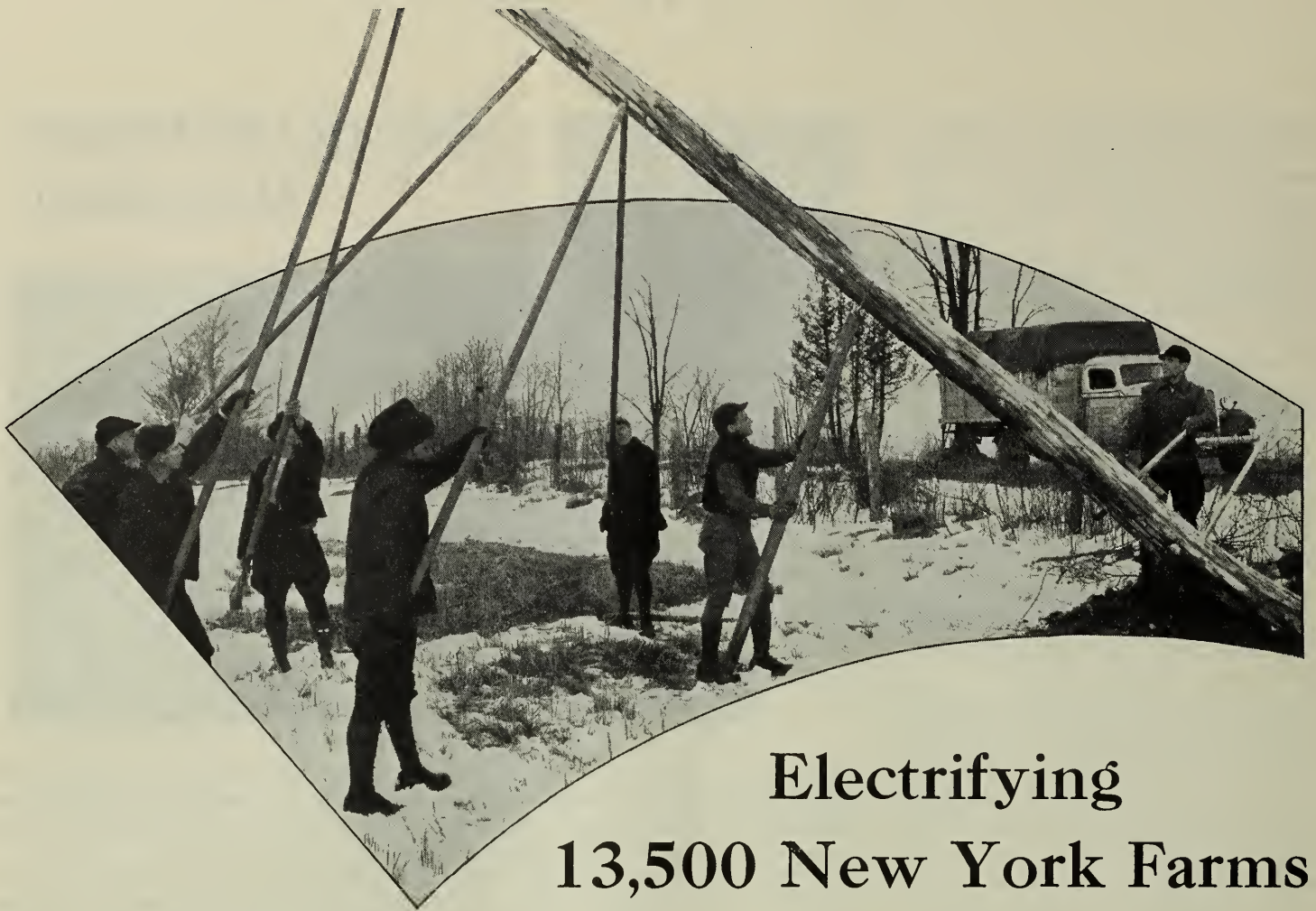
TWO scholarships to the annual leaders' short course held at the University of Idaho were given to local 4-H club leaders in Bonneville County by the Kiwanis Club of Idaho Falls. These scholarships were awarded not on the basis of the best work done in 1936, but to the persons who could profit most by them in 1937. The club is interested in developing local farm leadership through 4-H club work.

The awarding of the scholarships was a feature of a regular meeting of the club. One of the winners outlined the work being done in her community by the 62 4-H girls who, under the direction of their leaders, did excellent work in clothing and baking last year. Two members of the Humming Bird 4-H Club put on a

canning demonstration, and several jars of fruit and vegetables which the girls had canned and exhibited at various fairs were displayed on each table.

At this meeting the county agent, C. R. Tulley, also presented an award to the local leader of the winning club in the county social progress contest, and the Kiwanians heard of the many activities and awards which won the honor for the club. Gold pins were presented to the county champions in the style dress revue, the girls' record-book contest, and the canning contest.

Besides being a gala day for 4-H club members, this meeting was a real education to many of the prominent business men on the 4-H club movement in Bonneville County, Idaho.



Electrifying 13,500 New York Farms

Creates New Opportunities

LINCOLN D. KELSEY

Administrative Specialist, New York

THE farmer who waits a long time for electricity and is finally connected with service practically gets the current overnight. But it took the calendar year of 1936 to electrify 13,500 farms in New York State along 4,000 miles of new line. It was built entirely by existing utilities with funds derived from the sale of bonds or other similar sources.

In the fall of 1935 the utilities in New York State had plenty of power ready to distribute, and the State was covered with a system of high-tension lines with substations from which many short rural extensions could be built. This very fact placed a heavy responsibility on the extension forces of the State from the start. When the utilities indicated that they were ready and anxious to serve the farmers more completely we had to do our part.

Opportunity Knocks

For 20 years there had been gradual progress in rural electrification. A progressive public service commission and a rural electrification council among the companies had been cooperating with the College of Agriculture. The "Adirondack Plan" for extending lines to rural territory had brought the number of

electrified farms up to 60,000, a number which was exceeded only by California. With the creation of the Rural Electrification Administration, although no funds were borrowed, its educational program renewed interest in extending lines. New and more liberal rural extension plans were offered by the companies and promptly approved by the public service commission. This opened the way for farmers to organize and for the Extension Service to aid.

The New York State Conference Board of Farm Organizations set up a committee on light and power composed of representatives of the following organizations: New York State Grange, New York State Farm Bureau Federation, New York State Home Bureau Federation, Grange League Federation Exchange, Horticultural Society, New York State Vegetable Growers' Association, and Dairymen's League Cooperative Association. Fifty-three county committees have been set up, and suggestions regarding activities have been placed in their hands. The

purpose of these committees is to do everything possible to bring about complete electrification on land expected to remain permanently in agriculture and to aid in wise planning and general promotion.

Educational Activities

A coordinating committee on rural electrification was immediately set up between the College of Agriculture and the College of Home Economics. This, in turn, had a subcommittee working with the home-service departments of the utilities. It developed that the principal function of the farmer committees was to cooperate in the promotion of lines and to aid in right-of-way problems. The Extension Service began work on adequate wiring of homes and farm buildings.

County agricultural agents cooperated in calling meetings of prospective customers at which specialists from the college explained the need for adequate wiring and some of the uses of electricity

together with suggestions about equipment. The work of home demonstration agents was correlated with this activity through their work in room arrangement, kitchen planning, lighting for health, and school lighting. The utilities, in most cases, provided rural service representatives who not only explained the extension plan and all of the details necessary to obtain electricity but offered to make wiring layouts even though they do not do the wiring. This arrangement made it possible for the Extension Service to develop "11 steps" as a basis for teaching the best procedure: (1) Apply for current with the local electric utility company; (2) cooperate with the utility company to get enough applications for service for a satisfactory minimum; (3) obtain the required number of signed applications for service on utility forms; (4) obtain the right-of-way for a new line from the property owners involved; (5) ask the utility company for a written notice to start wiring; (6) ask the utility company for a wiring layout; (7) get wiremen's bids on all or part of the wiring indicated in the layout; (8) get the wiring completed promptly; (9) require the wiremen to furnish a fire underwriters' certificate; (10) ask the underwriters' inspector to check the completed job against the wiring layout; and (11) keep in touch with the county farm light and power committee.

Note how the 11 steps imply activity on the part of committeemen and responsibility on the part of the utilities to make

wiring layouts, to notify the farmers when to wire, and to place them in a businesslike position to obtain competitive bids from wiremen. These steps also provide for the insurance underwriters' inspector to go over the job, not only with reference to compliance with their code but to see whether the farmer got what he paid for.

By the aid of the rural electrification council, sample contracts with wiremen were distributed among farmers. Because of the price of materials during 1936, it was evident that farmers were getting their wiring done at a reasonable cost and that the chief concern of the educational work must be to see that the wiring was adequate for future needs. It was necessary constantly to point out the differences of the wiring systems in farm buildings with wide variations in temperature, moisture conditions, current demands, and length of local circuits.

Right-of-Way

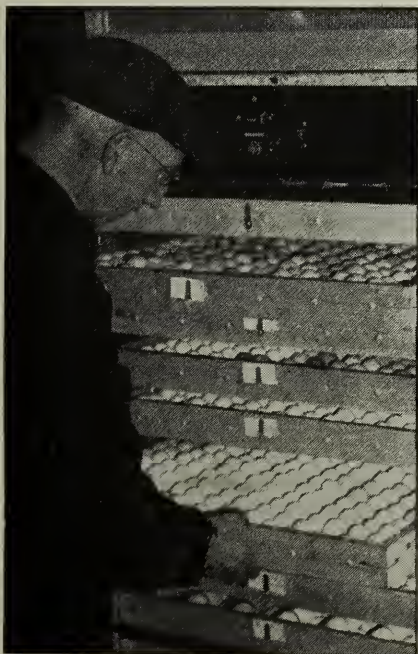
While the extension forces were busy teaching adequate wiring, it was found that many problems concerning the right of way could not be handled by utility representatives. Prejudice, misunderstanding, and local quarrels occasionally prevented some farmers from obtaining a right-of-way, and here the local committees were the only agency

that could solve the problem. By radio talks, committee meetings, and personal conferences, right-of-way problems are gradually being solved.

As this program advances it is more and more apparent that farmers will need better service in connection with electricity and various types of new equipment. Literally hundreds of uses of electricity on farms are now being advertised. Some of these appliances are profitable; many of them are convenient, but some of them are imperfect. All depend upon the proper installation, the proper management, and the knowledge of their use and appliance. Load building and increased use of electricity will help to maintain a low rate for current in rural areas and will bring the advantages of the service rapidly into the country. This is dependent upon satisfaction which, in turn, requires the attention not only of the Extension Service and all educational agencies but of those commercial agencies which directly serve the farmer.

In cold weather, bossy presses her nose into the cup and a trip valve lets in the water driven by an electric pump. When she stops drinking the water is automatically turned off.

Home-service representative of the power company demonstrates electric equipment to a St. Lawrence County farm family.



A huge electric incubator near Morristown, N. Y., automatically maintains the most efficient temperature and moisture conditions.



Have You Read?

Technological Trends and National Policy

Report of the Subcommittee on Technology to the United States National Resources Committee, 1937. 388 pp. Copies may be purchased from the Superintendent of Documents, Washington, D. C., at a cost of \$1 each.

THIS publication of 388 pages, prepared by the Subcommittee on Technology of the National Resources Committee, was issued in June 1937. The report indicates the various types of new inventions and discusses some of the resulting social changes which may be expected in the next 10 to 25 years.

The wide adoption of these inventions will undoubtedly affect living and working conditions in this country, and the report emphasizes the importance of national efforts in trying to mitigate the human loss and suffering which may be felt as a result of their too rapid adoption.

Agriculture, as indicated in the report, is one of the great fields of endeavor in which the technological changes of the future may be expected to bring about profound changes in the industry, the

same as in the past. In the section on agriculture, attention is called to the rapid strides which have taken place in the past in the production of the average worker in agriculture. It is pointed out that this increased productivity came not only from the invention, improvement, and use of machinery and power, but from the discovery, adaptation, and development of certain plants and animals.

Among some of the specific topics treated in the report are the following: The possible development of a practical mechanical cotton picker with its effects upon labor conditions of the North as well as the South; the vast future possibilities in the chemical fertilizer field; and rural electrification with its possible lowering of the cost of production, lightening of the labor of farm people, and the possibility of a more comfortable living on the farm. The entire section on agriculture, and also excerpts here and there dealing with other industries, are well worth reading by those extension workers who have access to the volume.—*D. Curtis Mumford, Agricultural Economist, Federal Extension Service.*

to the whole labor group. Hastily, a meeting of farmers and laborers was arranged during which it was suggested that the committees representing both factions ask for a conference with the packing company.

In the meantime the Maryland Farm Bureau came to the rescue. The farm bureau field representative and County Agent McKnight went to Salisbury to find out the possible markets through some of the buyers in that section. It was discovered that the "farmers' bloc" there was handling cucumbers and had practically completed operations on string beans.

That night another meeting of the farmers' committee was held in the county agent's office, and negotiations were completed with the Hillsboro-Queen Anne Cooperative Corporation to set up a market in nearby Vienna. This corporation is connected with the National Council of Cooperatives which has an agreement with a large group of chain stores to the effect that the stores assist in launching any surplus of fresh fruits or vegetables on the market. Accordingly, chain stores in Washington and Baltimore agreed to market the beans.

Committee Appointed

A meeting of farmers was held in the Vienna High School to explain the set-up. A committee was appointed which worked with the Hillsboro Cooperative, ably assisted by the county agent and the farm bureau representative.

Soon buyers began flocking into Dorchester County. There was a buyer for every bean patch, and before long the demand for beans far exceeded the supply. Buyers came with trucks from Georgia, Florida, and Texas. The county agent, farm bureau representative, and members of the committee scouted the territory, literally begging for beans. Prices for beans mounted up as high as \$50 a ton in the field, and most sales averaged \$41 a ton.

"All this is evidence of how farmers, farm organizations, and markets can cooperate in an emergency", said County Agent McKnight. "String beans in Dorchester County on Wednesday, June 23, were a liability. On Friday, July 2, they were an asset. Too much credit cannot be given to the organizations that took part in this project; namely, the University of Maryland Extension Service, Hillsboro-Queen Anne Cooperative Corporation, Dorchester County Farm Bureau, Maryland Farm Bureau, National Cooperative Council, chain grocery stores, local canners, the press, and the merchants in Vienna and Cambridge."

Farmers and Buyers Cooperate

To Save the Maryland Bean Crop

How County Agent William R. McKnight met a marketing emergency caused by an impending strike in a canning factory in Dorchester County.

IT all happened last summer in the quiet little city of Cambridge, the home of a large packing industry, which was in the full swing of canning the bumper crop of string beans brought in by the farmers of Dorchester County. Overnight, the employees of the packing plant stopped

work, and 250 farmers with 1,200 acres of beans were suddenly faced with no market.

Immediately, County Agent William R. McKnight called a meeting of local businessmen and representative farmers. He was appointed chairman of the group which met to find a possible outlet for the huge crop, approximating \$240,000. A committee of 15 farmers was appointed, which later met with the labor committee to urge labor to accept the offer of the packing company of a 10 percent increase in hourly wage for 30 days in order to save the bean crop. No action could be taken on this proposition until it was submitted

Home Agent Blazes Trail

In North Carolina Mountain County

"I HAVE never worked with people who are more industrious and eager to learn", was the tribute recently paid by Mrs. O'Neil, home demonstration agent, to the farm women of Macon County. "One woman said to me, 'We are not stupid. If you will give us a chance, we are right clever.'"

The home demonstration gospel is giving these sturdy pioneer people that chance to develop and to meet the outside world on an equal footing. Mrs. O'Neil recognized that first she must encourage communities to be more friendly and help them to supply the needs of the summer tourists.

She visited the women and interested them in home demonstration clubs, helping them to become better acquainted. The club meetings have been surprisingly well attended when one considers the distance the club women must walk. On Christmas Eve, for instance, 90 people attended a community recreation program, and many of them walked 5 or 6 miles through the snow.

These mountaineers are accustomed to handle their own problems in their own communities, and when visits were made to two neighboring communities for the purpose of organizing club work, the people were skeptical. However, after a few meetings, every woman reported that, aside from the demonstrations, knowing her neighbors was the greatest value of her club work.

A county council of 30 women has helped to promote home demonstration work in the county in many ways. They have visited women in sections where new clubs were to be organized. Some of the women are serving as local leaders. One has a sewing group, another a storytelling group, and still another teaches bookbinding at club meetings and demonstrates weaving before various groups. One council member started a children's band which already has played at numerous county-wide meetings and has stimulated other communities to organize similar aggregations.

It was somewhat of an achievement to have the district meeting of the Federation of Home Demonstration Clubs in a county so newly organized. The women's county council helped to plan for this first district meeting, which was a real success and which had the amazing attendance of 400 women.

To attract tourist trade, the home agent suggested a curb market. The council women met and helped to form the policies of the market which was organized last year. It is governed by a committee whose chairman runs the market under the agent's supervision. The number of women selling has varied from 3 to 10. The women of Franklin have cooperated in this venture, and the sales are increasing each month. The total sales for the first 4 months amounted to \$367.

Not all the home agent's work has been confined to the women's clubs, for, in addition to 10 women's clubs with a membership of 220 women, she organized 9 4-H clubs with a membership of 235 girls. Some of the children in newly organized 4-H clubs were too bashful to suggest names for officers. Some of them never had played games or sung songs. In 2 months these same youngsters acquired sufficient self-confidence to run their own programs without the agent's help. They learned to conduct their meetings without an error in parliamentary law, led the singing and games, and gave a play on posture which they planned themselves. Recreation has been considered a waste of time by many of the people in Macon County, but now 4-H club members have started recreation grounds in three communities, building fireplaces and playground equipment, and getting the parents interested in grounds for tennis courts and basket-

An account of how a resourceful home agent has adapted home demonstration work to the needs of the people. With the spirit of a true pioneer, Mrs. Katherine M. O'Neil has solved a variety of problems in starting home demonstration work in Macon County, N. C., where the population is scattered, transportation is limited, farms are small, few homes have any modern conveniences, and the schools are inadequate.



The label used on all their commodities sold in the curb market.

ball. Last year 500 toys were made for Christmas by club members.

Nutrition and health have been the major activities of the home demonstration program in the county. One-fourth of the women reported that they had corrected constipation, anemia, and pellagra through an improved diet. There is a marked improvement in the quality of canned products, especially meat. Approximately 50 pressure cookers are now in use. Mothers are giving more thought to their children's diet, encouraging them to drink milk and eat less sugar.

Mrs. O'Neil has not confined her health crusade to meetings but has worked with the people in their homes, having been very successful in helping families on relief.

Considerable time has also been spent on a home-beautification program. Twenty families are now following a definite plan of improving their surroundings. Home improvement is changing whole communities.

Home demonstration work has reached approximately one-fourth of the 2,283 farm homes in Macon County. "The number of clubs organized in Macon County has purposely been kept small, because a piece of work done thoroughly in a smaller number of communities makes for a sounder organization in the future", said Mrs. O'Neil. "In starting from the ground up, it is necessary to train leaders as well as to organize clubs. So far we have had many more calls for 4-H and home demonstration clubs than we have been able to fill. With the development of more leaders, it will be possible to have a larger number of clubs in the future."

We Take to the Air

Winnie Belle Holden, home demonstration agent in Richland County, S. C., gives her experience in the radio field. As Morse Salisbury, Chief of the Department Radio Service says: "No radio station would keep a program on the air 2 years which did not click", so Miss Holden's year and 8 months on the air speaks for itself.



AS a seasoned broadcaster of 1 year and 8 months and a home demonstration agent of 14 years' experience, I should like to cast my vote for radio. Extension work and radio broadcasting go together beautifully. My radio work began back in 1935 when our district agent, Bessie Harper, who was becoming increasingly convinced of the opportunity it offered for extension work, went to see Richard Shafto, manager of WIS, Columbia, S. C., and asked for a regular weekly hour. Without any hesitancy it was given, and we were in for it.

As the station was in my home county, Miss Harper and I discussed the possibilities and decided, as a starter, to give one weekly program to each of the 16 home demonstration agents in the district. These programs were to include the recital by home demonstration club members and 4-H club members of outstanding accomplishments, club songs, dialogs, reports, and records.

In due course of time, or on March 9, 1936, we were officially introduced to radioland by Victor Herbert Lund, program manager of WIS. The opening remarks were made by Miss Harper who, in turn, introduced me, and I gave my first radio talk on "Greens."

Under this plan we ran two series of programs. As I was local agent, it was my duty to present the 15 other counties to the radio audience. Thirty-two broadcasts were given, eight of them from my own county. It was evident that transportation offered a big difficulty to this scheme, so it was decided to try another plan for the third series of 16 broadcasts. Each county home demonstration agent sent in "news briefs" each week for me to assemble and present. This took so much time that on the fourth series the

agents were divided into three groups of five each, each group sending news briefs every 3 weeks for broadcast. This has been working nicely.

These "news briefs or 4-H and 'home-demdots'" consist of what girls' and women's clubs are doing in recreation, foods, clothing, achievement days, housefurnishings, contests, music, exterior beautification, and many other things. Good recipes also are given. We try to tie up our program with current happenings, holidays, or special occasions. We have dialogs; descriptive skits of outstanding activities in the State, accompanied by music, such as a description of beautiful Camp Long, a State 4-H camp, after which "Carolina Moon" was sung; or yet another description of the evening campfire program at Winthrop College, which ended with the singing of "Follow the Gleam."

Our program is known as the 4-H and home demonstration program and is put

on every Thursday from 11:15 to 11:30. Recently it was decided to ask for a theme song. Suggestions were sent in by our radio listeners, and "Home Sweet Home" was chosen. A very pretty arrangement of the song was obtained on a phonograph record, and since March 18, 1937, it has begun and ended our programs. Other numbers being sent in as suggestions are being sung from time to time on the programs. The assistant county agent, O. Romaine Smith; Mrs. E. L. Crooks, of the South Carolina School of Music; and I have sung some of the songs; and others will appear on the program later, for, of course, we plan to continue "on the air."

All in all, radio is one of the finest mediums for publicity, faster than the printed news, though not so accurately repeated by persons listening in. As an educational medium it is also valuable and is an important means, if available, for placing extension work more in the path of progress.

Although it takes much time and work, the 15-minute program is vastly worth while, both to listeners and to me. Besides being very much interested in it, I really enjoy the work.

To Make a Speech

Twenty members of the Montana Extension Service feel that they should be better public speakers and are doing something about it.

This conclusion was reached in spite of the fact that the group represents 125 years of cumulative extension experience and an infinite number of speeches. Previous to the first meeting of the class, some mimeographed speaking hints were prepared, and every member studied them.

At the first meeting a few were assigned to give 5-minute talks. A person was appointed as a critic and timer. At the conclusion of the talks the critic gave his criticisms following a previously prepared form. Following his criticism, all but the speaker joined in a very frank discussion of any discrepancies. Frankness was insisted upon before the class started.

Criticisms generally cover the introduction of the speech, poise, subject matter, arrangement of speech, facial and physical expression, the conclusion, and any point that impresses the audience favorably or unfavorably. The retiring speaker introduces the next speaker. The introduction of speakers also is criticized frankly

Every person enrolled in the course contributed to the rules under which the class is conducted. Each one is familiar with the audience which extension workers most frequently address and knows what he wants to get out of the course. As a result, the group is its own instructor by preference.

The self-imposed training course has proved popular with every member. Speakers with many years of experience are unhesitatingly called for since that they admit having committed for many years unnoticed.

Cutting College Expenses

Two cooperative homes, one for young men and one for young women, are conducted by the 4-H club at the University of Arkansas with a saving to the students of 25 to 35 percent in living costs while attending the university. The students bring canned fruits and vegetables, pickles, jams, potatoes, dried fruits and vegetables, and eggs from home. Sometimes these products are the results of their 4-H farm and home demonstrations. They also bring their own blankets and linens and perform some of the household tasks which they have learned to perform well in their club work.

Oklahoma Agents Find

Radio Is Quick and Effective

"IT is the quickest way to give the largest numbers of our farmers the most information", say Oklahoma's county and home demonstration agents, when speaking of their regularly scheduled radio programs over local stations.

One station, KBIX, at Muskogee, is a medium through which eight county agricultural and eight home demonstration agents keep in touch with their people, in good weather or bad. With the opening of KBIX in May 1936, the farm editor of the Muskogee Times-Phoenix was put in charge of a 30-minute program Monday through Saturday.

With the cooperation of the extension editorial and radio office, a meeting of the county agents from eight surrounding counties was held in the KBIX studio, and a schedule whereby each agent was to appear once every 2 months was set up. A similar schedule was worked out for the county home demonstration agents.

Syndicated radio information prepared in the State extension office and Farm Flashes and Housekeeper Chats from the United States Department of Agriculture are sent to the farm editor at the station and also to the county and home demonstration agents for their broadcasts. The farm editor of the Muskogee Times-Phoenix acts as program director. County agents appear on the program each Wednesday, and home demonstration agents appear each Friday. The Monday program is taken up with syndicated extension material; Tuesday, various Future Farmers' chapters take the program; Thursday, 4-H clubs from the eight counties take their turn on the program; and, Saturday, the farm editor again uses material received from the Extension Service.

Programs Presented Regularly

This program has proved a very satisfactory set-up, both from the standpoint of the station and from the standpoint of the extension editorial office. It has furnished a varied channel through which a regular extension program is presented each Monday, Wednesday, Thursday, Friday, and Saturday, with those taking part in the programs changing often

enough to prevent the programs from becoming monotonous to the farm and home program listeners.

As program director, the farm editor has been able to substitute for the agents in case it has been impossible for them to appear, owing to weather conditions or emergencies in their work. Although the farm editorship of the paper has changed during the past year, the set-up was continued with the same arrangement through the new editor, partly because of its well-established popularity.

A similar arrangement exists at KASA, Elk City, in the western part of the State, where the county agent of Beckham County acts as program director for the farm hour each Sunday noon. Eight county agents also take part in this program, which is as much as possible a purely local program. The county agent, acting as director of the program, arranges it a month in advance with the other seven agents and mails the schedule to the extension radio program director before the first of each month. Response to the programs is good, and each of the agents cooperating feels that he is well justified in continuing his program.

Extension agents appearing on programs semiweekly, weekly, monthly, or once each 2 months numbered only half a dozen a year ago; but now 27 county agents and 11 home demonstration agents make such appearances.

At KCRC, Enid, the county and home demonstration agents present a 30-minute program each Thursday night, bringing in members of 4-H clubs, successful farmers, and homemakers for interviews and talks.

KVSO, Ardmore, has the cooperation of the county agent's office and presents a 15-minute program Monday, Tuesday, Thursday, and Friday mornings from 11:45 to 12. At KGFF, Shawnee, the county agent of Pottawatomie County, his assistant, and the county home demonstration agent have a weekly program on Monday from 11:45 to 12, called the "Farm and Home Hour."

Radio Station WNAD, at Norman, the University of Oklahoma station, has had the cooperation of County Agent L. H. Stinnett for about 3 years on regular broadcasts. He now appears, with the county home demonstration agent, twice weekly, Tuesday and Thursday evenings from 7:30 to 7:45. The program is called the "Fireside Farm Chats", and agents from McClain and Garvin Counties occasionally take part in the program. This program features the idea of bringing into the studio successful farmers and 4-H club members and farm homemakers in order that they may tell their own stories about their success with their projects.

A weekly Soil Conservation Service program is presented over Station KADA, at Ada, with the cooperation of the county agent and the project manager of the service in that area. The program is scheduled for each Sunday afternoon and lasts an hour, with C. C. C. boys furnishing the music.

KGGF, Coffeyville, Kans., has recently arranged its schedule in order to permit the county agent of Nowata County to put on a weekly program each Wednesday from 11 to 11:15.

South Carolina's New Home



A view of the new agricultural building at Clemson College, Clemson, S. C., the left wing of which is occupied by the Extension Service. The new building is named after the late Dr. W. W. Long, for 21 years director of the South Carolina extension work. The structure was erected by the P. W. A., and it took approximately 1 year to complete it.

Colorado 4-H Clubs Give Social Training

THE training received by the rural boys and girls through 4-H club work embraces more than learning how to feed livestock, grow a crop, or be home-makers. It includes public speaking, art, etiquette, and vocational guidance", states C. W. Ferguson, Colorado State club agent.

Colorado has given serious thought to the best way of assisting her 4-H club members in receiving this polish called culture. Last year letters were sent twice a month to the local club leaders and to county extension agents. Each mimeographed letter contained a discussion of one subject, three games, and three songs. The leaders were invited to team up with the State and county agents to assist the club boys and girls to learn to fit into different situations without embarrassment. Such subjects as "Introducing Our Friends", "Helpful Hints", and "Neat and Nifty" were used. In the letter on "Introducing Our Friends" a paragraph was devoted to interesting the club members in learning the proper

technique of introductions. The topic, "Neat and Nifty", calls attention to certain facts that will help them to be neat and attractive. Separate discussions on this topic were prepared for the young men and women.

"These topics found a warm spot in the hearts of our young men and women club members and local leaders", said Mr. Ferguson. "This was noted by written comments sent in by club members and local leaders requesting that the same plan be followed every year with different topics. This program is not a separate club project but is intended for every 4-H club member and leader. This plan of helping our 4-H club members in manners and grooming has been effectively emphasized in Mesa County by Wilna E. Hall, home demonstration agent. Miss Hall prepared a circular letter to the club members and leaders in which she set out various goals pertaining to disposition, manners, and personal appearance."

Champion 4-H Club Demonstration Team

HARLAN OLSON and Alan Oviatt, members of a Beadle County, S. Dak., 4-H club, have brought national attention to an important problem through their very interesting livestock loss-prevention demonstration.

Ably coached by Leonard L. Ladd, Beadle County agent, the two boys prepared their demonstration for entering a contest sponsored by the National Livestock Loss Prevention Board.

The contest had been initiated to interest stockmen and truckers in improving shipping conditions and decreasing the loss resulting from injuries, which averages around \$12,000,000 a year. This loss is made up in the form of lower livestock prices to producers.

Entering the contest at the South Dakota State Fair at Huron in September, Harlan Olson and Alan Oviatt walked off with first prize.

So popular became the demonstration that the two boys were swamped with requests to appear at numerous public meetings. The demonstration was given at the annual stockholders' meeting of the Huron Production Credit Association, at the district bankers' meeting, at the meeting of stockmen from every county in the



The Beadle County, S. Dak., 4-H demonstration team which, with their effective demonstration, has brought the important subject of preventing loss in shipping livestock to the attention of many farmers.

State, and before numerous service clubs. They entered a contest at the Sioux City Interstate Baby Beef Show and won first place.

By winning the State fair contest, the boys were eligible to compete in the national contest at the International Livestock Exposition at Chicago. The contest was the first of its kind to be held in connection with the show.

Competing with demonstration teams

from other parts of the country, the South Dakota delegation placed first and won a \$25 cash award.

The winners had given their demonstration publicly 12 times before entering the Chicago contest. During 1936 they appeared before more than 2,000 persons at 14 different places.

A. A. A. Demonstrations

To illustrate how the agricultural conservation program can be used to finance the carrying out of extension-recommended practices, Kansas extension agronomists have included conservation demonstration farms in their county crops tours this year.

These tours or field meetings are an important part of the agronomy program. Each year they give farmers and interested businessmen an opportunity to inspect soil demonstrations and crop tests. The addition of the conservation demonstration farm to the tour stops this year served to illustrate the close relationship between so-called "old-time" extension work and the modernly termed "A. A. A. program."

Typical of the demonstration farms is that of J. C. Hemphill in Leavenworth County. When the tour crowd reached Mr. Hemphill's farm, they found a map 4 feet square stretched on the machine shop wall where it could easily be seen. William Van Tuyl, president of the county farm bureau and a member of the agricultural conservation association, explained the manner in which the A. A. A. program is being used on the Hemphill farm, illustrating his statements by referring to the farm map. A mimeographed outline of the practices and payments was given to each person in the crowd.

L. E. Willoughby, extension specialist in crops and soils, originator of the demonstration farm idea in Kansas, comments that "this type of program is causing considerable discussion of soil-conserving practices at the meetings and is helping to develop the realization that agricultural conservation practices are recommended extension agronomic practices and that the conservation program is a part of the regular extension program in Kansas."

THE first issue of "Briefly Speaking," a publication in house-organ style compiled by the Division of Information, A. A. A., appeared early in November. Distribution is limited to A. A. A. committeemen, Extension Service workers, and Smith-Hughes teachers.

Cooperation Develops Real Farmers and Fine Livestock in North Dakota

USING cooperation as a basis, North Dakota 4-H clubs are developing real livestock farmers and laying a firm foundation for a sound livestock industry. Members of 4-H livestock clubs in 18 different counties have, during the past few years, demonstrated that cooperation not only pays at the moment but gets long-time beneficial results as well.

Through the organization and use of cooperative breeding units these 4-H members have solved the ever-present problem of keeping their livestock program moving forward rather than backward, as has been so often the case in the past. Realizing that one of the main requisites in a constructive livestock program is the use of outstanding purebred sires, these clubs set about to provide this type of sire at a cost within the financial means of every club member.

The plan was first started in Bowman County in 1930 on a county-wide basis with the organization of two swine-breeding units, one for each of the two breeds being grown by the 4-H members in that county—Durocs and Hampshires. A year later a third county unit was set up for members of sheep clubs who had gone into the breeding of purebred Hampshire sheep. One outstanding sire for each breed was purchased by the clubs as a whole. The sire purchase was financed on club notes through a local bank. The female stock was then assembled at convenient places for breeding. Service fee charges were made to each member on the basis of \$2 per sow and \$1 per ewe with the understanding that a proration would be made at the close of the year if any balance remained. Each year the sires were sold after the breeding season and new sires purchased at the beginning of another breeding season. By so doing, the risk and cost of carrying sires from one breeding season to another were eliminated, and new blood lines were made possible each year. Over a period of 5 years the average cost of breeding came to 50 cents per ewe and \$1 for each sow bred.

In 1936, 10 counties in the State had one or more county-wide breeding units organized on a cooperative basis, and 8 additional counties are making use of purebred sires under a modified plan in which the sires are owned mainly by club groups. So far the plan has been confined to sheep and swine projects. The

State club office, in promoting these cooperative breeding units, anticipates that in the not-too-distant future every county in the State having 4-H livestock clubs will have developed plans to make superior sires available.

Outstanding results were obtained in Adams County in 1936 through the use of a cooperative breeding plan. One hundred head of purebred Rambouillet and Hampshire sheep, all properly fitted and blocked, and 20 purebred Duroc-Jersey gilts were displayed last fall at the Adams County 4-H Fair. During the winter of 1936-37, four cooperative breeding units were in operation in this county, each with an outstanding sire in service.

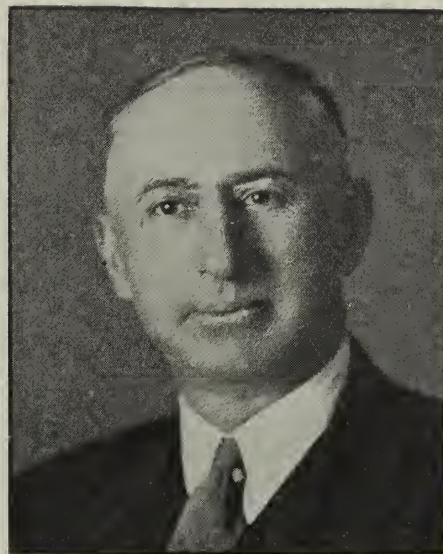
The use of good purebred sires by all of the club members is made possible through this cooperative plan, and definite progress in quality livestock production within the State is insured. The plan is demonstrating to the 4-H members, as well as to their fathers and others, the value of well-bred animals, and it is developing some real livestock farmers for the future.

A. A. A. Offers Opportunity

(Continued from page 162)

providing 5,520 pounds. Because threshing crested wheat was a new practice, County Agent McKennon made it a point to visit each farm when the grass was threshed to assist in adjustment of separators, as all threshing was done with wheat separators. Various methods of harvesting were used, but the most economical was apparently the use of the ordinary combine harvester.

As most of the farmers who were seeding crested wheatgrass were doing it for the first time, the job did not end with obtaining the seed. It was important that drills be properly regulated and that the seed not be sown too deeply. McKennon met this problem by personally helping to adjust most of the drills used for seeding the grass. The attention to this detail is probably responsible for the successful stand growing in the summer of 1937 on at least 90 percent of the acreage seeded.



Baker Named North Dakota Director

GEORGE J. BAKER, animal husbandman of the North Dakota Agricultural College Extension Service since 1921, has been named acting director of the State Extension Service. Mr. Baker succeeds Dr. H. L. Walster to the directorship.

In his connection as animal husbandman, Director Baker has taken a leading part in the development of the livestock industry in North Dakota. He has served as secretary of the State livestock association for many years.

Director Baker was born April 9, 1880, at Alma Center, Wis., on a general livestock farm. He attended country school and was graduated from Alma Center High School, then a 3-year institution. He completed high school work at Black River Falls, Wis., then attended Stevens Point Teachers' College, and received his bachelor of science in agriculture from the University of Minnesota in 1909 and his master's degree from Minnesota in 1910.

After graduation he continued at Minnesota, first as assistant superintendent of Minnesota demonstration farms. He was then offered the first county agent position in Minnesota which he declined in order to act as district supervisor of county agent work.

He came to North Dakota in 1921 and has been extension animal husbandman since that time with the exception of 2 years when he was assistant chairman and later acting chairman of animal husbandry at North Dakota Agricultural College.

State Conservation Laws

During the last 6 months, legislation providing for the creation of local soil-conservation districts has been written into the statute books of 22 States: Arkansas, Colorado, Florida, Georgia, Indiana, Kansas, Illinois, Maryland, Michigan, Minnesota, Nebraska, Nevada, New Jersey, New Mexico, North Carolina, North Dakota, Oklahoma, Pennsylvania, South Carolina, South Dakota, Utah, and Wisconsin. Most of these State statutes are modeled in principle after the Standard State Soil Conservation Districts Law. In general, they set up a procedure for the creation of soil-conservation districts with authority, as governmental subdivisions of the State, to develop and carry out erosion-control programs in cooperation with individual farmers, and to enforce land-use regulations which have been approved in a referendum by a majority of the land occupiers in a district.

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Pattern Exchange

According to Anne Tucker, home demonstration agent in McDowell County, N. C., the club women are making the most of their clothing-construction activities and report doing more sewing than ever before. They have a pattern exchange consisting of 97 patterns carried to each club meeting. A card system similar to the library card system is used for keeping check. It is estimated that there has been a saving of \$75 on patterns since this exchange was started, as well as the development of a cooperative spirit of helpfulness in the sharing of patterns.

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Since 1922

The Mountain View 4-H Club of Kootenai County, Idaho, has been in continuous active service every year since its organization in September 1922. It never has had less than 30 members and is the oldest continuous club in the State.

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A 4-H Goat Club

Cascade County, Mont., has the distinction of having the first and only goat club in Montana. It was first organized at Great Falls in 1935 and reorganized again in 1936 with a membership of six

boys and two girls. This club is made up of boys and girls living in and near Great Falls whose parents keep goats for the purpose of producing milk for the family. This has been a very interesting project, and the enthusiasm of the club members and breeders has made it an outstanding success. All the members of the club exhibited their animals at the North Montana Fair and were successful in winning all of the prize money offered in this class.

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California 4-H Earnings

During the last year 11,000 California 4-H boys and girls earned a gross income of more than \$300,000. One third of this amount was net profit from crop and livestock projects alone.

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Goat Dipping

In Hidalgo County, N. Mex., County Agent P. W. Brown held three goat-dipping demonstrations, using the wettable sulphur method, at which 4,000 goats were treated to eradicate lice. The ranchers who initiated the practice last year through similar demonstrations report that their production of mohair was increased ½ pound per goat.

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Farm Shop Project

Bay County, Fla., 4-H club boys are establishing a farm-shop project in their regular program, says County Agent John G. Hentz, Jr. Each boy enrolled in the project builds one or more of the handy devices needed on the farm, such as hog houses, sanitary watering troughs, self-feeders, feed hoppers for poultry, gate latches, and similar articles.

Two club members recently built an A-type hog house for their pig, and others have constructed various items along the same lines. A manual is being prepared for the boys in this project.

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Girls' Forestry Club

Saline County, Nebr., boasts of the largest girls' forestry club in the State—the Forest Lovers Club near Crete. Each of the 16 members actually planted and cared for 100 evergreen transplants, and in spite of the drought, a good percent of the trees survived. The group was awarded 1,000 young evergreens by the State Extension Service.

WILLIS B. COMBS, formerly with the Bureau of Agricultural Economics, has been transferred to the Extension Service to take the place of William Peter Carroll who died last spring. Mr. Combs will take up the work of assisting grain producers and country dealers with their problems of grading grain in accordance with the official standards of the United States and with handling grain so as to obtain the best market returns. Mr. Combs is a native of New York and a graduate of Cornell University. Since his graduation he has worked in the grain division of the Bureau of Agricultural Economics. For the past few years he has been conducting research on grain grades and factors that influence them in the Chicago Grain Supervision Office.

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ROY JONES, who has been poultry specialist in Connecticut for many years, was elected president of the Poultry Science Association at the twenty-ninth annual meeting held at Madison, Wis. This is the first time an extension man has been thus honored by the association.

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RECENT APPOINTMENTS to the staff of State extension workers include: Donald C. Henderson, extension poultryman, and Herman I. Miller, assistant extension agricultural economist, in Vermont; James R. Mundy, Negro specialist in farm management, Alabama; Penrose T. Ecton, extension horticulturist, Arkansas; A. E. Triviz, assistant in program planning, New Mexico; Roy Stanley Beck, extension economist, and E. S. Shepardson, extension agricultural engineer, New York; Amy Eudora Erickson, foods and nutrition specialist, North Dakota; John M. Ryan, assistant extension editor, South Dakota; A. C. Browne, truck crops specialist, Hawaii; N. L. Bennion, poultry specialist, and M. D. Thomas, assistant extension economist, Oregon; W. E. Carroll, extension animal husbandman, Utah; John H. Standen, assistant extension plant pathologist and botanist, Iowa; and T. A. Marsden, assistant extension horticulturist, New Hampshire.

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TWO NEW APPOINTMENTS in the October number were erroneously placed in New Mexico. Roland W. Leiby, extension entomologist and William Martin Smith, Jr., sociologist, were appointed to the extension staff in New York.



My Point of View

Conditions Change

The building of an extension program in McCracken County, Ky., is not like building an automobile where a new model is introduced every year. Our program is essentially the same today as it was 10 years ago. The changing conditions and problems have required new methods of approach. Formerly an agent drove all day in his automobile, spending days in the field without returning to the office. His job depended upon the number of personal calls he made. Leaders' meetings were unknown, and committees seldom met or functioned.

Many of our leaders today retrace the pioneer work of good will due to these personal calls. Today the farm bureau community committees in McCracken County, Ky., serve as the program committees. They also have members on the county planning committee which makes a report of much value in building the community and county programs. The major work in the county is based on two fundamental principles: (1) A more fertile soil as a prerequisite for the end to which extension is working—a satisfactory living for rural people; and (2) livestock and crop work based on increased quality rather than on increased quantity.—*W. C. Johnstone, county agricultural agent, McCracken County, Ky.*

Home Visits

One type of contact indispensable to building and carrying out an effective program is the home visit. These personal calls develop an understanding between agent and leader or other extension cooperator that often makes a long period of independent work possible on the leader's part. As one leader said to this agent, "We need you here to straighten us out and tell us how to go ahead."

It has been my experience that a personal visit at a leader's home is more effective than a club visit, important as they are to the stimulation of the program.

The home visits paid 4-H club members in connection with the garden program

gave both leader and agent a better working background for club work, a chance to create a friendly relationship with the home, and a very proper opportunity to encourage hospitality and good manners, for example, in the matter of thanking leaders for visiting.—*Grace M. Koster, home demonstration agent, Bergen County, N. J.*

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Local Leaders

Local leaders have meant much to our program. In fact with the present set-up of our organization, we are entirely dependent upon them for the organization work in communities and a large part of the local teaching which is done. Splendid leadership has been developed, and every year the necessity for strong leaders becomes more pronounced as our work grows.

Local leaders have done especially creditable work in organization, child development, foods and nutrition, clothing, refinishing of furniture, dramatics and recreation, the use of decorative Christmas greens, and in the county home bureau garden club and the county fair exhibit. The program for the coming year has been built largely by them, serving as our advisory council.

The businesslike attitudes of these officers and leaders in conducting the affairs of the program have aided in developing and sustaining interest in the program. They are also invaluable in getting reports on the projects.—*S. Virginia Brewster, home demonstration agent, Chautauqua County, N. Y.*

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A Single Purpose

Our soil-conservation program has probably done more toward cementing the farmers of the county together for a single purpose than anything that has happened within the county in recent years, and we believe that the possibilities for effective work have only just started. The control programs of the former 2 years had already done much to give publicity to organized soil conservation and thus make it possible for many more people to become interested in the subject. Our township committeemen and their helpers have all been thoroughly sold on the importance of courteous and efficient work, and we have all moved forward together in such a way as to warrant a maximum of good results.

Our meetings throughout the county,

especially where charts were shown and talks were made on the economic phases of farming, have stimulated a great deal of interest in the relationship between the individual farmer and the farming business as a whole. This, together with the necessity of effective erosion control, sweetening the soil in order to maintain fertility, and the use of soil-building crops, occupies more of the farmers' attention now than it did a year ago.—*Charles Tarble, farm adviser, Cumberland County, Ill.*

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4-H Advertising

Our extension office during the past year has supplied half-pint milk bottles and caps carrying the 4-H insignia to rural school children to bring milk from home for the noonday lunch at school. About 75 rural school teachers took up the idea. Bottles were furnished at a cost of 5 cents each; caps were furnished free by the extension office, and the teacher supplied the straws.

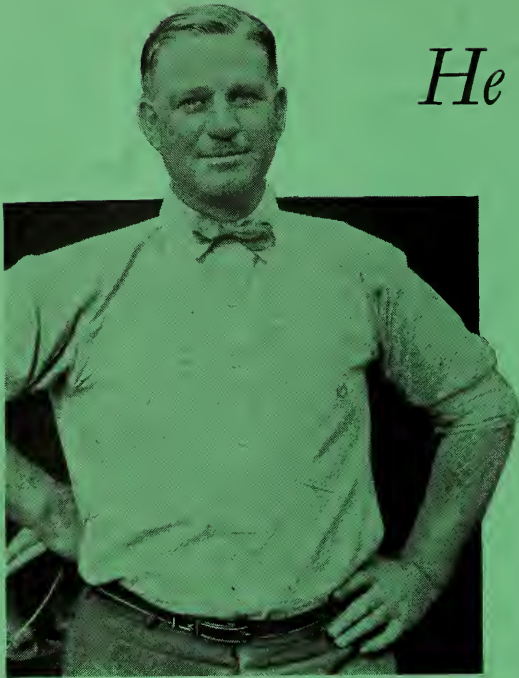
School teachers report that children enjoyed bringing milk in these bottles. The idea that drinking milk at school was a "sissy" practice was entirely overcome, and children who never drank milk, even at home, learned to like it. 4-H club work was also popularized by means of this project.—*G. F. Baumeister, county agricultural agent, Shawano County, Wis.*

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A Good Year

Perhaps no other year has meant so much in the field of extension activities as the past year. Since the beginning of the A. A. A. extension work has made a new approach to the problems of the farmer in West Carroll Parish, La., where, until recently, I was county agent. Farmers are gradually changing their point of view from an independent, individual effort to a feeling of cooperative effort as expressed in a number of group meetings.

This new farm program, having for its objective a balanced program of agriculture which meets the needs of an adequate food supply, checks soil erosion, improves soil fertility, encourages better land use, and maintains farm income, is bound to live—meaning better homes, better farms, and better communities.—*C. B. Roark, assistant farm management specialist, Louisiana.*



He Wants to Know

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