

JUNE 1950

National 4-H Club Camp

June 14-21, 1950

EXTENSION SERVICE

Review



Next Month

● Land-judging contests in Oklahoma are a teaching technique developed by Extension Soil Conservationist Edd Roberts, who encourages participants to go out into the fields and actually feel the soil and personally determine its components.

● Five years after establishing its new personnel employment procedures, Texas is beginning to realize their value in terms of high-type, well-qualified, and resourceful workers. The technique adopted by Texas will be described next month.

● It took 85 exhibits of some 900 individual items to tell the story of 7 years of technical collaboration in agricultural research and development at the "exposición agrícola" in El Salvador. The exposition emphasized training local technicians, cooperation of Salvadoran and American technicians, and the benefits which accrued to agriculture as a result.

● The County Office Is a Show Window of Extension is the last in a series of articles that deal with factors that contribute to the efficiency of workers in the county agent's office.

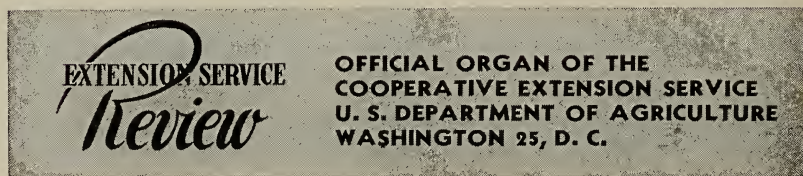
● Extension Agents Visit the Beltsville Research Center, by Mena Hogan, field agent in home demonstration work, is an article that will take you to the Department's laboratory in nearby Maryland. It will point out some of the progress you can expect to see when you visit the Center.

● Every year since 1941, Ohio has held week-end camps for men at Camp Whitewood in Ashtabula County. Next month, Charles Haas, district supervisor, writes about the planning, organization, and value of the camp, both to participants and to Extension.

● How a sewing center in Massachusetts was developed out of gratitude for the help received from the home demonstration program is one of the features in July.

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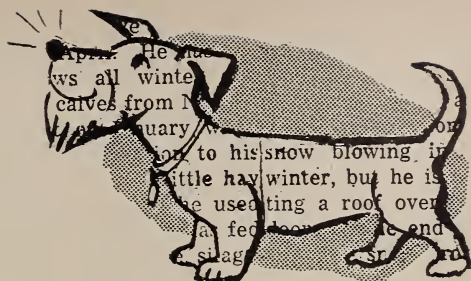
Prepared in the Division of Extension Information

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Use Your "Nose for News"

Agent William F. Cockburn of Dunn County, N. Dak., tells how he used his "Nose for News" in his extension job.



SINCE starting a weekly news column about 5 years ago in the local county paper, I find that at least 50 percent of my office callers refer to something printed in my news column. The number of callers coming to my office has also increased, and those calling for the first time frequently do so because they have read the news column. I believe a majority of people in my county must be reading that column.

It is not only farmers who stop me to talk about something written in the news column but businessmen too often go out of their way to tell me about one of their clients who is carrying out some of the extension practices I have recommended in the hope that I will put it in the paper.

There is no doubt in my mind but that a timely, well-written news story can be an important factor in carrying out a county extension program. Next to a regular radio program, newspaper stories probably reach more people than any other method a county agent can use. If news stories are timely, well-written, and published regularly, people watch for them and read them.

Because women have read the news they ask for a home demonstration club in their own community. Boys and girls have become interested in joining a 4-H Club after reading news items about what 4-H Club members are doing.

Sometimes a news story can be used to interest a man in carrying out some change in methods you feel he should make. If in talking to him he agrees that it might be a good idea, I write a little news item about his situation and the plans he has for making the most of his resources. Usually that man will do his very best to carry out just what you recommended. Many of the people who ask you for information can be used as source material for such a story.

The best stories grow out of casual conversations. When you get to talking to a man about his farm and the work he is doing there and asking his opinion about different crops and methods, without ever letting him know that you are out after news, you get the best articles. Let the man tell his own story. Write up your notes after the story is told. This method enables you to write up the story for your column if it turns out to be a good one; and if, on the other hand, you decide not to use it, he will never know you wanted a story and will not be offended if it isn't published.

However, I never write a story about anyone without his permission to use it in my column. This applies particularly to stories about what happened on a farm, which neighbors might criticize. For example, if the story is about insects in grain caused by too much moisture when combined, the situation requires careful handling; and the man should know what you are writing. Another case might be the farmer who gets rat bait

because his buildings are poorly constructed for rat control. It can usually be handled satisfactorily, but let the man know what you are saying before he reads it in the paper.

The best stories just grow when I am visiting over a cup of coffee or listening to a group discussing some practice or method. I then try to write the story just as I hear it but covering the whole story as to why, how, and what the results were. I try to keep it short and always make it his story and not mine.

News stories must be timely if they are worth your time in writing them. You may have to hold a story for several months before putting it in a news column. Every project in a program of work is worth at least one news story during the year.

To get everyone reading your weekly news column, spread your stories over the entire county. Write about individuals and organized groups in every community rather than writing too many articles about a few individuals or groups, even if they are doing outstanding work. Never miss getting your weekly column into the local papers if you are going to keep your readers. If you are on time with your news each week and it contains stories about local people, you do not have to worry about competition for space from other groups or agencies.

One good device for easing the job of newswriting is to make a calendar listing the projects to be given publicity and when the stories should be written. A glance at this calendar every week serves as a guide and stimulator of ideas.

In summing up, I would make five suggestions to an agent: (1) Tell the individual's own story; (2) make your column timely; (3) cover the entire county; (4) make stories short—no more than two or three paragraphs; and (5) be on time with your news.



The best stories "just grow" as County Agent Cockburn talks to a farmer.

A Four-Point Training Plan

F. E. ROGERS, State Extension Agent, Missouri

THE Missouri Extension Service is supporting the training program in four major ways. These are (1) administrative backing for pre-service and in-service training, advanced study, and professional improvement; (2) the active backing and support of the county agents' association, the home agents' association, and Epsilon Sigma Phi; (3) the planning and carrying out of a professional improvement program by the individual worker; and (4) advising college students who are or may be interested in cooperative extension work.

Administrative Backing

"Every extension worker needs a definite program of self-improvement if he is to 'grow' on the job, and some time should be allotted for this improvement," said Director Burch at the 1949 Missouri Annual Extension Conference. He advised agents to think about plans for professional improvement and to discuss these plans with their State extension agent. These plans might include work toward a master's degree, refresher courses at the regional summer schools or at Missouri University, books to be read, special training needed, or other things needed to strengthen their work as the agent sees it. He said: "It is only when we know your wants that we can effectively give the help you need in your professional improvement plans."

Another evidence of administrative backing is the grant of \$50 for travel and subsistence granted by the Board of Curators of the University on May 9, 1950. Effective this June it is available to extension workers who have had at least 2 continuous years of experience and who attend a summer session of at least 3 weeks at an institution approved by the Director of Extension and the Dean of the College of Agriculture. Not more than 40 will be eligible in any one year, and no one can receive the grant oftener than once in 3 years.

The efforts of the professional improvement committees of Epsilon Sigma Phi, the county agents' association, and the home agents' association have been combined into a joint committee which suggests that each member of the extension staff work out a professional improvement program for himself. The training opportunities can then be set up, insofar as possible, to meet the needs as indicated by staff members.

A questionnaire sent to members of the staff suggests that each think ahead for the next several years and indicate the things he would like to do or things for which he feels a special need, even though the "when" is uncertain. The questionnaire asked for: (1) The subject or field in which the worker is interested; (2) the main professional activities the worker has already carried on; (3) the additional professional improvement activities he is interested in, such as educational trips, books, conferences, workshops, professional group meetings, extension field courses, correspondence courses, summer school, sabbatic leave, master's degree.

Two-thirds of the county extension workers in answering the professional improvement questionnaire indicate they are interested in attending summer school, and approximately one-half of them want to take sabbatic leave in the future for advanced study. Fifty-five percent of those answering the questionnaire say they want to get a master's degree. Sixty-three percent of them are interested in taking educational trips; 47 percent are interested in attending workshops; and 47 percent are interested in attending professional group meetings.

Missouri extension workers believe in planning a professional improvement program for themselves just as they believe in assisting farm families to plan their balanced farming programs. At the present, 37 members of the Missouri extension staff have planned a program for an advanced

degree and have taken part of the courses that are required. Eight Missouri extension workers and two from outside the State have already received a master's degree in extension from the University of Missouri.

The University of Missouri offers a master's degree in extension. Many extension workers seem more interested in working for a master's degree when they can get it in their specialized field of extension. Not only are Missouri extension workers interested, but several from outside the State have planned their master's programs in extension at this university.

A committee composed of representatives from the graduate school, the college of education, and the college of agriculture have outlined suggested courses for this degree. Courses are suggested in the following groups: (1) Extension education, (2) sociology, (3) economics, and (4) a subject-matter field in which there is a special interest.

The candidate for the degree selects those courses that are of special interest to him or that will help to meet his needs as an extension worker. A committee of instructors is then appointed by the graduate dean to assist each candidate working toward his master's degree in extension. This committee approves the courses and gives the final oral examination. A member of the Missouri extension staff serves as chairman of the advisory committee. The other members of the advisory committee are determined by the student's special interest.

Courses which fit into the extension degree are given each year at the special summer session for extension workers which is being held this year from June 12 to July 8.

Advising College Students

Students in the Missouri College of Agriculture are learning about cooperative extension work and are getting acquainted with State extension workers under an advisory system which has been operating for the past several years. State extension agents have served as official advisers to boys who had a special interest in extension work for the last 5 years, and the State home demonstration leader has advised the girls interested in home

economics for the last 2 years. During this time, 242 boys and 43 girls have been extension advisees. Of this number, 74 have graduated from the university; 46 of these have applied for extension positions, and 38 of them have been employed by the Missouri Extension Service. Thirty-three of these are working at present in the Missouri Extension Service. At least six other advisees are serving as extension agents in other States.

Of the 30 boys who will graduate at the end of the present semester, 18 have made application for assistant agent positions.

Although Missouri University does not offer an undergraduate course in extension, this plan of advising students who are interested in extension

work enables the State extension agents to recommend those courses that in their opinion will give the best training to prospective extension workers. In addition to the basic science courses and the technical agricultural subjects, a suggested curriculum for extension work includes courses in public speaking, agricultural journalism, psychology, and sociology. The curriculum under which these advisees are enrolled requires them to take at least 50 hours in subjects other than agriculture.

An important feature of the advisee program is the opportunity to observe the students during their 4 years in college and to become acquainted with them even before they apply for Extension positions.

My 4-H Project for World Peace

My 4-H projects extend from my own club in Maryland to the center of war-torn Europe. My pen pal, Vera Bechynova, of Czechoslovakia, is one of my projects. Vera is just a few months older than I am. She is studying to be a druggist. During the 2 years we have been writing she has told me about her school and what she is studying—about her piano lessons and her work as a girl guide.

At Easter time she told me of their interesting customs and sent me some lovely hand-decorated eggs. She says that on Easter Monday or Red Monday the boys come and whip the girls lightly with a whip of osier or willow. The girls then present the boys with eggs painted in various colors. Each girl must get a whip in the spring to be wealthy throughout the year.

After writing for nearly a year, Vera asked me to do something for her. She wanted some cigarettes for her father who is captain on the police force. In return she sent me a beautiful doll dressed in national costume. In return for a Christmas package of food in 1947 she sent me a Czech hand-cut glass vase.

I only hope that some day Vera can come to America and see our 4-H Clubs in action. Fostering such friendships as this between youths of various nations is something we 4-H members can do toward building world-wide understanding.—*Amy Fry, 4-H Club member, Gaithersburg, Md.*

Washington Tells Missouri "Now You Show Me"



MISSOURI is commonly regarded as the "show me" State, but the Washington Extension Service reversed the procedure when it asked Director J. W. Burch and State Agent Amy Kelly to spend 3 days in the Pacific Northwest explaining the "balanced farming" program to the specialist staff of the apple State. It might have been because so many Missourians were a part of the Washington extension staff. Gathered together here are members of the Washington extension staff who call Missouri their

home State and the "show me" visitors. From left to right are Earl Hope, Washington extension dairyman; E. V. Ellington, Washington director; Mrs. Marjorie Lusk, Washington clothing specialist; Mrs. Frances Oleson, home agent in Snohomish County, Wash.; Director Burch of Missouri; Miss Kelly of Missouri; Mrs. Florence Allen, home agent in Pierce County, Wash.; Miss Inez Eckblad, Washington nutritionist; and Dr. Mark T. Buchanan, director of the Washington Experiment Stations.

Improving Farm Woodland

Through Alabama's farm woodland improvement contest, Tuscaloosa county 4-H Club boys are displaying real leadership in forestry management. More than 50 boys taking part in the contest are learning the importance of farm woodlands for a cash crop, for fence posts, and for building materials on the farm. The contest is based on a 1-acre woodland plot for each 4-H member.

According to James Cooper, assistant county agent, the boys will be judged on the following points: protection, selection and marketing, utilization, stand of timber remaining after harvest, and records.

Teamwork Transforms the Community

WHEN the Haywood County Community Development Program was organized about a year ago, the ultimate objective of the program was "Better Living for Rural People." Anyone doubting that this is being accomplished should visit any of the 23 organized communities in this western North Carolina county and see for themselves.

Nowhere in North Carolina, and probably few, if any, places in the United States has there been such an overwhelming display of interest in community improvements as that shown by the people of this mountain county. That is the opinion expressed by many agricultural leaders and others who have observed the progress that the Haywood folks are making.

Why was the community development program started, and who was responsible for its organization? County Farm Agent Wayne Corpening says it was organized for the following reasons:

"In order for Haywood County to keep its place as one of the leading counties in North Carolina there are certain economic and social problems which must be met. It is necessary to

think and act together to adequately meet them. (1) It is almost impossible for individuals working alone to make the necessary progress, but there is no limit to what an organized community can do. (2) The leadership of a community must come from within the rural community itself. Outsiders may advise, assist, and inspire; but only those within the community can develop it. (3) For the full development of an agricultural area, both the farmers in the rural communities and the businessmen in the towns must plan and work together for their mutual benefit."

With these facts in mind and a determination strong enough to overcome most any obstacle, the people began to work. Mr. Corpening stated that the people in the communities did the major part of the planning and established their own community boundaries. The county extension office served in an advisory capacity but allowed the people to take the initiative.

When the program was organized it was set up on a competitive basis. The First National Bank of Waynesville agreed to give \$1,000 in prize money to the communities making the



greatest improvement within the first year. The competitive spirit and the desire to make their communities better places in which to live led farmers and homemakers and boys and girls into a whirl of community activities.

The Haywood folks have seen a year pass since their organized efforts began to function. During that year they have seen almost unbelievable transformations of the countryside around them. People in each of the 23 organized communities worked hard to make many of the improvements. They were unselfish in their contributions of labor, material, and capital for such projects as church repairs, development of community recreation centers, and beautification of cemeteries.

Competition naturally played an important role as the people went about planning the program of work in their respective communities. However, the thoughts of winning first prize money of \$500 was of minor importance as compared to their evaluation of the improvements that would be made throughout the community. Proof of their interest in the program and the progress that neighboring communities were making was evidenced by the number of folks who took part in a series of community tours. These tours were so arranged that the people in each community would be host to the people in another community for an all-day visit. A total of 5,653 people took an active part in the tours. This was an average attendance of 246 at each tour. In addition to visiting more than 300 farms and studying the operations being carried out on each of them, the



Nearly 6,000 people took an active part in one of the all-day tours which each community featured.

group also enjoyed a well-arranged program of recreation during each tour. Every resident in one community, except two who were sick and in bed, attended one of the tours.

Gov. W. Kerr Scott helped mark the end of the first year of the community-development program recently when he was accompanied on a tour of several of the communities. He later spoke to a large gathering of Haywood folks before presenting prizes to the winning contestants.

Ratcliffe Cove community, one of the smaller communities by reason of mountain ranges "which sets it apart as an empire of its own," won first place in the contest and a check for \$500. Second place honors and a check for \$300 went to the Iron Duff community. White Oak community won third place and a check for \$200.

Just a few of a long list of improvements that were made in the Ratcliffe Cove community during the year include: New homes built, 10; homes remodeled, 24; grade A dairy barns built, 3; barns remodeled, 11; refrigerators bought, 10; electric sewing machines bought, 6; electric water systems installed, 6; washing machines bought, 12; and trees grafted, 1,500.

People entering the Ratcliffe Cove community will see a large black-and-white highway marker bearing these words: "You are now entering Ratcliffe Cove Community, Motto, 'A Better Community for Better Living'." Similar signs tell the visitors when they are leaving the community. Another guide for visitors, as well as an addition to the beauty of the countryside, is the painted mail boxes with names of their owners legibly printed on a small board swinging under the boxes. All the boxes and standards are painted white with the names lettered in black.

To place a dollar-and-cents value on the improvements that have resulted from this organized program would be next to impossible, says Mr. Corpening. Actually, there is still much work to be done and many more improvements to be made. But with the continued interest that the folks have shown during the past year, there is all reason to believe that the income and living standards of farm families in Haywood County will continue to climb.

How Not To Feed a Pig

BILL RECTOR, County Agent, Guadalupe County, Texas

GUADALUPE COUNTY is a corn-hog producing area in south-central Texas where raising hogs is practiced on nearly every farm and the 4-H Club boys are following in their parents' footsteps.

When I met with the Elm Creek 4-H Club boys, we talked about a project for the club to sponsor. Someone suggested that we feed out some pigs to show folks how not to do the job. The Parent-Teacher Association and E. C. Carpenter, school superintendent, put up the money for the demonstration. The boys gathered scrap lumber and made pens, two self-feeders, and a water trough. They then bought two 8-week-old crossbred pigs—"Mutt" and "Jeff"—from Bobby Carley, a club boy leader.

On November 1, the pigs went into the feed lot. Jeff weighed 37 pounds and Mutt, 38 pounds. A sodium fluoride worm treatment got them off to a good start.

The 38-pounder, Mutt, was put on a ration of shelled yellow corn plus all the water he could drink. Jeff's ration was made up of shelled yellow corn, salt, mineral and protein supplement, consisting of 40 percent tankage, 40 percent cottonseed meal, and 20 percent alfalfa leaf meal. He also had water from the same trough as Mutt.

The store-bought feed was high, as everything was bought by the sack. The protein supplement was mixed by the boys. But the difference in the pigs soon began to show up. Poor Mutt was nervous, kept his pen rooted up, and after 68 days of feeding showed a daily gain of only one-third pound. Jeff was flourishing, with a good disposition and less tendency to root up his pen. He had made a daily gain of 1½ pounds.

Before the Guadalupe County stock show last spring, several of the boys took Mutt and Jeff to Sequin and put them on show in front of the courthouse. More than 700 people saw them in about 4 hours. Another 2,000 saw them at the show, and the typical

comments were, "I don't believe it," or "I wouldn't believe it unless I saw it."

The feeding of Mutt and Jeff ended with the county show on March 2. Jeff weighed 210 pounds while Mutt was standing still at 60 pounds.

I think we had a good demonstration that a hog fed only corn is a losing proposition.—*From Texas Extensioner.*

Regional Extension Summer School for Negro Extension Workers

A regional summer school for Negro extension workers has been arranged by the southern extension directors. It will be held at Prairie View A. and M. College, Prairie View, Tex., August 7-25, 1950. Housing, meal facilities, classrooms, library, and recreational opportunities are excellent. The course program will be the equal of any extension summer school. Information on graduate credit, enrollment, and other details may be obtained from Dr. E. B. Evans, president, Prairie View A. and M. College, or Joe L. Matthews, administrative assistant and economist, Extension Service, A. and M. College, College Station, Tex.

● "Learn and Practice Farm Safety Rules!" That's the message that will be emphasized during National Farm Safety Week, July 23 to 29. And it's a message that cannot be repeated too often or too loud.

Yearly farm accidents—many of which could be prevented—take the lives of 17,500 persons, according to statistics released by the National Safety Council. Add to this the appalling fact that a million and a half are disabled and 35,000 buildings are destroyed each year by fire, the annual losses represent about a billion dollars. That's a lot of money. In fact, it's the equivalent of an annual tax of \$35 per year on every farm resident in the country.

BETTER housekeeping would help," advised a specialist when consulted by one of our Federal Extension Offices which suffered from overcrowding and confusion. It was a rude awakening to hard-working and faithful extension workers, but it really was the only way to improve operational efficiency with the facilities at hand. Overcrowding and duplication of effort develop little irritations among staff members. They are Extension's "growing pains." When the number of employees increases and the work grows by leaps and bounds, a system is needed to avoid duplication, misunderstanding, wasted effort, and oversight of important things. Reduction of the greatest possible number of activities to routine and division of responsibility are the natural answers to these problems. It is no longer possible for each agent to work in a county independently of the other agents.

The manner of working out these routines and divisions of responsibility is often more important than the actual decisions as to just what shall be done and who shall do it. In cooperative extension work the percentage of professional employees to others is higher than in industrial or commercial situations. Yet, even industrial concerns are finding that in working out job specifications and relationships in a factory best results come when all persons concerned have a part in reaching the decisions. Working out desirable actions administratively and circulating them as orders is just not acceptable.

Understanding Responsibilities

The first step in bringing system and better relationships into a situation is to have each worker understand his responsibilities as well as the responsibilities of others with whom he is associated and their joint responsibilities. In the county extension office there is opportunity to develop and maintain this understanding through the weekly staff conference. Probably the best approach to such understanding is to have each agent make lists of four different types of jobs. In the first group include his own responsibilities. In a second list include those where all should work together, both in planning and carry-



ing them out. In a third group include those activities which each can carry on in support of activities which are primarily the responsibility of another worker. In a fourth list place those in which all have an interest but which one can do for the entire group at a saving of time and effort. These lists may then be considered in a staff conference and adjustments worked out so there is general agreement about what each shall do and how they will aid each other.

The last group will require most careful consideration. In this group will fall such activities as setting up the county budget, obtaining its approval, and administering it; the employment and general supervision of secretarial and stenographic help; representation of the county extension office on important committees in which all are interested, but on which only one may serve, and many other similar responsibilities. In the interest of efficiency and minimum duplication of effort, decisions need to be reached through staff conferences concerning who can best carry each responsibility for the entire office. It will probably not always be the same person. The person designated has a great responsibility. He needs: (1) To prepare himself to represent the office through advance discussion with the other members of his staff, (2) to faithfully represent the viewpoint of all members of the staff rather than his own personal viewpoint, and (3)

to keep the other agents fully informed concerning progress or results of his activities. In those offices where this has been worked out most successfully, the agents more nearly resemble a committee with the person carrying the responsibility as chairman.

Another whole group of problems revolve around the secretarial and clerical staff. Here the development of routine which will relieve the agents of attention to details is important. This starts when new personnel is employed. Usually the best-managed offices have someone, preferably one of the girls, who is the office manager. Such a person can become invaluable. She consults with the agents on office matters, keeps the minutes of the weekly staff conference, and brings up problems on office routine. In the larger offices she can do the first weeding out of applicants for clerical jobs, referring persons whom she considers qualified to the administrative head of the office and to the person for whom the new employee will work, for final decision. This is the best time to develop a clear understanding with new employees concerning their duties. This person is the natural adviser and trainer for the new employee in her work.

Where the budget permits, it is preferable for each agent to have his own clerical assistance. As the number of agents has increased, however, clerical assistance has not kept pace.

System in the

County Office

This is the fourth in a series of articles on the Extension office. Previous articles have dealt with lay-out, the office conference, and a survey of the most immediate problems.

KARL KNAUS
Field Agent, Central States

This means that there must be a rather definite understanding among the agents and the secretarial staff concerning division of clerical time among the agents. Equitable and satisfactory division of time of the clerical staff is often an excellent test of the quality of management in the county office.

Handling the mail is an important job in each county extension office, which should become routine. The time is past when the good agent has time to open and sort his own mail. Good management principles suggest that the mail for the office be received at the desk of one clerk, that she open all incoming mail and distribute it to the persons to whom addressed. Sometimes the mail for each agent is distributed to the person who does his secretarial work. She, in turn, will (1) sort the mail, handling such routine requests as she can without the attention of the agents; (2) place requests of high priority where the agent can give them prompt attention; (3) refer high-priority mail to another member of the staff if the agent who would ordinarily handle it is away for a few days; and (4) collect second-, third-, and fourth-class mail for later attention. Outgoing mail will be collected at one desk and made ready for dispatch.

Inadequate files or a filing system which does not fit the needs of an office is often the reason for poor house-

keeping. Continuous exercise of judgment as to materials which should be filed for future use and what should go immediately to the wastebasket has much to do with keeping a tidy office. Filing is another office job which can be reduced to routine. A good system provides for (1) all filing done by one clerk; (2) a tray on each agent's desk in which is collected all materials to be filed; (3) filing at a certain time each day, preferably early in the morning; (4) some sort of record of materials removed from the files.

An appropriate place for the agent to keep current materials with which he is working may also be a house-keeping problem. Most agents like to have a working file handy to their desk. Many use a one- or two-drawer regular letter-size cabinet on casters. Others use the large drawer in their desk. This latter is not satisfactory unless the drawer can be placed on roller bearings because of the difficulty of opening or closing it. The problem with a working file of this type is to keep it cleaned out often enough to be sure that it contains only current working materials and does not contain materials which should be in the regular files.

Enter Dates on Calendar

Keeping the office informed concerning dates and the whereabouts of the agents is another problem which had best be reduced to routine. One of the best devices is a large calendar on which are placed all dates as they are made. This automatically calls attention to conflicts, especially if dates made away from the office are entered on the calendar immediately upon return. Then, forming the habit of telling the office secretary where you may be reached each and every time an agent leaves the office will save her much embarrassment and protect the agent from criticism. Experienced county extension workers will think of many other instances where the work in the office can be expedited.

It is the observance of the little things that usually adds up to satisfactory working situations. The office will operate more smoothly if more jobs of the type here mentioned can become routine and, eventually, habit.

Couple good routine with a good system of interoffice communications so that each may know what the others are doing, and we have the best situation for getting our respective jobs done in a manner which will bring credit to our Service.

Clean Up in Hawaii

Members of the Pulehu boys 4-H Club on Maui in the Hawaiian Islands celebrated 4-H Club Week with a unique contest. They picked up nails and broken glass from the roads and vacant lots of the village. In 2 days they picked up 1,144 pounds, 635 of nails and 509 of glass.

The boys were divided into teams each trying to outdo the others in the amount collected. The winning team, led by club leader, Toshio Umetsu, collected 274 pounds of nails and 146 pounds of glass, or 84 pounds per member.

Close behind the winners was Wataru Kurosawa's team with a total of 183 pounds of nails and 142 of glass, or 81 pounds per member.

The third team, led by Suguru Takahashi, collected 399 pounds of nails and glass, or 79 pounds per member. The boys did the work in 2 days.

● PEREZ GARCIA (right), assistant director of extension, accepts bronze plaque on behalf of the Extension Service of Puerto Rico from Director M. L. Wilson. The plaque, a symbol of the Department's Superior Service Award, is for "outstanding contributions to the welfare of rural residents of Puerto Rico in a relatively few years of operation and under unusually difficult conditions." The group award to Puerto Rico under the Department's Special Awards Program was announced by the Secretary last year.



"BETTER housekeeping would help," advised a specialist when consulted by one of our Federal Extension Offices which suffered from overcrowding and confusion. It was a rude awakening to hard-working and faithful extension workers, but it really was the only way to improve operational efficiency with the facilities at hand. Overcrowding and duplication of effort develop little irritations among staff members. They are Extension's "growing pains." When the number of employees increases and the work grows by leaps and bounds, a system is needed to avoid duplication, misunderstanding, wasted effort, and oversight of important things. Reduction of the greatest possible number of activities to routine and division of responsibility are the natural answers to these problems. It is no longer possible for each agent to work in a county independently of the other agents.

The manner of working out these routines and divisions of responsibility is often more important than the actual decisions as to just what shall be done and who shall do it. In cooperative extension work the percentage of professional employees to others is higher than in industrial or commercial situations. Yet, even industrial concerns are finding that in working out job specifications and relationships in a factory best results come when all persons concerned have a part in reaching the decisions. Working out desirable actions administratively and circulating them as orders is just not acceptable.

Understanding Responsibilities

The first step in bringing system and better relationships into a situation is to have each worker understand his responsibilities as well as the responsibilities of others with whom he is associated and their joint responsibilities. In the county extension office there is opportunity to develop and maintain this understanding through the weekly staff conference. Probably the best approach to such understanding is to have each agent make lists of four different types of jobs. In the first group include his own responsibilities. In a second list include those where all should work together, both in planning and carry-

ing them out. In a third group include those activities which each can carry on in support of activities which are primarily the responsibility of another worker. In a fourth list place those in which all have an interest but which one can do for the entire group at a saving of time and effort. These lists may then be considered in a staff conference and adjustments worked out so there is general agreement about what each shall do and how they will aid each other.

The last group will require most careful consideration. In this group will fall such activities as setting up the county budget, obtaining its approval, and administering it; the employment and general supervision of secretarial and stenographic help; representation of the county extension office on important committees in which all are interested, but on which only one may serve, and many other similar responsibilities. In the interest of efficiency and minimum duplication of effort, decisions need to be reached through staff conferences concerning who can best carry each responsibility for the entire office. It will probably not always be the same person. The person designated has a great responsibility. He needs: (1) To prepare himself to represent the office through advance discussion with the other members of his staff, (2) to faithfully represent the viewpoint of all members of the staff rather than his own personal viewpoint, and (3)

to keep the other agents fully informed concerning progress or results of his activities. In those offices where this has been worked out most successfully, the agents more nearly resemble a committee with the person carrying the responsibility as chairman.

Another whole group of problems revolve around the secretarial and clerical staff. Here the development of routine which will relieve the agents of attention to details is important. This starts when new personnel is employed. Usually the best-managed offices have someone, preferably one of the girls, who is the office manager. Such a person can become invaluable. She consults with the agents on office matters, keeps the minutes of the weekly staff conference, and brings up problems on office routine. In the larger offices she can do the first weeding out of applicants for clerical jobs, referring persons whom she considers qualified to the administrative head of the office and to the person for whom the new employee will work, for final decision. This is the best time to develop a clear understanding with new employees concerning their duties. This person is the natural adviser and trainer for the new employee in her work.

Where the budget permits, it is preferable for each agent to have his own clerical assistance. As the number of agents has increased, however, clerical assistance has not kept pace.

System in the County Office



This is the fourth in a series of articles on the Extension Office. Previous articles have dealt with lay-out, the office conference, and a survey of the most immediate problems.

KARL KNAUS
Field Agent, Central States

This means that there must be a rather definite understanding among the agents and the secretarial staff concerning division of clerical time among the agents. Equitable and satisfactory division of time of the clerical staff is often an excellent test of the quality of management in the county office.

Handling the mail is an important job in each county extension office, which should become routine. The time is past when the good agent has time to open and sort his own mail. Good management principles suggest that the mail for the office be received at the desk of one clerk, that she open all incoming mail and distribute it to the persons to whom addressed. Sometimes the mail for each agent is distributed to the person who does his secretarial work. She, in turn, will (1) sort the mail, handling such routine requests as she can without the attention of the agents; (2) place requests of high priority where the agent can give them prompt attention; (3) refer high-priority mail to another member of the staff if the agent who would ordinarily handle it is away for a few days; and (4) collect second-, third-, and fourth-class mail for later attention. Outgoing mail will be collected at one desk and made ready for dispatch.

Inadequate files or a filing system which does not fit the needs of an office is often the reason for poor house-

keeping. Continuous exercise of judgment as to materials which should be filed for future use and what should go immediately to the wastebasket has much to do with keeping a tidy office. Filing is another office job which can be reduced to routine. A good system provides for (1) all filing done by one clerk; (2) a tray on each agent's desk in which is collected all materials to be filed; (3) filing at a certain time each day, preferably early in the morning; (4) some sort of record of materials removed from the files.

An appropriate place for the agent to keep current materials with which he is working may also be a housekeeping problem. Most agents like to have a working file handy to their desk. Many use a one- or two-drawer regular letter-size cabinet on casters. Others use the large drawer in their desk. This latter is not satisfactory unless the drawer can be placed on roller bearings because of the difficulty of opening or closing it. The problem with a working file of this type is to keep it cleaned out often enough to be sure that it contains only current working materials and does not contain materials which should be in the regular files.

Enter Dates on Calendar

Keeping the office informed concerning dates and the whereabouts of the agents is another problem which had best be reduced to routine. One of the best devices is a large calendar on which are placed all dates as they are made. This automatically calls attention to conflicts, especially if dates made away from the office are entered on the calendar immediately upon return. Then, forming the habit of telling the office secretary where you may be reached each and every time an agent leaves the office will save her much embarrassment and protect the agent from criticism. Experienced county extension workers will think of many other instances where the work in the office can be expedited.

It is the observance of the little things that usually adds up to satisfactory working situations. The office will operate more smoothly if more jobs of the type here mentioned can become routine and, eventually, habit.

Couple good routine with a good system of interoffice communications so that each may know what the others are doing, and we have the best situation for getting our respective jobs done in a manner which will bring credit to our Service.

Clean Up in Hawaii

Members of the Pulehu boys 4-H Club on Maui in the Hawaiian Islands celebrated 4-H Club Week with a unique contest. They picked up nails and broken glass from the roads and vacant lots of the village. In 2 days they picked up 1,144 pounds, 635 of nails and 509 of glass.

The boys were divided into teams each trying to outdo the others in the amount collected. The winning team, led by club leader, Toshio Umetsu, collected 274 pounds of nails and 146 pounds of glass, or 84 pounds per member.

Close behind the winners was Wataru Kurosawa's team with a total of 183 pounds of nails and 142 of glass, or 81 pounds per member.

The third team, led by Suguru Takahashi, collected 399 pounds of nails and glass, or 79 pounds per member. The boys did the work in 2 days.

● PEREZ GARCIA (right), assistant director of extension, accepts bronze plaque on behalf of the Extension Service of Puerto Rico from Director M. L. Wilson. The plaque, a symbol of the Department's Superior Service Award, is for "outstanding contributions to the welfare of rural residents of Puerto Rico in a relatively few years of operation and under unusually difficult conditions." The group award to Puerto Rico under the Department's Special Awards Program was announced by the Secretary last year.



Ready for Retirement?

ARE YOU ready for retirement? Have you made some definite plans for what you are going to do? Or, like all too many older workers, are you just drifting into retirement without some well-thought-out ideas on how you are going to make this period of your life interesting, productive, and richly satisfying?

To help extension workers who are faced with this problem, Alpha Chapter of Epsilon Sigma Phi at Montana State College is laying the ground work for an organized effort aimed at preparation for retirement.

As in all good extension projects, Alpha Chapter is launching its program by first analyzing the situation. This will be done by means of surveys in which two questionnaires are being used. One is a chapter survey in which each chapter will be asked to furnish certain information. The other is a retired employee survey in which retired extension workers will be asked for certain information and their ideas on what might be done to aid an employee in getting ready for retirement.

Plan for Purposeful Activities

Members of Alpha Chapter feel that in too many instances the retiring worker is not prepared for the separation from his regular routine when retirement time arrives. A few have well-laid plans for purposeful activities that will make the retirement years among the richest and most satisfying periods of life. On the other hand, many others dread the approach of retirement because they do not know what they will do with the greater leisure time.

Alpha Chapter feels that unless the worker enters his retirement with some well-planned activities in mind, those years are very likely to be ones of restlessness, boredom, and dissatisfaction.

In its questionnaire to chapters, Alpha Chapter is asking each chapter to tell how many of its members are retired and how many have been re-

tired for varying periods of time. The chapter also wants to know how many of the retired members had a definite objective when they retired and how many developed one after retiring. Then Alpha Chapter would like to know how these retired employees spend their time, i. e., part-time work, hobbies, travel, or writing. Concluding the questionnaire are questions concerning minimum retirement age;

what, if anything, is being done to help workers prepare for retirement, and what might be done along this line.

From retired employees Alpha Chapter wants to find out what might be done to help folks get ready to retire and what unanticipated conditions and situations arose after retirement which others might experience and which might change previously made plans for retirement.

After the questionnaires are returned they will be analyzed and used as a basis for a program to help Montana Extension Service workers in the upper age bracket to make plans for their retirement.

Color Slides of Flannelgraphs

MILDRED B. SMITH

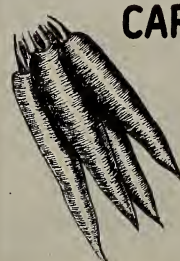
Consumer Education Specialist, Connecticut

FLANNELGRAPHS have been very useful in consumer education work in Connecticut. Now we are going one step further and are making colored slides of the flannelgraphs to use when we are showing other slides.

The flannelgraph that we use has for its background a piece of wallboard, 28 by 42 inches, covered with bright blue cotton flannel. The parts that I use at meetings of consumers are pictures of fruits and vegetables, as colorful and luscious looking as seed catalog illustrations, and descriptions of qualities to look for in selecting produce. After discussing quality and perhaps varieties of one vegetable or fruit, I add to the flannelgraph a card showing the months when the product is most plentiful in Connecticut.

I have used this flannelgraph at meetings of vegetable producers as well as consumers. It gives them an idea of the kind of information that we are presenting to consumers.

Recently, we have photographed the flannelgraph with a 35-millimeter



CARROTS.. SEPT.-NOV.

*firm
smooth
good color
well-shaped*

camera, using color film. The blue background of the flannel and the natural colors of the fruit or vegetables make bright and clear slides. Now we can present the same pictures as the flannelgraph when we are showing other slides. The bulky wallboard can sometimes be left in the office, and our illustrative material can be shown to even more consumers than before. These slides are, we hope, the beginning of a series of slides for consumers which will illustrate buying practices, different types of retail stores and stands, varietal characteristics, grades and quality of perishable food products.

Have You Read?

FOREVER THE LAND. Edited and Illustrated by Russell and Kate Lord. Harper, New York, 1950. 394 pp.

• A testament of faith is a welcome and refreshing thing today.

We find one in this chronicle of the movement toward conservation of land, water, and man, that was set and kept in motion by the society of the Friends of the Land, through promise and postponement and through years of encouraging achievement. Entwined as a core fiber in this chronicle is the story of the persistent loyalty to the idea as exemplified in the work of Russell and Kate Lord.

After years of writing on and illustrating rural subjects, with recurring periods of country living whenever their activities permitted, they have written and compiled and illustrated this attractive volume. They wrote the chronicle which knits the whole together. In the compiled parts are writings under such well-known names, to mention a few, as Liberty Hyde Bailey, Hugh Bennett, Louis Bromfield, Stuart Chase, Morris Llewellyn Cooke, Jonathan Daniels, Chester Davis, Dos Passos, Gifford Pinchot, and J. Russell Smith. There are also prose and verse by those who have presumably been discovered or developed as writers by them—James Simmons and Byron Herbert Reece, for example; and there are observations and philosophies by country people who do not think of themselves as writers but whose sincerity seeps through every paragraph.

All of this compiled material has been appearing in that individualized and flavorsome quarterly, *The Land*, which has been edited and illustrated by the Lords, under the auspices of the Friends of the Land, for 9 years.

Articles, verse, stories, and sketches are among the compilations. They revive the past, castigate or celebrate the present, and look into the future. Enthusiasms and a few regrets are here, both sides of agrarian controversies, quiet remembrances of things and ways that are gone and bold plans or ideas for the years that are to come.—*Caroline Sherman, Bureau of Agricultural Economics, U. S. D. A.*



"Farming in the Fifties" in South Dakota

THOSE who see South Dakota's traveling exhibit like it—like its informative value, its interesting arrangement, and its clever illustrations that show clearly and concisely some of the answers to the farmers' problems in a changing world. As a matter of fact, they, the farmers and homemakers, like it so much that college president F. H. Leinbach has received letters from over the State commending its educational value.

"Farming in the 1950's" was expertly prepared under the direction of a committee with W. E. Dittmer, district extension supervisor, as chairman. Its bulletlike presentation is aimed to promote greater diversification in South Dakota farming, especially in light of about 25 percent reduction in corn and wheat acreage and the need for an effective grassland agriculture to better maintain fertility of the soil. It has long been felt that the State should have a higher acreage of feed crops, alfalfa, sweetclover, soybeans, tame grasses, and the like. The exhibit graphically suggests how to obtain these goals.

The traveling exhibit donned its 7-league boots the latter part of January, with Milo Potas and John Gerken, visual aids specialists, at the helm. In every county it attracted large crowds—this in spite of below-zero weather and, in some instances, icy

blizzards. For 26 days at county showings, nearly 18,000 persons attended. The large attendance was due to advance planning on the part of the exhibits committee and the county agricultural and home demonstration agents. Press, radio, a 30-foot street banner, posters, and other public information media were used to direct attention to the exhibit well in advance of its display. The exhibit ended its late winter tour early in March at Farm and Home Week.

The nine-panel exhibit covered such subjects as crops, soil management, livestock feeding, dairy, poultry, weed control, and corn borers and was designed to promote discussion and questions by persons who viewed it. Before each panel an extension specialist wearing a crisp white-linen jacket was stationed to answer questions and discuss individual problems with farmers.

On the tour, 24 counties were covered from January 20 until March 3. The strenuous schedule was strictly adhered to. Only 1 day was missed, and that was at Bowdle, the "Snow Capitol" of South Dakota, which was isolated by a bad storm. The 1- and 2-day showings, erecting and dismantling the exhibit, and traveling at night was a very tough assignment, but the specialists and the agents say it was worth it.

AN ORGANIZATION, as any other form of life, changes as it grows. The Smith-Lever Act, which was passed by Congress in 1914, gave birth to the present educational agency known as the Cooperative Agricultural and Home Economics Extension Service. Through the new agency, for the first time, local families of each county, the agricultural college of each State, and the Federal Government could coordinate their effort toward the development of a better rural life in general.

Improvements in rural life were to be accomplished, in part, through the efforts of practical-minded agricultural teachers—county farm and home agents—who would show the farmers and the farm women on their own farms and in their own homes how to apply the new knowledge in agriculture and home economics to their everyday problems, that crops and livestock might be grown more efficiently and marketed with more profit, the net income of the farm family increased, and the standard of living raised.

You can readily see that the impetus for the organization of the Extension Service was economic; and for that reason, emphasis was placed for many years on the mere acquiring of improved farm and home practices.

Today the objectives of the extension work cover much more ground. All phases of rural life are considered. This change did not occur all at once. As early as 1930 the late Dr. C. B. Smith, for many years Chief, Office of Cooperative Extension Work, U. S. D. A., stated the objectives as follows:

1. To increase the net income of the farm family through more efficient production and marketing and better use of capital and credit.
2. To promote better homes and a higher standard of living on the farm.
3. To develop rural leaders.
4. To promote the mental, social, cultural, recreational, and community life of rural people.
5. To implant a love of rural life in farm boys and girls.
6. To acquaint the public with the place of agriculture in national life.
7. To enlarge the vision of rural people and the Nation on rural matters.
8. To improve the educational and spiritual life of the rural people.

Changing Extension Philosophy

B. L. GILLEY

Community Organization and Planning Specialist, Virginia

Emphasis has steadily shifted from the first-listed objectives to the latter ones. More and more we have accepted the fact that our job is more than just the teaching of new practices and techniques—that even more important than the changed practice is the changed man. Therefore, the real aim of extension work becomes the development of the man through participation in worthwhile enterprises. Can we state it rather simply in another way and say that our job today is to help rural families help themselves? Is it our job to develop family cooperation; to train and educate both the young people and the adults to know that this is the procedure they should use when planning things that will affect, influence, or concern the other members of the family? Can we say with County Agent Paul Gwin in the December REVIEW that the home is the basis of democracy; and that if we cannot and do not work together as a family unit in planning the business, the pleasure, the conveniences, and the educational program of the entire family, we cannot expect good cooperation in developing effective community, State, and national activities?

Inspiration and Guidance

I believe we can best do our job by first leading the family or families to be problem-conscious, but we must go even beyond that. We must also stimulate and inspire the families to take some definite action toward the solution of their problems, both family and community problems. The definite decision to use a certain procedure in attacking a specific problem and the activity necessary to bring about the desired results should come from the family or families themselves. Our contribution to the cause of problem solving should be of an informing, stimulating, inspiring, and of a guiding nature—or, we might say,

helping the families plan their program instead of trying to implement our own program.

The Quality of Leadership

Extension agents are really educators—extension teachers of the agricultural colleges. The farm, the home, the community, and the county are all in our classroom. We are obligated to take our information and make our services available to all the rural people of the county irrespective of their economic status. We pride ourselves on being leaders in the agricultural field, but sometimes we find ourselves being led—led to the place where we spend all our time in rendering a personal service to a few individuals in the county. The quality of leadership is not measured by the amount of work we do ourselves in the county but by the amount of work we are able to get other people to do.

The lack of a planned extension program in a county can very well drive agents to doing personal service work. Rather than be idle, we vaccinate hogs, dock lambs, make rugs, or bottom chairs, usually for the small group of individuals who, either directly or indirectly, control the purse strings of the county. All rural people are taxpayers in one way or another, and the fellow who lives in the backwoods merits the services just as much—and needs them even more than the one who is chairman of the county board of agriculture or the council of home demonstration clubs. Too much time in personal service is guaranteed to put the agent periodically or constantly in “hot water.” The appropriation of county funds for the extension work invariably becomes an annual controversial issue.

The special interest or commodity groups have served and are serving in many counties of the various States as the organization through which the extension program is carried to the people. Even though many new farm practices and more efficient

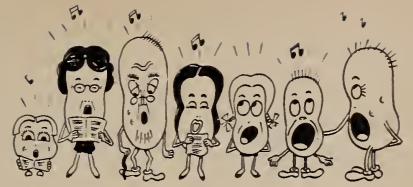
methods of production and marketing have been adopted by such groups, we must admit that too few people are directly benefited by the extension program. Those rural families who are reached through the special interest or commodity group are often those who need our help the least because those groups are usually made up of the best dairymen, the best orchardists, or the best poultrymen.

The home demonstration clubs of the county may be made up of the most efficient homemakers within the county—the ones who are already adept at sewing a fine seam or who excel in preparing nutritious and balanced diets for the family. The homemaker who has to use newspaper for wallpaper, who has no rugs on the floor, who has no kitchen sink, who has furniture that is obsolete and worn may not join the home demonstration club because of the fear she has of the group meeting in her home. Yet she is the one that really needs the help of the home agent.

The value of using the special interest or commodity group as a vehicle for the extension program in the county should not be minimized, but it might well be supplemented advantageously with an over-all organized community group with a membership made up of the families of the community. Through such an organization the extension agents—county agent and home agent—can help the people develop a program that will bring all the families of the community closer together, to work as a unit in making plans, to attend meetings together, to confide in one another, and to cooperate in both work and play. Families of this type are contented. They respect and honor the organization that will help them develop this family unity and family spirit. They will build stronger communities and stand for true democracy in government.

Extension work has grown in the past 30 years. Have we reached that stage of maturity when most of us can say with Agent Gwin that we will spend more of our time in developing boys and girls, men and women, to have the proper attitude toward one another, to trust one another, to cooperate in planning their business and pleasure, whether it be in the home, the community, or a larger group?

Growth of a Visual Idea



THE Com N. Tater family is giving Texas families some amusement as well as good ideas on what goes into good family relationships.

The idea of dramatizing family situations with the now well-known Texas Tater family came to Mrs. Eloise Trigg Johnson while visiting a 4-H camp where a county judge gave a talk on the Tater family, pulling them one at a time out of a paper bag.

The possibilities in this device struck her forcefully, and soon she had enlisted the help of Extension Illustrator Tom Bishop to bring to life the Tater family in a series of flash cards which she used successfully with large audiences.

Soon she felt the need of making these visual aids more accessible to

county home demonstration agents in teaching this subject matter. Jack Sloan, visual aids specialist, was called in and made a series of 2 x 2 slides by photographing the flash cards. To date, these slides have been shown 165 times to 4,655 persons, and the demand is increasing.

The slides still did not reach all of those who would profit by the example of the Tater family, so Frances Kivlehen, publications editor, was consulted; and recently a leaflet called "Family Harmony" began to carry the message to a much larger audience through 12 sketches of the various members of the Tater family, from Baby Spec Tator, Grandfather Meddy Tater, 6-year-old Immy Tater, and teen-age Hesi Tater.

Young Farmers' Conference

YOUNG farmers and young farm women are as keenly interested as their parents in current major problems affecting their farms and homes, judging from the recent sixth annual Schuylkill County Young Farmers Conference held at Pottsville, Pa.

Extension specialists of the Pennsylvania State College, who were discussion leaders, said that the topics, which ranged from falling farm prices to rural health, were applicable to any section of the State and other States as well.

Men made a detailed study of farm prices and price supports, efficient marketing methods, farm pond construction for fire safety and other uses, and other problems relating directly to their own farms.

They had the assistance of their county agents, Harry J. Poorbaugh and Robert N. Houston, in developing their program. The young women were aided by their home economic extension representatives, Nelle

Stasukinas and Gwendolyn Kriebel.

Both men and women participated in the discussions, and both groups requested that the conferences be continued. Plans were initiated for the seventh meeting in February 1951.

Four of the farmers, Ralph Musser, Pitman; Robert Loy, Pine Grove; Franklin Hart, Ringtown; and Claude Yost, McKeansburg, with Sam Dohner, Schuylkill Haven, as moderator, presented a panel discussion on effective farm marketing methods.

Guest speakers included Dr. A. B. Lewis, Washington, D. C., consultant for the Food and Agriculture Organization of the United Nations; Judge Henry Houck, Shenandoah; Dr. Eula Eno, Pottsville physician; H. R. Randall, Shamokin, contractor, and these Penn State specialists: Robert B. Donaldson, Kenneth Hood, C. Howard Bingham, and Marguerite Little. Randall addressed a joint session of farmers and the Pottsville Rotary Club.

Science Flashes



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



Good News for Berry Buyers

Have you ever bought a box of berries and found below the top layer a mold spread all through the berries? This is disappointing and costly to the housewife, but it is an even more serious problem to growers and processors. Sound berries, picked into fungus-infested boxes, frequently mold while being transported from the fields to processing plants or to fresh fruit markets. ARA scientists have developed a wax treatment of the boxes which promises to eliminate this trouble. The treatment consists of dipping the boxes in molten wax, which penetrates the wood and covers the surface with a film impervious to the fruit juices. This film also makes it easier to remove infected organic matter when the boxes are washed between trips to the field. The treatment, therefore, causes the boxes to last longer as well as reducing spoilage. The scientists are now studying the possibility of using fungicides before or during the wax treatment.

Treat the Egg and Save the Chick

Hatcherymen can begin controlling Newcastle disease in chicks before they are even hatched, if they follow the recommendation of our poultry specialists. This calls for dipping the eggs for 5 minutes in a solution of sodium hydroxide (common lye), quaternary ammonium disinfectant, or sodium orthophenylphenate. The egg-treating idea was advocated by the hatcherymen themselves, so the department scientists followed through with tests to see what effect, if any, there would be on the hatchability of the eggs. They used a 2-percent solution of sodium hydroxide, a 1-percent solution of sodium orthophenylphenate, and a 0.1-percent solution of ammonium. In none of these tests was there any noticeable effect on the hatchability of the eggs. They followed the usual precautionary measure of thoroughly cleaning and disinfecting the incubator before the hatching eggs were put in. Many hatcherymen have already adopted this means of keeping their incubators free of infection and in preventing the disease from getting into the new batch of chicks through contamination from the outside surface of the hatching eggs.

Plants Have Savings Accounts, Too

The amount of reserve materials in the stubble and roots of various forage plants is a valuable guide to their ability to make a come-back following mowing or grazing. Our Pasture Improvement Laboratory has found some surprising differences in these amounts. Food reserves in roots and stubble decline following clipping or grazing, because they are used by the plant in starting new growth. Later, as growth proceeds, the plant replaces the materials in its food bank to tide

it over the next period of adversity. Mowing or grazing before sufficient re-storage of these reserves weakens the plant and eventually leads to its death. In selecting species or strains of pasture plants which will withstand close grazing or frequent clipping, plant breeders select those with the ability to restore their reserves rapidly.

Dual-Purpose Insecticide Next?

Insecticides that make plants toxic to insects and then break down into harmless substances are what our entomologists are searching for just now. They've found the chemicals that will answer the first requirement, and now they're testing them to see if they will answer the second. If they do, we will have an entirely new approach to insect control. These chemicals, called "systemic poisons," can be put in the soil or on the seeds or the plant foliage. The plants absorb and distribute them to all parts through the sap. Insects feeding on the treated plants are killed. The chemicals that have proved most likely to do the trick are derived from calcium phosphate rock, one of the basic ingredients in our common fertilizers. Wouldn't it be something if the insecticide changed into phosphate fertilizer?

Shorter Time for Sweetpotato Curing

Sweetpotatoes can be cured in 3 or 4 days under southern conditions instead of the customary 10 to 15 days by providing high temperatures. This not only reduces expense and labor but also offers the possibility that market spoilage of freshly dug sweetpotatoes can be reduced by curing them before or during shipment.

About People...



• With the turn of the century, two New York county agricultural agents celebrated half a century of service. They were CLARENCE SLACK, Washington County agent, and CHESTER C. DAVIS, Orange County agent. Both are Cornell graduates, and each has been in extension work for 25 years.

Sixteen Extension Workers Receive Department Awards

SIXTEEN employees of the Cooperative Extension Service were among those who were presented with Superior Awards by Secretary Charles Brannan on May 25. The Superior Service Award is one of the highest honors the Department can bestow upon its members and, as the name implies, is given for outstanding and meritorious work.

Listed below, alphabetically, are the extension workers who were honored and the text of their citations:

PAUL B. BARGER, Ext., Waterloo, Iowa

For his contributions to local, State, and national 4-H Club programs; for establishing a pattern of community organization; and for organizing and carrying out an excellent program of agricultural development in his county.

WALTER H. CONWAY, Ext., Washington, D. C.

For his effectiveness in carrying out the fiscal aspects of the cooperative extension program through his ability to influence States to adjust their budget programs, thus building a solid foundation for cooperative work.

CORA COOKE, Ext., St. Paul, Minn.

For her contribution to the development of Minnesota's modern, scientifically managed poultry industry which was motivated by her educational program and carried on through organized groups of women and their leaders.

C. B. CULPEPPER, Ext., Tifton, Ga.

For improving methods of cultivation, fertilization, and seed selection in his county; rejuvenating the peach industry; assisting State and Federal Governments in tick eradication; and by emphasizing the need for improved swine and dairy cows.

HELENA DILGER, Ext., Davenport, Iowa

For exceptional enthusiasm and skill in developing county extension programs based on the needs of farm families, and for inspiring rural people to assume responsibility for working out their own problems.

VAN B. HART, Ext., Ithaca, N. Y.

For exceptional ability and zeal in developing and maintaining a well-balanced farm management program with special foresight in adjusting to changed conditions, and for his pioneering effort and accomplishment in the field of farm finance.

ALFRED BAILEY JOLLEY, Ext., Dallas, Tex.

For his contribution to the enrichment of rural life through his successful advocacy of scientific farming; his foresight in developing farm demonstrations and group activities to provide increased farm incomes; and for his ability to train young extension workers.

ARNE GERALD KETTUNEN, Ext., East Lansing, Mich.

For his vision, perseverance, and leadership which has been instrumental in building one of the Nation's most effective 4-H Club programs.

ARNOLD W. KLEMMME, Ext., Columbia, Mo.

For his work which has had a profound influence on the farm population in Missouri to practice soil management and conservation.

WILLARD A. MUNSON, Ext., Amherst, Mass.

For cultivating a fine sense of com-

mon purpose and cooperation, a true perception of the real nature of marketing problems, and a wholesome respect for the highest technical and professional standards among the agricultural population of a highly industrialized area.

HAROLD C. PEDERSON, Ext., Minneapolis, Minn.

For his ability to analyze farming and rural living problems, and to organize self-help programs to overcome them which have greatly improved living situations in his county.

MINNIE PRICE, Ext., Columbus, Ohio

For exceptional initiative in developing rural leadership and for her home economics leadership in organizing and planning educational programs that have served as an inspiration to other extension workers.

EDWARD FRANKLIN RINEHART, Ext., Boise, Idaho

For revolutionizing the pattern of livestock development to meet the needs of the people and conditions of the West; and he was influential in helping cowmen and sheepmen look upon each other as a neighbor.

KENNETH F. WARNER, BAI, Ext., D. C.

For perfecting a successful laboratory machine, widely used for measuring the tenderness of meat; and for developing and teaching methods of extension instruction and demonstration.

WALLACE EDWIN WASHBON, Ext., Salamanca, N. Y.

For exceptional ability, zeal, and leadership in developing an extension program involving farm management, forage crops, and cooperative effort of farmers.

FLORENCE E. WRIGHT, Ext., Ithaca, N. Y.

For her teaching, vision, industry, and leadership that enriched the rural home-improvement program in New York and nationally.



Young People Take Rural America Overseas

At the dawn of this century young people knew their neighbors in other lands only by what they read or heard. Today, in 1950, they travel by streamlined ocean liners and transoceanic planes to visit, work, and play with their neighbors across the sea.



This month, under the International Farm Youth Exchange Program, 44 members and former members of the 4-H Clubs are leaving by chartered plane to spend the summer in the rural areas of Europe. In exchange, 50 young men and women from abroad are here to study our rural homes and agriculture, learn our customs, and acquaint themselves with our culture.

