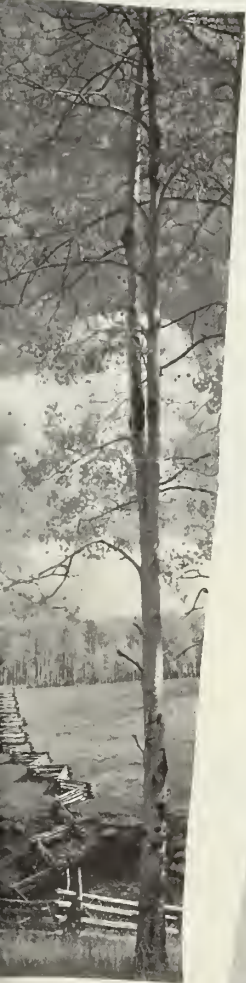


EXTENSION SERVICE

REVIEW

U.S. DEPARTMENT OF AGRICULTURE * SEPTEMBER 1965



NATURAL BEAUTY
CLOSED CIRCUIT TV
EFFECTIVE EXHIBITS



The Extension Service Review is for Extension educators—in County, State, and Federal Extension agencies—who work directly or indirectly to help people learn how to use the newest findings in agriculture and home economics research to bring about a more abundant life for themselves and their communities.

The Review offers the Extension worker, in his role of educational leader, professional guideposts, new routes and tools for speedier, more successful endeavor. Through this exchange of methods, tried and found successful by Extension agents, the Review serves as a source of ideas and useful information on how to reach people and thus help them utilize more fully their own resources, to farm more efficiently, and to make the home and community a better place to live.

ORVILLE L. FREEMAN
Secretary of Agriculture

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REVIEW

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EDITORIAL

Opening nationwide observance of Cooperative Month (October) will be a 5-day program of activities here in USDA beginning October 4. Secretary Freeman says the Department is placing special emphasis this year on across-the-country observance of the role of Cooperatives in providing high-quality consumer goods and services; job opportunities, credit, supply, and technical services for farmers; community leadership; electric power and telephone systems in small towns and rural areas, and a strong foundation to the free enterprise system.

Cooperative Month was observed last year for the first time on a national basis. Last year, for instance, governors from 12 States issued *Cooperative Month* proclamations. In these and other States many organizations such as State cooperative councils, banks for cooperatives, regional, and local cooperatives, and State Cooperative Extension Services participated in the observance.

—WAL



"For centuries Americans have drawn strength and inspiration from the beauty of our country."—President's Message on Natural Beauty, 2-8-65.

THE NATURAL BEAUTY PROGRAM

by DOYLE SPURLOCK, *Public Affairs Specialist, Federal Extension Service*

A program of National scope for the preservation and enhancement of America's natural beauty was launched when President Johnson delivered his White House Message on Natural Beauty to the Congress on February

8, 1965. To many, this was a new program; to the Extension Services it was simply new support and new stimulus for an informal program of long standing.

The preservation of the natural

beauty of America, and particularly of rural America, has long been a concern of the nature lovers of the Nation. This concern stems largely from observations of the exploitation of rural areas for commercial

purposes, and the resulting depletion of the recreational and aesthetic values of these resources. Areas and sites of beauty have too often been despoiled and stripped of their aesthetic value in the process of converting them to areas of greater immediate economic value.

Extension workers, too, have been concerned with the preservation and enhancement of beauty in rural America. But their concern has had a broader base. Extension workers have traditionally worked to build a rural America which, through its order and beauty, will provide for farmers and rural dwellers that serenity of mind and spirit that comes from an association with God's handiwork and man's responsible stewardship as manifested in the beauty of the countryside. At the same time, they have been concerned with the use and management of the resources of rural America in such a way that farmers and rural people may derive sufficient income from those resources to assure them the economic well-being necessary to enjoy beauty. It has been well said that poverty sees no beauty.

Working toward the dual objectives of beauty and bounty, Extension workers have long since discovered that the beauty and the productivity of agricultural lands are not only compatible but complementary. As Extension has worked to achieve a more efficient and prosperous agriculture, much of this work has been directed toward the control and prevention of erosion, control of insect pests and noxious plants, plant disease eradication, prevention of stream pollution, and other conditions which not only hamper production but despoil the natural beauty of the land.

Prevention and control of these conditions contribute to a more beautiful countryside just as surely as does

the planting of ornamental shrubs and the cleaning of litter from roadsides. As a prominent agricultural leader stated recently, "Productive fields of growing crops, rolling meadows of grass and hay, thriving forested areas, hillsides and streambanks protected by healthy vegetation all contribute to the beauty of the countryside. This beauty and bounty are synonymous with sound land use and the protection and development of land, water and forest resources. Wildlife thrive in such a setting and this is the landscape that produces clear streams and steady water supply."

The production-oriented county agricultural agent, the agronomist, the irrigation specialist, the pasture management specialist, and other Extension workers whose primary concerns are with the growth of crops and the conservation of land for continued production are all very directly involved in the preservation of the beauty of rural America. Generally, they have done a good job.

Extension's more formal and direct beautification programs have been spearheaded by home demonstration clubs and agents, 4-H leaders, and horticulture and landscape specialists. They, too, have accomplished some outstanding results.

The Utah State Extension Services provided educational and organizational leadership for an intensified cleanup and beautification program which was initiated by the State Rural Areas Development Committee. Arvil Stark, Extension Landscape Horticulturist, effectively involved State organizations (including the Governor's Office), local organizations, and mass media in the program.

A comprehensive Community Landscape Improvement Inventory Form and a Home and Farm Improvement Checklist were developed to help local

homeowners and community committees make an initial benchmark survey as a basis for planning their beautification programs. Stephen L. Brower, Social and Economic Development Leader, stated, "We attempted to design the effort in such a way that it introduced a rational, problem-solving process among local people."

The development of skill and experience in local communities which can be capitalized on in other areas was one result of this endeavor. A far more dramatic result: Fillmore, Utah, won the U. S. Beautification title for towns under 5,000 population; and three other Utah towns, Hurricane, Clearfield, and Heber City, were given honorable mention in the campaign.

- The Georgia State Department of Industry and Trade and Georgia Cooperative Extension Service, working through county and home demonstration agents, 4-H Club members, garden clubs, and civic clubs, set out to make Georgia more beautiful. During the week of January 24-30, 1965, they: planted 413,762 dogwood trees; and 94,272 other ornamental trees; policed 937 miles of streets and highways, and picked up 362 truckloads of litter; and involved 136,499 people representing 2,331 organizations.

- As a part of their Landscape Extension Project, the Illinois Cooperative Extension Service, published "Landscaping Your Home," (Extension Circular 858). This 151-page publication is a comprehensive educational program in the planning, landscaping, and care of private home grounds. A series of training films developed from this publication have been widely used by television stations (particularly in the Chicago area) to stimulate the interest of private homeowners in home grounds beautification.

• Pennsylvania State University Extension specialists reach several million listeners weekly with a radio and television program having a "Keep America Beautiful" theme. Usually one or two "KAB" theme 3-minute radio tapes reach 117 radio stations in Pennsylvania and neighboring States weekly. These are aired by the Canadian Broadcasting Corporation and by a New York station. Extension radio news releases on this theme are mailed to 58 radio and television stations, 98 county extension offices, and others. These are being used regularly by the CBC and by another New York station. Twenty-five topics with a beautification theme were aired in 1964 on the daily Extension-produced "Farm, Home, and Garden" television series.

Many other examples of Extension's interests and achievements in the enhancement and preservation of natural beauty could be added to those cited above. This all adds up to the fact that the State Extension Services have long been individually involved in a program that is now receiving National emphasis and support.

Significant though some of our achievements have been, much more remains to be done. As our population continues to increase and become more mobile; as the cities spill over into the countryside and more suburban and rural homes are built; and as people use roads, picnic areas, and public and private grounds increasingly for recreation and pleasure; there is an increased challenge for Extension to exercise educational leadership in programs for the preservation of the beauty of rural America. The challenge calls for better organization of efforts at all levels and for exchanges of ideas and program methods between areas, States, and regions.

Several States are aggressively pre-



Ugliness is costly.

paring to meet the challenges of the President's Natural Beauty program. Vermont Extension, for instance, has set up an ad hoc Extension Service Committee on Beauty in Vermont. This committee will prepare educational material and mobilize resources for a Statewide beautification program. The Vermont Resources Research Center has developed a scenery classification system which will be used to make comparisons of the scenic qualities of alternative sites.

The Federal Extension Service has set up a committee on beautification programs to provide National Extension leadership to this program to develop educational materials and to assist States in developing more effective programs in this area.

The Extension Services are well advanced toward meeting President Johnson's charge to introduce "into all our planning, our programs, our building, and our growth, a conscious and active concern for the values of beauty." □

Extension Conference by Closed Circuit Television

Studio setup for televising Pennsylvania Extension Conference. Assistant Extension Director William Cochran (1) makes a point as one of 3 closed circuit television cameras (2) shoots visuals displayed on flannel-board. The "talkback system" (3) re-

lays questions to the speaker from any of 13 viewing rooms. Dick Wiles, assistant radio-TV editor (4) handles visuals in "limbo" while the author (5) who was television coordinator for the conference talks to the director about the next shot that is to be made.



AN ELABORATE closed circuit television system on The Pennsylvania State University campus was put to work recently to handle some of the 1965 Annual Extension Conference sessions.

The system, consisting of a fully-equipped studio, fed the televised sessions through cable to 13 viewing rooms. About 30 staff members were assigned to each room.

The setup offered the advantages of broadcast television plus a few of its own. The studio was equipped with three cameras, rear screen projection, slide and film chain, flannelboards, flip charts, easels—the works. In addition, a unique talkback system was available. This ingenious gadget permits anyone in the viewing rooms to ask the speaker, who is on camera, any question he chooses. All other viewers, even in other rooms, hear the question and the speaker's reply.

The really big advantage of this "conference by television" technique is that everyone can see and hear. Visuals not suited for distance viewing by a large audience, such as in an auditorium, become "visual" on TV.

This is not to say that poor visuals become good visuals on TV, no indeed. It's not necessary, however, to have life-size illustrations, foot-high lettering, a flannelboard 32 feet long, or a theatre-size projection screen. As long as the visual is fundamentally good, TV can handle it. Bad lettering, art, or pictorial material is bad regardless of the medium.

It is felt that this use of television encourages more thorough preparation than might otherwise be the case. Certainly, visualization is encouraged; presentation organization and technique benefit also.

In spite of what presenters will tell you, many honestly enjoy the experience. Also, it is believed that participation by administrators and others on this type of television setup, nurtures their interest in broadcast television.



County Agent, E. V. Chadwick, at the chalkboard, leads a discussion after one of the televised sessions. The groups were pre-arranged so there was no delay in getting viewer reac-

tions to the discussion points. A reporter in each group took notes. Shortly after the conference, a report was printed and then distributed to all Extension staff members.

Assigning persons with similar interests to the same viewing room makes it possible for them to engage in discussion immediately after the televised session without having to regroup. This interest group viewing and discussion was used quite successfully at the Pennsylvania conference.

All this may sound great and quite easy. It is not. The conference required days of planning and hard work. Even then, not everything came off exactly as planned. Guest

speakers often have no orientation at all in television, and because of time and distance, adequate liaison cannot be established to properly structure the presentations for television. Just as with most other presentation methods, this type of closed circuit television required thorough preparation, plus appropriate visualization.

However, we are extremely pleased with the technique and its implications for future use. □



1.



2.



**Fitting
Exhibits
To Your
Audiences**

What it takes to make people stop, look, listen, and learn, based on a half-century of examples from the Indiana State Fair



3.

by FOREST E. VAN PELT, *Extension Visual Aids Specialist, Indiana*

The date of the first appearance of an educational exhibit at the Indiana State Fair as one means of presenting Purdue's program of Agricultural Extension is shrouded in the mists of incomplete reports. However, it is safe to say that for at least 20 years the facilities for presenting such exhibits to Indiana State Fair visitors were in an old barn. (1)

In the fall of 1924 the Purdue Agricultural Extension Department proudly presented "specialist prepared" exhibits in a new building provided by the State Board of Agriculture. This building 70 feet wide and 250 feet long, attracted as many as 7,000 viewers an hour by actual count. (2)

A photographic record of the educational exhibits prepared for the

State Fair has been maintained since 1924. An animal husbandry exhibit from the Dairy Department shows that 7-1/3 average cows were required to equal the net profit produced by 1 high-class producer. The men who built this exhibit did not attempt to show one-third of a cow (a trick we haven't mastered yet), but they did observe one of the same principles we



4.

still use, that of displaying live animals or actual objects. (3)

The Home Economics Extension specialists at Purdue have had an important part in the Extension activities in the State and haven't missed a year in presenting an exhibit on some topic of current interest. Three exhibit areas were devoted to the distaff side of the family in 1924.

Subject-matter specialists prepared and set up the early exhibits. By 1907 the Department of Short Courses and Exhibits had become part of Purdue University. As the department grew, two exhibits specialists and a technician, with hand tools and a work bench, did what they could to advise and assist other specialists in exhibit preparation. It was during this period that Purdue pioneered in creating action devices designed to draw attention to the exhibit. (4)

As the exhibits became more mechanical and sophisticated, the specialists working in the Short Courses and Exhibits Department gradually assumed more of the responsibility for planning and construction.

Beginning in the early 1930's and all through the 1940's considerable effort was given to taking exhibits to the people of our State. Probably the most ambitious of these were exhibits prepared for the "Farm & Home Special" train which covered most of

Indiana during March 1947. The theme of this exhibit train was "Save Time, Save Money, Save Labor, and Do A Better Job." Fourteen passenger cars were furnished by the New York Central Railroad, and these cars accommodated 23 exhibits.

The train was routed over the New York Central lines for 3 weeks and the Monon line for 1 week, making 56 scheduled stops throughout the State. Twenty-three specialists stayed with the train throughout the month and a total of 45 participated. By actual count, 66,415 Hoosier farm and home people saw the exhibit.

The exhibit train proved the need existed throughout Indiana for exhibits of this type, so plans were made for an exhibits trailer which could be taken any place in the State.

In 1948 an extensive change was made in the interior of the Purdue Exhibit Building at the State Fair. Flat wall exhibits were replaced by a typical Indiana farmstead with full-scale buildings so that the various departments could integrate the information they wanted to present. (5) This made possible a functional approach so farmers and homemakers could visualize new practices for their home situations. This farmstead plan of presentation was used over a period of about 10 years with the various buildings being revised or replaced as became necessary.

5.



By 1956 most of the buildings had been removed. One end of the "house" was preserved to provide a setting for exhibits designed to be of interest to people whose homes might be either rural, urban, or suburban.

A limited budget makes it necessary to adapt some of our exhibit presentation to preexisting conditions each year. This was very effectively accomplished with the 1958 Home Economics Extension exhibit.

The terrace, representing the doorway outside the kitchen entrance, had considerable depth and we needed some device to logically fill the background so our principal display would be located at the front of the area. This was accomplished by putting in a carport and an automobile (both loaned by cooperative businessmen). The inference was that Mrs. Housewife, her son, and daughter had just parked their car and were unloading their supply of groceries for the week.

The detailed possibilities of what the grocery packages for a family of four might contain were displayed on three slightly inclined and separated panels. These food groups were divided into three cost categories—low, medium, and liberal. Equally nutritious menus could be prepared from any of the three. (6)

Since everyone is interested in food and its cost, this exhibit proved to

be one of the most successful (measured in terms of crowd-stopping ability) which we have ever put in our exhibit building. At the same time, this exhibit was set up with minimum change from the preceding year.

Home lighting problems have been the subject of questions received by the Home Economics Extension Department in recent years. For the 1963 State Fair we constructed an enclosed area so that light could be controlled and in it presented two identically-furnished family rooms adjacent to each other. The first room was lighted by a collection of lamps which could easily be in any middle-class home where no particular attention had been paid to this problem. The second room, a mirror image of the first, was finished in exactly the same manner, but the lighting fixtures were planned for the proper degree of light intensity depending on the activity desired in that area.

Four girls alternated in conducting visitors, by groups, through this area. A taped recording provided the story while the girls demonstrated what could be done to enhance attractiveness of color in furnishings as well as provide comfortable levels of lighting for family room use.

The next year this space was revised to tell the story of planning rooms for teenagers. One room for two teenage daughters and the other



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for two boys of about junior high school age were shown. (7) A bathroom separated the two rooms, and a workable plan for efficient space use and storage areas was featured. Again, this was a conducted tour with young home demonstration agents-in-training explaining the features shown.

Regardless of the use that may be made of a display, our first consideration is to develop an idea for an

exhibit that will answer questions concerning a given problem. Next we devise some way of attracting attention to the exhibit. This may be done with light, action, color, and various other means. We then work out details of content so there is information for the mildly interested and significant facts for the ones seeking answers to their problems. It is our goal to influence or impress each viewer—even if it is only inspiration to seek further information from a source we may provide for him.

Exhibits prepared through the years by our Entomology Department consistently adhere to these principles. The insect-control exhibit prepared in 1953 presented an enlarged papier-mache wheat kernel in which a weevil family had set up housekeeping. (8) The figures of the weevils were kept in motion, doing household tasks, and the stick figure of the man alongside the wheat kernel moved his arm in a pointing gesture. Small animation motors provided the power for this activity. Once a viewer was stopped

6.



in front of the exhibit, his eye was guided to pertinent facts about the need for control of the weevil and methods to follow in control measures. We have found through years of experience that humor can be a tremendous asset in attracting attention to an exhibit and when used discreetly, will add to the effectiveness of the subject matter.

As the staff of the Agricultural Visual Aids Division expanded and better working conditions developed, we were able to tackle a more sophisticated type of attention-getting devices. A large animated ant was prepared by our shop crew. Animation was provided by a concealed motor so that the anterior legs handled a knife and fork and the insect appeared to be eating from a plate on a picnic table. The complete exhibit was shown under the title "Do Uninvited Guests Come to Your Picnic?" Other large-scale model insects appeared in the exhibit which was shown adjacent to a camping scene, and the entire section of the building carried out the general theme of outdoor living.

Another natural trait possessed by most people which can be exploited when planning exhibits is the tendency to peek into partially concealed areas, "sidewalk superintendent" like. This principle applies very well to many exhibit subjects, especially to insect identification and control. The

"Wanted Dead or Alive" exhibit made use of this natural curiosity trait. (9) The ten insects shown included those which had been the subject of most questions to our specialists during preceding weeks. Internally-lighted boxes and magnifying lenses made it possible to show live insects in their natural habitat. Leaflets describing control measures were available.

During the 1961 State Fair we made a daily survey to find out who our audience was. We found that 31 percent were from cities, 22 percent lived in suburban areas, 25 percent had rural interests but listed non-agricultural occupations, leaving 22 percent who listed farming as their occupation. This rounds off to a ratio of about four people in our audience with nonfarming interests to one who is actually producing food and fiber; yet a hefty percentage of Indiana people are engaged in the production of materials used in large quantities on the farms in our State.

We decided to prepare an exhibit showing the interdependence of industry and agriculture. The millions of dollars which farmers spend for equipment and supplies help keep the paychecks coming in regularly for industrial workers. The food products turned out by our farmers feed an ever-increasing number of nonagricultural families. We titled this area "Our Food Production Team" and

devoted about one-fourth of the floor space in our exhibit building to the display. Such a large area, nearly 3,000 square feet, made it necessary to elevate the viewing area so all of it could be seen as one exhibit.

We took our problem to a cement association and their engineers drew up a blueprint for the construction of a ramp. The association provided the cement blocks, and a concrete masonry association constructed the nearly 100 linear feet of walkway 8 feet wide and 4 feet above floor level. A "Ready-Made Step" company donated sets of precast concrete steps. This construction has provided flexibility in the type of exhibits.

We have continued to use the elevated walkway, 1965 being the fourth year for this feature. Another advantage of such treatment is the change in appearance we can achieve in our building arrangement from year to year. This walkway is but one example of the splendid cooperation we have from business and industry every year. Without their help we would be severely limited in working out our plans. Advance planning is a *must* to secure this type of help.

During the year when we used the integrated farmstead approach, the tramp shed used in the 1949 dairy exhibit illustrated the kind of advice our dairy specialists were presenting to Indiana dairymen. This exhibit

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9.



showed the actual conditions for housing live animals, and the animals were in the tramp shed while the State Fair was in progress.

As late as 1958 we were still presenting exhibits which were planned to show viewers how to do certain prescribed practices. The exhibit prepared for the 1958 State Fair graphically portrayed the advantage of a well-planned roughage program in cutting feed costs per production unit.

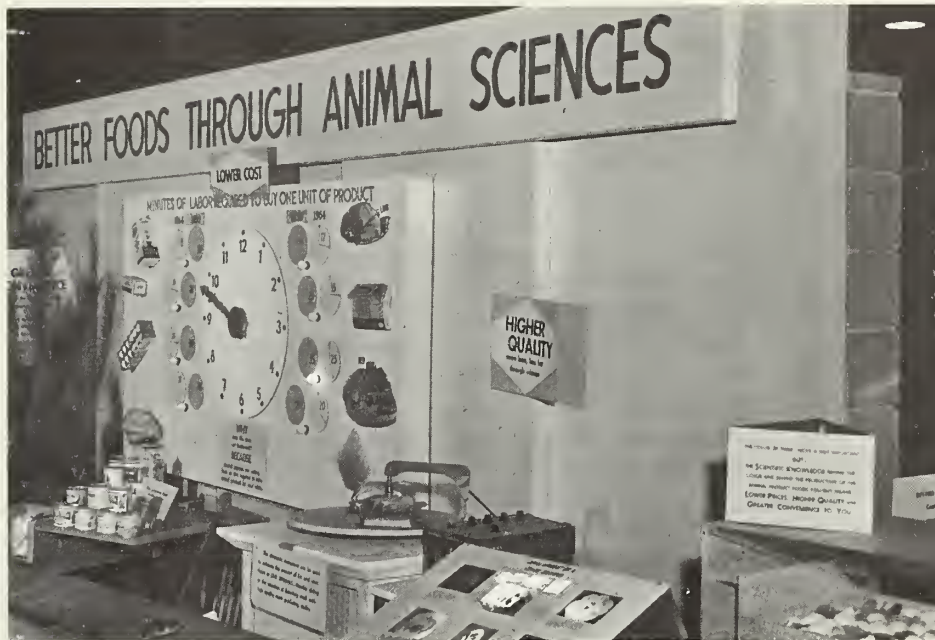
The action in this exhibit attracted everybody's attention whether or not they had direct interest in milk production problems. When the "manger," which was on a turntable, placed top-quality hay under the muzzle of our mechanical cow, all four faucets of the cow's udder gushed milk. When the manger rotated to the section presenting hay of ordinary quality, the milk flow dwindled to a trickle from only two faucets. The head of the abstract cow raised and lowered as if eating as the manger rotated. (10)

Ensuing years have seen the various departments of Animal Husbandry combined into a Department of Animal Sciences, and this combination has been reflected in the type of exhibits presented to our audience whom we know are more interested in the product than in its production.

During 1960 our Purdue Dairy Division of the Animal Sciences Department was developing several modifica-



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A YEAR 'ROUND ROUGHAGE PROGRAM

YOUR HERD WILL RESPOND TO QUALITY FORAGE

ROUND OUT THE YEAR

WITH GRASS SILAGE

QUALITY FORAGE PROVIDES PALATABLE AND DIGESTIBLE NUTRITION

HAY Is What You Make It

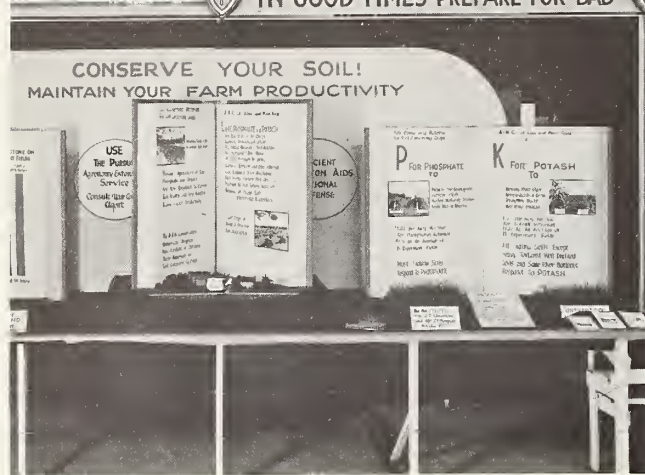


1 Acre of Alfalfa Cut or Past Stage Yielded 6194 lbs. of Milk

Indiana Dairymen Can Save Half of Their Feed Cost by Using Quality Roughages

Quality Hay Will Save 15%	50%
Improved Pasture Will Save	... 17%	
Gross Silage Will Save	... 18%	

Go To S
RECOMMENDATIONS VARY
of the proper pasture mixture
your locality and soil
pasture mixture information
available on request



13.

tions in production of cottage cheese and swiss cheese. Research was needed on consumer preference for these different products, and visitors to our exhibit building were invited to participate in a taste test needed to determine what products merited further development. (11)

The results from this research study proved so useful that the booth was continued in 1961 with emphasis on various mixes of ice cream. People waited in line to get some free ice cream and were perfectly willing to check a "score card" which recorded their preference. We presented the inside story of a carton of milk where the people waiting in line had plenty of time to think about the value of dairy products in their daily diet.

The 1964 Animal Science exhibit told the story of how continuing research in the animal sciences provided higher-quality products at a bargain price to the consuming public. (12) Cost was expressed in terms of real wages, i.e., at average hourly wages, the number of minutes required to earn a unit of product. 1964 prices were compared with the prices of the same products 25 years earlier. Eight staple food products showed a dramatic decrease in the real wage cost. Hatching colored baby chicks was the attention-getting device we used for this exhibit. A new batch of chicks hatched during each day of the Fair.

The economy of the State of Indiana has been undergoing a gradual

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change from a predominantly rural toward a more urban and industrial interest. The exhibits in the Purdue Building at the State Fair reflect, and in some cases anticipate, this change.

The exhibit prepared in cooperation with the Agronomy Department for the 1941 State Fair was aimed directly toward a farm audience. Viewers were advised concerning practices necessary for soil conservation. (13)

This farm audience approach continued for more than a decade as shown by the emphasis on use of lime in our 1955 exhibit for the Agronomy Department.

It is easy to prepare an exhibit for a farm audience showing the importance of soil and the related management practices. It is a different matter to prepare a soil relationship exhibit for an audience of widely diversified interests. In our 1963 State Fair exhibit representing the Agronomy Department, we called to the attention of people in general that soil and drainage are factors to consider when purchasing lots for homes. (14)

Profiles of two soil types, common to large areas in Indiana, were shown along with a description of their characteristics. Instruction was given where more detailed information could be obtained. Attendants at this exhibit received many comments, most of them complimentary, and answered questions from both urban and rural visitors.

The Agronomy exhibit prepared for the 1964 Fair told the story of Indiana wheat. Since the majority of our viewing audience is not concerned with the problems of growing wheat, we tried to reach them through the title, "Put Enjoyment in Your Meals with Indiana Wheat." We also displayed appealing products freshly prepared by our milling and baking industries. We hope that our consuming public learned that there are different types of wheat produced in different areas. In this exhibit we also told the story of the contribution plant breeders have made in providing improved varieties and why these new varieties are an improvement.

As part of this story we also prepared a portable exhibit giving the production practices of the current yield champion of Indiana. This portable portion of the Agronomy exhibit yielded additional benefits in that our Extension agronomy specialists and county Extension agents made use of the portable panel exhibit all through the winter in meetings held in the wheat-producing sections of the State.

While the preparation of exhibits for showing at the State Fair is a continuing effort throughout the year, there are other phases of our work which we consider equally important. The portable exhibit made to fit in with the wheat story in the 1964 Agronomy display is an example. We have a "library" of similar portable



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exhibits which are on call at any time. We are also set up to build portables of general interest when there is a problem of sufficient scope covering several counties.

Ten years ago we were using a portable exhibit made up of four panels hinged together which, when opened up, required floor space of about 3 feet deep, 10 feet long, and stood 6 feet high. Light and action boxes added more bulk and weight. Our department truck was about the only reliable means of transportation for these bulky exhibits and use was necessarily limited to whatever schedule arrangements which could be worked out. (15)

Increasing demands for wider use of this type of visual aid made a change to a more flexible system necessary. We have experimented with several arrangements, and the two or three styles we are currently using are all built to be easily transported in the trunk or back seat of a car. (16)

Direct results can be traced to this method of communicating new ideas. Acceptance of new methods has followed meetings where lectures were reinforced with exhibit material.

While continuing service to Indiana County Extension offices is part of the regular routine of our department, we occasionally make special effort to be of assistance when unusual situations arise.

Lake County, near Chicago, was

one of the first counties to get started in Agricultural Extension activity and celebrated its 50th anniversary in 1964. County Extension Agent A. D. (Bud) Luers' staff and advisory committee availed themselves of the opportunity presented when the County Fair Association offered them the use of a 60' x 90' wing of the Industrial Arts Building on the fairgrounds to present exhibits showing fairgoers what Cooperative Extension work had contributed.

After a preliminary meeting or two, the county staff decided they "had a very big bear by the tail" and requested help from the State office. We were able to spend some time working with their committees and a plan began to take shape. Parts of exhibits which had been saved from State Fair presentations of previous years were adapted to the demands of this situation and new materials were prepared.

One area of the floor plan was a re-creation of a 1914 kitchen. Two women, in costumes of the period, attended the booth throughout the fair. A range and woodbox, sink, hand pump, hand-operated washer, and similar period items were shown.

Another area furnished a direct contrast to the 1914 Production Unit by presenting the choices our modern housewife has available which we showed under the title "Built-In Maid Service."

The 4-H sewing club area featured

improvements in sewing equipment during the half century. Photos of the girls' dress review winners were enlarged and cut out a 3-D effect.

On the agriculture side of the hall we presented a graphic display of advice on house and lawn arrangements. This was especially timely since the Lake County area is experiencing tremendous expansion problems, and many people are buying lots in new subdivisions and building homes. Remains of two recent State Fair exhibits were combined, and visitors were told: "Investigate Before You Invest."

A county Extension office was set up in the center section of the exhibit hall and members of the staff were on hand to answer questions. A display of bulletins available for distribution and a panel showing life-sized cutout portraits of the staff were also shown.

Perhaps the response to this kind of cooperation with our county agents can best be summed up with a quote from Bud Luers' letter written after the fair was all "wrapped up." The letter, in part, reads as follows: "Dear Van: . . . The Extension personnel, our committeemen, and many others want to thank you and Howard [Knaus, in charge of the division of Agricultural Visual Aids] for the terrific job you did in assisting us with this particular exhibit. It was, we feel, an outstanding success. . . Very truly yours, A. D. Luers, County Extension Administrator." □

From The Administrator's Desk

**"Take from the past
not the ashes
but the fire."**

We in Extension are proud of the past record of our organization—and rightly so. Few American institutions during the last half century have made greater contributions to the growth and development of our Nation and the well being of her people. Our future contribution can be equally important to the welfare of people a half-century from now. We who are in Extension today, in a period of rapid transition, are building the Extension Service of the years to come. We will build on past experience.

Recently I came across the words "Take from the past not the ashes, but the fire." I have not located the source but the message seems particularly appropriate for us.

We *must* take from the past as we build the future—take from the past that which is most useful, adapt and modify to serve future needs—add to this new ingredients for a new era of service.

But, take from the past not the ashes—the inert residue left when the heat, light, and the fuel that feeds them are gone—but the fire!

What has been the fire in our past? As I have thought about it, it seems to me the fire in Extension's past has been in the minds and spirits of Extension workers.

Extension workers have always been willing to "get mud on their feet" in helping make practical application of scientific knowledge. Their down-to-earth practical ap-

proach has fanned the spark of confidence. They have been armed with sound knowledge serving important and critical needs. They have presented it in such a way that this knowledge was a fire that lighted the way of progress. For the future we must have such knowledge and practical approaches to getting it used.

The outstanding Extension workers have been people of vision—people who could visualize a better way, a better life, a better world, and the means by which it could be attained. The fire of their vision has ignited hopes and aspirations of those with whom they worked and as these fires burned high, sparks have spread to others—bringing forth whole communities of effort to a common cause. We must have the fire of such vision.

The great Extension workers, in addition to these qualities, have been dedicated people—dedicated to public service, dedicated to helping "their people"—and have given unselfishly of their time and talents in helping make the better life of their vision. This dedication has been a fire that has warmed the leadership in others. It has provided the fuel on which this leadership has built its fires—fires that in turn have provided the heat and light needed along the way of new avenues of progress.

Yes, the fires in Extension's past are the fires in the spirit of Extension workers. Let's fan and feed these flames and carry them into the future.—*Lloyd H. Davis*