

Extension Service Review

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RADIO, THE NEW EXTENSION AID

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Extension Service Review

VOL. 1

WASHINGTON, D. C., JUNE, 1930

NO. 2

Coordinating Radio Programs

M. S. EISENHOWER,

Director of Information, U. S. Department of Agriculture

RADIO has had a mushroom growth as an agency in agricultural extension and information. In the current picture we see 19 colleges operating their own stations, 12 colleges cooperating with commercial stations, the United States Department of Agriculture broadcasting its market news reports over 117 stations, weather reports reaching the public over 230 stations, United States Department of Agriculture manuscript programs broadcast by 175 stations and the National Broadcasting Co. chain of 39 stations using department and Federal Farm Board programs daily. Viewed by the ultimate consumer, I fear agricultural radio programs present a picture of disorganization and crudity of method. This fundamental fault in a field requiring the utmost in organization and in refinement of technic points to the necessity of coordinating the efforts of all people who formulate radio programs.

The farmer radio listener is the one in whose interest our radio programs ostensibly are sent. Let us then frame our programs to give him the information he wants not in snippets, apparently unrelated to each other, but in a series of coordinated broadcasts. The farmer now gets market quotations in one series of programs, interpretations of economic trends in another series, and news of recommended improvements in farm and home practices in a third. What he wants are market quotations, analyzed in the light of the long-time and shorter term outlooks for the various commodities, and information on how to adjust his production practices to the economic situation and to scientific knowledge. Providing this sort of service means pooling Federal and State efforts.

The department is furthering a plan to coordinate Federal and State radio efforts. The proposal suggests that educational manuscript programs emanating from the department, similar programs from the Federal Farm Board, and the market news services be supplemented in each State by localized information. To do this some person in every State exten-

sion service must give his undivided attention to the preparation and scheduling of radio programs on agricultural economics and science. For example, the market news broadcasts will reach their full usefulness only when they are reinforced with localized interpretations. State agricultural colleges are best placed to develop regional and localized interpretations in order to make them of more direct value to farmers. The Bureau of Agricultural Economics and the State extension services already work in close cooperation in preparing agricultural outlook information. Radio offers probably the best medium available for stimulating interest in the outlook. Furthermore, more and more State colleges are cooperating with the Bureau of Agricultural Economics in its crop and livestock estimating work. Manifestly radio offers the most prompt method of getting these estimates, intelligently interpreted, into the hands of the rural population.

Radio Cooperation

The compilation and distribution of the annual outlook is a splendid example of what can be done by collective action in the field of information. Economic broadcasts, coordinated on a Federal and State basis, can be just as effective every day of the year. A steady stream of interpretative information thus provided will go a long way toward accomplishing the very thing that is now intended when outlook data are made available.

State extension workers are cooperating with the Federal Farm Board in educating farmers in the principles of cooperative marketing. The radio service of the Office of Information is working with the board in getting out radio program material furthering this educational effort. Obviously this effort can be made much more effective if the State extension services will join with the department and the board in supplying broadcasts which emphasize the local phases of cooperative marketing.

Plans for cooperation of the State extension services and the department in a

system of syndicated agricultural radio programs through commercial broadcasting stations have been completely formulated. Briefly, this plan of cooperation places the responsibility of assigning programs to stations upon the various State agencies. The subject matter of the programs will be prepared initially in the department, and then sent to the States where the local information will be supplied. Problems of editorial style, delivery, relations with listeners such as the offering of bulletins, checking the effectiveness of the programs, and so forth, will be worked out jointly by the department and the State editors.

The Aim of Radio

The present plan is to begin the coordinated programs on September 1 of this year. Many State extension services do not have the personnel to handle the work. Since the law permits the State organizations to use funds for editorial assistance, this particular problem is strictly one of allocation of funds. It would be unwise to begin a cooperative effort unless in each State there is a man prepared to devote his full time to it.

I want to conclude this brief statement, as I started it, by pointing out again that the persons to be benefited by coordinating Federal and State extension radio programs are the listeners, not the program makers.

Our aim in the use of radio, as in the use of every other extension method, necessarily must be to keep the whole picture of agricultural science and economics steadily before the public. Our aim must be to set before farmers, whether they be in Maine or Montana, Oregon or Oklahoma, the scientists' recommendations of improved practical methods of producing higher quality crops and livestock at a lower unit cost. Our aim must be to keep before the farm business men day by day not only the current market quotations, but facts on the course the markets are going to follow and how production plans for the future should be modified.

Organizing to Market Grain Cooperatively

SAMUEL R. McKELVIE, Member, Federal Farm Board

THE program for organized commodity marketing is not a matter of choice with the Federal Farm Board, and, frankly, I would not change it if I could. The agricultural marketing act says in section 5, "The board is authorized and directed (1) To promote education in the principles and practices of cooperative marketing of agricultural commodities and food products thereof. (2) To encourage the organization, improvement in methods, and development of effective cooperative associations." From the first page to the last page of this marketing act we find that word "cooperative" repeatedly used. It is the very heart and soul of this act and contemplates the development of a farmer-owned, farmer-controlled marketing system.

There are those who say it can't be done. There were times when I thought it couldn't be done. Even to-day I am not leaving the impression with farmers that this is a tea party or knitting bee. But it is a job that is worthy of the time and effort it will take to put it over.

Cooperative Associations

In this country there are more than 12,000 farmers' cooperative associations, with over 2,000,000 farmers who are members of one or more of these organizations, handling every year agricultural products valued at \$2,500,000,000. They represent the determination of purpose of the American farmer to own and control his marketing system. Where are they? Back in the country principally, at the local marketing points. Locally they market the commodity cooperatively, but when it passes to the terminal market it goes to some one else who is not cooperative, either in spirit or results. It is in the terminal market that the greatest influence is exercised upon control of prices and orderly distribution. At the very point where it is vital that the farmer should exercise his initiative and his prerogative as a marketer, he yields to some one else. The Federal Farm Board feels that it is well-nigh useless to assist farmers in organizing cooperatively to do their marketing unless cooperative terminal-sales agencies are included in the plan.

The Farmers' National Grain Corporation is now established and doing business at 343 South Dearborn Street, Chicago. It is a cooperative-sales agency

that will have branches in every important grain market in this country and throughout the world. It will serve farmers' cooperative elevators and such other cooperative units as may exist or may be developed.

The subject uppermost in the mind of the farmer is how he may take advantage of the agricultural marketing act. The first step is to join a cooperative that deals in a specific commodity, such as grain. Membership in a local elevator or some local marketing unit is sufficient.



Samuel R. McKelvie, Member of the Federal Farm Board

A marketing agreement with some larger unit, such as a pool or terminal agency, also fills the requirements. Membership in a general farm organization is not necessary.

The local cooperative unit is the most important in any large-scale cooperative undertaking. This unit is democratic in principle and gives farmers an opportunity to manage their affairs at home. Unless this unit functions fully and in complete harmony with the central sales agencies or all similar units, large-scale cooperative marketing can not be successfully carried out.

Marketing Options

The grower agrees to market his grain through his cooperative on three options; namely, (1) for cash on the day of delivery at the local elevator; (2) to be stored and an ample advance made on

the storage ticket; (3) to be pooled and an advance made with subsequent payments as the grain is sold during the marketing year. Cash grain will be sold in the competitive market; stored grain will be held subject to the call of the grower and will not be sold until he so orders; pooled grain will be sold according to the best judgment of the central sales agency. The grower's marketing agreement embodying these options contains also a provision that during the 2-week period each year the grower has the right to waive delivery for that year. All grain will be sold under direction of the Farmers' National Grain Corporation, thus to eliminate competition among cooperatives and to provide ample volume to insure economy in handling and orderly marketing.

The Federal Farm Board requires that so long as a central sales agency like the Farmers' National Grain Corporation is indebted to the Federal Farm Board the management of the corporation shall be satisfactory to the board. Why? Because the money that is lent to the Farmers' National Grain Corporation and to its members and finally to the farmer is money from the Treasury of the United States, accumulated there from the taxes of all the people and must be returned to that source. Therefore, when we exercise some vigilance over the management of an institution that borrows Government money, we not only keep faith with the taxpayers but exercise what we believe is good business in the interest of the cooperatives themselves. If more banks that lend to cooperatives exercised some interest in those cooperatives before they get into trouble, instead of getting in such a sweat afterwards, there would be fewer fatalities among cooperatives.

The Farmer's Responsibility

The success of this undertaking is founded upon the willingness of farmers to see it through. Cooperative marketing is a private enterprise, and those who are to benefit from it must take the initiative in organization and management. The Government can help, but in the first and last analysis the responsibility rests with those who are to benefit from it. It is not a foul-weather program, to be supported by farmers when times are bad and deserted when conditions are favorable. The success of it depends upon continuing unselfish effort to the end that the farmer may own and control his marketing system. A sales agency like the Farmers' National Grain Corporation, set up with the assistance of the Federal

Farm Board, should not be regarded as a Government agency. The Government has no ownership in it and buys none of the commodities handled by it. With limitations hereinbefore mentioned as to management, the Farmers' National Grain Corporation runs its own affairs, bears its own losses, and returns its benefits to its own members. The Government has no desire to run the farmer's business and will not do so; the responsibility for that rests with the farmer himself.

In order that this undertaking may come to the fullest fruition, all agencies interested in promoting the permanence and welfare of agriculture must lend a helping hand. This includes the United States Department of Agriculture and land-grant colleges and their cooperative extension service, the State departments of agriculture, and all types and kinds of farm organizations. The Federal Farm Board recognizes the substantial and wholesome support it has received from these sources and welcomes a continuation of it.

Livestock in New Mexico

Decided progress in the farming and livestock business in New Mexico was shown in reports presented to the agricultural division of the New Mexico Bankers Association this year. Some of the important activities of the New Mexico bankers in cooperation with county extension agents included conducting educational tours, securing purebred stock for breeding purposes, especially sheep and cattle; working for the appropriation for extension work in counties having no agents; securing purebred seed for customers of the banks; supplying spray material for protection of crops; cooperating with farmers in conducting demonstrations in feeding New Mexico crops to New Mexico livestock; obtaining terracing machinery for demonstrating terracing; financing boys' and girls' club projects; donating cash prizes for 4-H club work and county fairs; and encouraging better farm and ranch methods among the clientele of the respective banks.

The Silver City Bank, in cooperation with the extension service, sponsored a tour of the Highland Hereford Breeding Association at Marfa, Tex. During the 10 months following this trip, more than 500 head of good registered bulls and about 1,000 head of high-grade registered cows and heifers were obtained to replace scrub and low-quality stock.

Illinois Soil-Testing Methods

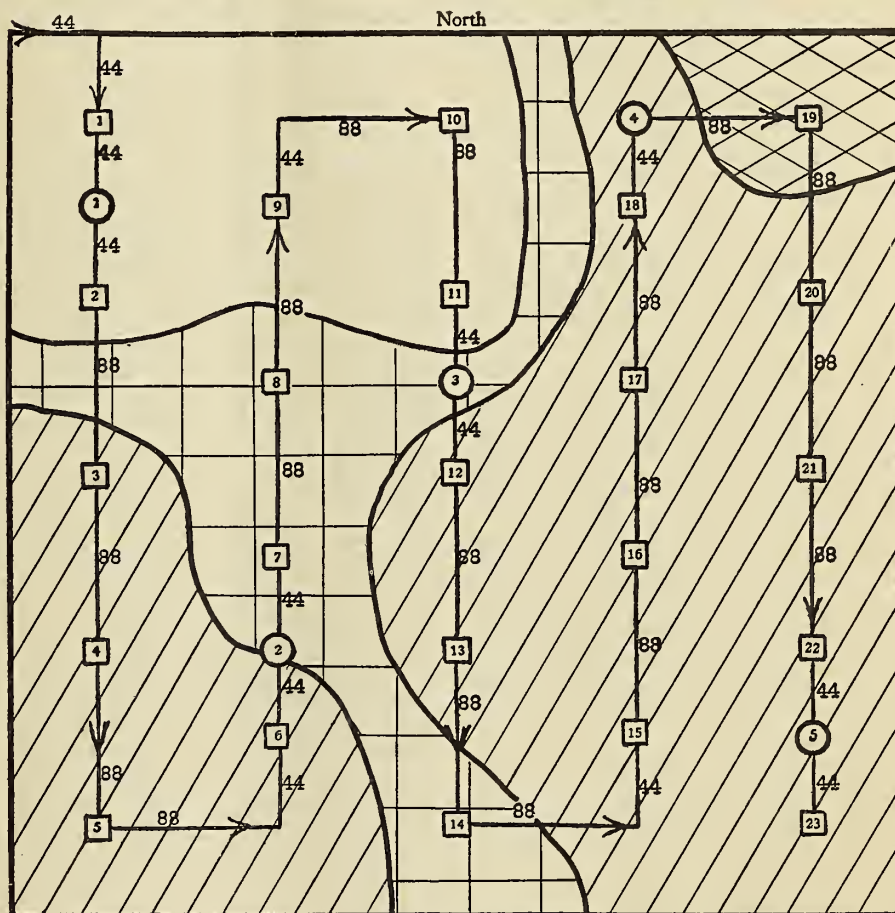
The use of agricultural limestone to correct soil acidity in Illinois has increased steadily from 122 tons applied in 1906 to 900,000 tons in 1929. The half-million-ton mark was passed in 1924, and the steady increase from that time, says O. S. Fisher, Federal extension agronomist, has doubtless been due largely to the well-organized plans for using project leaders in soil testing and mapping in that State.

sult of 19 half-day meetings, they were able to test 11,000 acres. Another farm adviser reported that the soil-testing project resulted in 6,000 tons of limestone being used in his county during the year. This consisted of 142 cars, an increase of 65 cars over the previous year.

Systematic Testing

The soils extension report from Illinois, in discussing the topic of soil testing and mapping, says:

The farmer must be educated to a better understanding of the problem of soil



Plan for soil testing

This project was carried on last year in 17 counties, and the advantage of the plan for testing soils with the help of project leaders is shown in the comparison of the reports from two counties in southern Illinois. In one county the farm adviser, answering calls from farmers for soil testing, was able in the entire year to test and map 1,980 acres; in an adjoining county, where the soil-testing project was carried on with project leaders, the farm adviser and the project leaders were able to test and map 1,900 acres in one afternoon. As the re-

acidity. Many farmers continue to waste clover seed from year to year on land that is too acid to grow clover. Others apply limestone to lands that do not need limestone. In order to correct these and other mistaken ideas on soil acidity and to offer the farmers an opportunity to obtain an invoice of their soil which will show where limestone is needed and how much per acre, soil testing and mapping were formulated.

The plan must include the systematic testing and mapping of the field or farm. This is necessary because of the variation in the soil with respect to its lime needs. Often on a single field the farmer will have areas of sweet, slightly acid, medium acid, or strongly acid soil. A sys-

tematic plan for testing and mapping seems to be the only way for the farmer to locate these areas. Simply testing one or two samples from a field is not sufficient.

Such a project must make it possible to test a large acreage with a minimum of time and labor. The farm adviser could not by any means expect to answer all the calls for such work in his county. The solution of the problem seems to be that the farmer must be taught to test and map his own soil. In this project the farmer is not expected to begin to test soil without supervision. The farm adviser will call meetings of a few project leaders, outline to them the plan of taking soil samples, test the soil samples for acidity, and then draw the maps showing the various degrees of acidity. These men are given demonstrations where the actual work is done. Usually after such project leaders have attended two or three soil-testing meetings, the farmer will be able to not only test and map his own farm but will be able to hold demonstrations and assist his neighbors in testing and mapping the soils on their farms. Aside from the information they obtain from the testing and mapping, they derive a great deal of benefit from the general discussion that always follows the testing and mapping work.

The plan for soil testing is drawn up to represent a 40-acre field. Following this plan samples of surface soil are taken from 23 locations in the field, subsurface soil from 5 locations, and subsoil from 5 locations, making a total of 33 samples for the 40-acre field.

A rack is provided to hold 33 bottles. A sample of soil is placed in each bottle to represent the corresponding location in the field and then a small amount of the test solution, in this case potassium thiocyanate solution, is poured into each bottle, the contents thoroughly mixed and allowed to settle.

A chart is used in reading the acidity of the various samples. The test solution from the neutral soils remains clear, but as the acidity of the samples increases the solution becomes red. The soils showing strong acidity, which would need from 2½ to 3 tons of limestone per acre, cause the solution to become a very deep red color.

Making the Testing Map

After reading these samples and going over the chart for the field indicated for each sample the soil-test lines are drawn, showing the approximate division point between the soils of different acidities. These are then colored to correspond with the coloring on the color chart. The finished field is shown in the appended chart. The value of such work will be seen by studying this chart. It indicates that a very small acreage needs a heavy

application of limestone. About half the field needs a medium application, possibly one-fourth a slight application, and one-fourth does not need any limestone.

A discussion of this project with the extension agronomists in Illinois indicates that the two outstanding benefits from the soil-testing are: (1) The mapping of large areas of land, making it possible to apply limestone in a systematic, sensible way; and (2) the training of a large number of outstanding project leaders. After these men have been trained in this work they are used many times in carrying on other extension projects in the county.

Outlook Conferences

A series of regional outlook conferences will be held this year in at least four regions, according to plans begun by several groups of extension directors in cooperation with the Federal Extension Service and the Bureau of Agricultural Economics. These conferences are for the purpose of a better adaptation of outlook information to the problems of farmers having different systems of farming and conditions and for improving the technique of disseminating outlook information.

The first of these conferences will be for the Western States and will meet at Bozeman, Mont., the week of August 11, when the extension economists in farm management and marketing meet for an analysis of all of their programs.

The second conference will be for the Central States and will be held at Ames, Iowa, September 25 to 27.

For the Southern States, because of the differences of problems in the eastern and western Cotton Belt a number of the extension directors favor the holding of two conferences, but plans are not yet decided. The southern workers realize that outlook material to be of most use to farmers in their planning must be made available about the first of the year. They feel that an early regional conference will make this possible.

The New England Conference is held in the winter immediately following the annual outlook conference at Washington.

The idea of developing regional conferences was proposed in a resolution adopted by the State representatives attending the annual outlook conference in January at Washington. It is believed that through regional conferences the outlook information can be considered more closely as it relates to the problems of the region and thereby as-

sist in the making of a more useful program for farm adjustment.

These conferences are being organized and planned by regional committees. The Bureau of Agricultural Economics will cooperate in every way possible to make these conferences a success. Plans are being made by the bureau to bring together pertinent material of national significance and related to the problems of these different areas. Bureau workers will also aid at these conferences by presenting world-wide and nation-wide information and analysis on crops and livestock to be considered by regions.

The Bureau of Agricultural Economics has also agreed to present its outlook material in two forms, one to represent a more detailed analysis and interpretation of the situation accompanied by supporting data particularly for the use of extension workers. The second form will be the publication in popular form designed particularly for general distribution.

Farmers who top-dressed their oat crop with 200 pounds of readily available nitrogen fertilizer on each acre during 1929, produced an average of 51½ bushels as compared with 26 bushels on the unfertilized acres, reports R. A. Wasson, extension agronomist, Louisiana State University. Fertilizer demonstrations were conducted last year in 11 parishes, the above averages being the result of a tabulation of yields on these demonstrations. The oat crops were top-dressed with nitrate of soda at the rate of 200 pounds to an acre between the dates of February 20 and March 20. The smallest value of increased yield due to the fertilizer was \$6 an acre and the greatest was \$37, with an average increased value of \$15.74. The smallest net profit on an acre, due to fertilizer was \$1.20 and the greatest \$32.22, with an average net profit of \$10.94 an acre.

American Institute of Cooperation

The sixth summer session of the American Institute of Cooperation will be held at Ohio State University, Columbus, Ohio, June 16-July 23. In cooperation with the Ohio State University, the Institute of Cooperation will offer credit courses in agricultural marketing, cooperation and rural sociology, problems in cooperative marketing of farm products, extension education, and methods in teaching cooperative marketing in high schools. Related courses will be offered in the regular summer session of the university.

Rural Standards of Living

NAT. T. FRAME, Director of West Virginia Extension Service

(Excerpts from a paper presented at the Eastern States Extension Conference, Boston, Mass., February 26, 1930)

In speaking to the American Country Life Association at East Lansing, Mich., in 1927, W. M. Jardine, then Secretary of Agriculture, said:

Country people need expert assistance just as city people need expert assistance in working out the principles of consumption. This need is on the same level as the need for expert assistance in the principles of production and marketing.

A plan to equip the country with the institutions of health and culture and facilities for education and entertainment deserves an application of brain power coequal with the brain power applied through agricultural colleges and governmental agencies to achieve on the farm more efficient production and greater financial returns. The people of this country have been liberal in providing funds for the latter type of work. Is it not of equal importance that we develop an effective program, properly financed, to get for the farmer those facilities for education, recreation, entertainment that he desires? We can make the country so attractive that the farmer, upon becoming well off, will not want to leave the farm. Rural America has so many natural advantages over city life that the raising of its standard of living should be urged to the utmost.

Henry C. Taylor, of the Vermont College of Agriculture, strikingly emphasized the need of an understanding by farmers of the principles of consumption when he paraphrased Ben Franklin by saying, "You must eat your cake to keep it."

When the product of increased efficiency, or the product of improved conditions, due to the withdrawing of certain legislation which is disadvantageous to the farmer, or bringing him legislation which puts him more nearly in a position of fairness with other groups, when that comes, if it is used in building up land values on the one hand or increasing products on the other hand, thus reducing the prices of those products, it is diffused to other classes and ceases to be available for consumption. It is only in so far as this larger income due to greater efficiency or fair legislation is used and built into the higher standard of living that you can hope to have it, and it becomes a factor of limiting competition of farmer with farmer. It is only in so far as it operates as a factor in limiting competition of farmer with farmer, that the farmer as a class will be able to hold that increased income as a continuous stream year after year.

So remember this. The old proverb of the day of Ben Franklin will have to be discarded. That is fundamentally of an order that we can not accept. The new proverb is: "You must eat your cake to keep it."

The keen interest of industry and labor as well as of agriculture in all

these problems of consumption makes it incumbent upon us as extension workers to be prepared to render a quality and quantity of expert service in this field much larger than our present programs contemplate.

Minimum Standards Generally Accepted

It took years of cooperative effort for organized labor to sell to itself and to the public (including employers) the economic theory that without a high living standard for labor national industrial progress would not be possible. The work already done in focusing attention upon standards of living for rural families suggests that the time has come when extension work should lead out in a big and broad way toward the objective of a reasonable standard of living for every family on agricultural land. We have already developed some effective techniques, such as economic conferences, country-life conferences, community scorings, area surveys, and the like. If we can promptly expand and exploit our "standards of living" programs so as to grip the imagination of farm people and town people alike we should be able to make rapid progress.

Farms Managed to Produce Necessary Incomes

To capitalize for the benefit of farm families the awakening interest in rural living standards it is essential that extension work give much attention to plans for farm reorganization and efficient management to produce the incomes needed. We are increasing each year our effective utilization of outlook reports, area economic surveys, and other available information but we are not yet tackling the reorganization problems in the wholesale way that is demanded if we are really to take advantage of present national psychology. In this field should lie one of the more immediate of our larger objectives.

Significant programs of agricultural reorganization to meet changed conditions have recently been published in reports, entitled "York County (Maine) Agriculture, the Situation and its Adjustments," and the "Agricultural Situation in Franklin County, Maine." Jefferson and Seneca Counties of New York have published reorganization programs based upon the work of serious-minded

committees through several months of consideration of data obtained by the agricultural economists of Cornell University. Oregon Farm Income, Series No. 1, Dairy Farm Incomes Required to Maintain Standard Farm Homes in Oregon, is a new type of publication approaching the problems of farm reorganization and farm management from this new angle of providing a satisfying standard of living. Other counties and other States are making worth-while demonstrations in this field. These demonstrations point the way to the widespread reorganization program that the present situation demands.

Cost of Distribution Reduced

Not only is agriculture apparently handicapped by the increasing cost of distribution but the whole industrial nation is agreed, according to Garet Garrett:

In the process of cheapening the satisfaction of human wants, the next thing is to attack the cost of distribution.

Distribution, therefore, is put on its knees and made to look at itself critically for the first time. The indictment of it contains briefly these counts: That the cost of it is swallowing up the further benefits of scientific machine production; that this cost, contrary to the meaning of the time, is tending rather to rise than to fall; that it is governed by ideas that are 50 years obsolete; that it has no social principle; that, unless it is reformed, the rate at which we can continue to cheapen the satisfaction of human wants will be much retarded in the future.

When, therefore, the Federal Farm Board asks our whole-hearted cooperation in carrying out the marketing act we are apparently working in harmony with the best thought in industry as well as in agriculture. The close-up objective of helping to perfect national cooperative marketing machinery is so much in our line of vision these days that we do not need to emphasize it here.

The organization of supervisors and teachers of home economics will meet with the National Education Association at Columbus, Ohio, June 30 and July 1. The general theme of this meeting is Home Economics Educates for Parenthood.

D. R. Webb, of the Revilo Community, Lawrence County, Tenn., conducted a farm-flock demonstration with 231 white leghorn hens during the past year. His average production was 159.6 eggs per hen, more than double the State average. His total receipts were \$965.92, feed and other expenses were \$459.31, leaving a profit of \$506.61, according to County Agent Otto Humerwadel.

Program Making in the Eastern States

A strong, definite trend toward the development of a unified program, based on a fundamental study of the problems of both the farm and the farm home has been evident in the Eastern States during the past year and a half. The annual conference of extension workers of the Eastern States, held in Washington, D. C., in February, 1929, directed attention to the need of a study of the basic facts of farm life in order to set up new and important extension objectives for the States in this region. This program was a distinct departure from the program based largely on the extension of different subject-matter practices and skills which had been predominant up to this time.

The program for the conference centered around a discussion of how the necessary farm income may be obtained and expended to the best advantage and of the economic factors which affect the income-producing capacity of the different farm enterprises. Extension programs rightfully should be based on a thorough study of such facts.

Dairying, for example, was considered not only from the point of view of what would be good methods of production but also of what volume and efficiency were necessary in order to provide the farm family with adequate income for living in keeping with the farm family's ideas of what are essential. It was apparent to those who planned this conference that the most effective extension teaching must take into account the fact that successful agriculture is based upon farm home life of a superior order and incomes necessary to provide this life.

Following the lead of the 1929 conference, the conference of 1930, held in Boston, devoted its discussion to the problems of food as related to New England farm conditions and poultry products as related to the New England agricultural situation. The findings of this conference will carry still further into the programs and plans of work of 1930 and 1931 the major idea—what are the food requirements for health and vigor on the farms in New England? What can be produced; what would have to be purchased; what is the effect of the food expenditures on the other items in the family budget; and what poultry can be used as a source of income to meet these requirements either as a specialized farm industry or as a supplemental farm enterprise?

Concrete evidence of the influence of these conferences on extension thought

and program organization in the Eastern States is found in many counties. A striking example of this influence is found in the trend taken by extension work in Franklin County, Vt.

Problems Studied

In this county a joint farm and home economic conference, in which 150 farmers and home makers participated, was held in December, 1929. Plans for this conference were formulated by Director Thomas Bradlee almost a year before it took place. During the month of preparation for the conference Ralph C. McWilliams, county agent in Franklin County; C. W. Gilbert, State farm management specialist; and Eugene Merritt, Federal field agent of Western States, made a survey and study of the volume of business and efficiency on between 30 to 40 farms in the county. The various enterprises and problems of these farms were studied from the point of view of determining the present farm income and how much cash was available for family living. Surveys were made with regard to home conditions also. Local leaders trained by Marjorie E. Luce, State home demonstration leader, and Harriet E. Davis, home demonstration agent, gathered information on present conditions in the farm homes. This included information regarding the family food supply, the food habits, and the expenditures for food, clothing, health, education, recreation, and other items having to do with the cost of family living. Information of this nature was compiled from surveys covering 400 farm families, representing approximately one-third of the farm homes in the county.

With these data in hand the men and women attending the conferences were divided into committees which discussed the problems confronting farming and home making in the country and worked out solutions of these problems out of their own experiences. All the discussions and recommendations leading up to a system of farming and home making were interdependent with the objective in view of having the farm produce a sufficient income to pay all the farm expenses and to provide the farm family with a standard of living below which the farming people themselves decided they did not care to live. Not only did the conference set up these standards but the men and women volunteered their cooperation in putting their own recommendations into effect. By sitting

down in discussion groups and analyzing their own situations, they worked out a program to solve both their farm and their home problems, and in many cases volunteered to cooperate with the county agent in bringing those recommendations to pass. This program differed from most of the programs in the past, where each enterprise was considered by itself and the farm and home as a separate entity.

In working out the above plans, each enterprise was thought of as part of the system of farming and each phase of home making as a part of a system of home making, the two systems being adjusted so that they could be accomplished out of the gross cash receipts from the farm. The conference was not considered either by the farming people or by the extension staff as an end in itself but as the beginning of a long-time program for the improvement of agriculture and rural life in Franklin County.

Living Conditions Considered

Women assigned to consider home problems at this conference agreed that the aim of home making should be to produce another generation of farm people who should be equipped physically, mentally, morally, and financially to cope more successfully with their problems than the present generation. In order that living conditions in farm homes may be improved and made satisfying, these farm women concluded that for the farm family of five persons the sum of \$1,500 a year is necessary for the development of family living. This sum would include \$100 to be set aside each year toward an educational fund so that each child may have as a minimum a high-school education and some vocational training. These committees made recommendations concerning the various phases of the home program—for instance, that more attention be given to the family vegetable garden in the interests of health and economy; that it be one-half acre in size and supply sufficient vegetables for summer use, for canning, and for storing to provide each member of the family with two servings of vegetables besides potatoes daily the year around. They recommended that the minimum canning budget for the farm home be 100 quarts of fruits and 100 quarts of vegetables per year.

In dealing with the dairy program for Franklin County it was found that the readjustment in demand for dairy products due to the spread of New York City and Boston milk sheds into northern Ver-

mont was causing the dairymen to change their system from the uneven production which met the requirements of the creameries to that of the more even production to meet the requirements of these big whole milk markets. The problem before the conference was what these readjustments should be and how fast they should take place.

The forest problem of Franklin County was the fact that the sugar bushes were gradually disappearing, and no definite effort was being made to have them replaced. The receipts from this crop were second only to dairying. The committee on sugar-bush management and replacement had an important part in the discussion of the conference. Upon the recommendations made by the 10 committees at this conference will evolve a long-time farm and home program in Franklin County.

4-H Camp Program Nears Completion

Final details of the program of the Fourth National Boys' and Girls' 4-H Club Camp, which is to be held June 18 to 24 on the grounds of the United States Department of Agriculture at Washington, D. C., are being completed. The camp will be under the direction of George E. Farrell. Gertrude L. Warren is to have charge of the junior conferences which are held daily during the camp. I. W. Hill will preside at the morning sessions. The tours to various places of educational and historical interest will be under the direction of R. A. Turner. R. G. Foster will be in charge of the evening programs. These members of the staff of the Office of Cooperative Extension Work are all well known to club members in various parts of the United States.

Among the persons of national prominence who will address the group are Judge Florence E. Allen of the Supreme Court of Ohio and James Clinton Stone, vice chairman of the Federal Farm Board. Speakers from the United States Department of Agriculture include Secretary Arthur M. Hyde; C. W. Warburton, director of Extension Work; and C. B. Smith, chief of the Office of Cooperative Extension Work.

The State leaders' conference each day at the camp has been set up as a working conference with a minimum of set speeches and with ample time for discussion of all matters coming before the meetings. The general plan of the conference provides that the program be

built around the five committee reports that have been in process of preparation for the past six months. These committees will report on the results of a study of the national problems of 4-H club work; the essentials to be taught to 4-H club members during the first two years of club work; the problems of the older boy and girl on the farm; the question of prizes, awards, and national contests in 4-H club work; and the question of local volunteer leadership.

William John Cooper, Commissioner of the Office of Education, United States Department of the Interior, has been invited to address the leaders, as well as L. N. Duncan, director of the Alabama Extension Service, other members of college extension staffs, and several members of the Office of Cooperative Extension Work. Several leaders from the different States will also take a prominent part at the conference meetings preliminary to the discussion periods.



Edmund Aycock, of Wayne County, N. C., talks to the folks at home

The 4-H Clubs Speak for Themselves

Nine national 4-H radio programs in the series begun August 3, 1929, as a once-a-month feature of the department's farm and home hour, have been completed. The voices of 18 boys and girls, telling 4-H club experiences in as many different States, have been broadcast in these programs over a 30 to 40 station network, which, after the first program, covered the country from coast to coast. On June 7 the tenth program brings the record up to 20 boys and girls and 20 States. Forty-three stations will carry the program. In addition, four club members of the third national club

camp and two members of the second camp spoke over a national network while in Washington.

Acting on the impulse which these youthful voices gave, individuals in 13 States and 2 Canadian Provinces have written the department asking to be informed about 4-H club work. These inquiries came from business men, home makers, teachers, farmers, former club members, boys, and girls. Comments and newspaper clippings relating to the programs have come from 24 States.

Beginning with the February broadcast, two new features have been made a part of the program, musical numbers and background played by the United States Marine Band and a 5-minute talk by an older person who has worked for a number of years directly with club boys and girls. These have included Naoma Bennett, county home demonstration agent, Tennessee; Lola Belle Green, assistant State club agent, Michigan; Alfred Despres, a local leader and former club member, Cheshire County, N. H.; and G. L. Farley, State club leader, Massachusetts. States which have furnished the club-member speakers are Connecticut, Illinois, Indiana, Iowa, Maryland, Massachusetts, Michigan, New Jersey, New Hampshire, North Carolina, Ohio, Rhode Island, South Carolina, Tennessee, Vermont, Virginia, West Virginia, and Wisconsin. Louisiana, Minnesota, Virginia, Wisconsin, Oklahoma, and Arkansas were represented in the camp programs.

Approximately 1 farm home in 3 has a radio, according to data obtained from extension studies made during the past 4 years, which involved 3,645 representative farm homes in the 7 States of Pennsylvania, Illinois, Minnesota, Kansas, Michigan, Rhode Island, and Nebraska. One farmer out of 10 with radios reported the use of extension information obtained over the radio in connection with changes made in farm and home operations. Two per cent of all the changes made by farmers and farm women in these areas, in connection with which information obtained from the extension service was used, were credited to the influence of the radio.

In the four States of Illinois, Kansas, Michigan, and Nebraska, where more detailed information regarding the radio was obtained, it was found that in 85 per cent of the farm homes having a radio, extension radio programs had been listened to, and of those listening to extension programs 26 per cent could mention specific ways in which use of such information had been made.

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JUNE, 1930

Radio

The radio has taken a definite place in country life. Daily it brings to the farm home the world's news, entertainment, and opinion. Weather forecasts, market reports, practical pointers on farm and home operations come almost hourly to the rural listener.

Extension figures large in this latter phase of radio service to the farmer. But there are problems that bother. Radio knows no State lines; hence, who shall conduct radio extension programs? Radio transmission equipment costs money—big money. Who shall provide the equipment? Some State extension services have put radio to work by building their own equipment or by arranging with commercial stations for time. The department releases information through more than half of the commercial stations of the country. But there is no program for coordination of department and State broadcasting.

The need for such correlation is pressing. The department radio service asks State extension services to help work out a practicable system. Once this immediate end is gained, other problems remain. How shall we use the available broadcasting facilities? Can radio be depended on to do a complete educational job?

The radio talk or skit leaves no permanent record behind. The visual element at present is lacking. But, at the speed of light—186,000 miles per second—radio transports thousands of farm families to the sources of business information. Radio attracts attention. Radio

inspires interest and favorably disposes the hearer to follow a course of action. Radio creates a demand for more detailed directions in bulletins or from the field force of the extension service. Hence, radio is not effectively used unless it is backed up by the whole extension organization.

The problem must be attacked from the viewpoint of the farmer listener. The listener wants and is entitled to have a complete picture of the new forces in science and economics which affect his farm and his home. He wants, and he should have the picture clearly presented and coherently interpreted.

In the interest of the rural radio listener and of the greater success of extension teaching it is clearly necessary to do two things: First, to coordinate effectively the extension radio work of the Department of Agriculture and the land-grant institutions. Second, to build radio teaching into the very fabric of extension teaching, to add radio's strength as a getter of attention and inspirer of action to the present extension teaching program and to reenforce radio's weakness in detailed instruction with the resources of print and demonstration and personal contact now available in the extension organization.

Know the Facts

A definite trend toward planning the county extension program with the full picture in view is evident. East, West, North, and South, more and more it is being recognized that an adequate standard of living and a farm income equal to maintaining such a standard are the mainsprings of a satisfying farm life. Extension agents and farm people are beginning to realize that before any program is outlined or undertaken, there should be full knowledge of the facts, economic and social, that are involved. They must first find the answers to certain key questions: What is an adequate standard of living for the farm family of the county? What are the requirements for food, clothing, housing, education, recreation, and maintaining health, and what will these items cost? What are the more profitable farm enterprises of the county? In what units are such enterprises most profitably operated? What combinations of enterprises and enterprise units have been found most advantageous in the local farm practice of the county? What volume of business is necessary to provide an income large enough to pay farm expenses and leave enough cash to provide an adequate liv-

ing standard? How is the necessary volume of business to be developed? Should the farms be larger? Should certain enterprises be replaced by others that are more profitable? Should one enterprise be developed faster than others, and if so, in what proportion?

These are questions that must be answered to-day in outlining an extension program for a county. To arrive at the answers to these questions, Federal and State economic and subject-matter information, the experience and judgment of specialists and agents and, most important of all, the knowledge and experience of men and women of the county who are successful farmers and home makers must be brought together and pooled in the effort to obtain an accurate understanding of the situation and the factors on which any really helpful program must be based.

In many sections progress in extension-program making is waiting on research and facts. Particularly is this true of economics facts. The beginning of progress then would seem to be in expanding research in the State experiment stations and in the United States Department of Agriculture in order to furnish the basis for stronger extension programs in every county.

Questions and Answers

The REVIEW from time to time will publish a series of questions and answers. The questions come directly from the field and are points of discussion with our field workers. The answers will represent the best thought we can obtain from specialists in the work represented by the question.

Q. What helps can be obtained for local leaders in 4-H club work?

A. Local volunteer leaders should have information that treats briefly the objectives of 4-H club work, ways of handling young people, and technique or methods for carrying our specific phases of the club program. Club literature in each State and from the United States Department of Agriculture sets forth the objectives of 4-H club work and offers help in club methods. The local leaders themselves, assembled for group-training schools, are a valuable source of help on all these problems, especially in handling young people and the use of various techniques.

Q. What ways can one use in getting cooperation on the part of the parent for 4-H club work?

A. One agent is sending a letter to all club parents a month after the boy

or girl begins work, asking the parent to return a card which requests specific information about the member's work and suggestions from the parent as to needed helps to improve the work. Effective ways of interesting parents are, of course, through personal visits, having fathers and club boys, or mothers and club girls meet jointly occasionally and having the young people do things that involve parent cooperation.

Q. Should 4-H club work be carried on through the schools as much as it is at the present time?

A. Cooperation with the schools in the conduct of club work is a fine thing where the school authorities welcome it. From the standpoint of permanent organization that reaches into the life of the people and develops their support and leadership, the organization of the work on a neighborhood or community basis, outside the school, but correlated with other educational agencies, seems to be most effective.

World's Poultry Congress

The President, by authority of Congress, has accepted the invitation of the British Government for the United States to participate in the World's Fourth Poultry Congress to be held in London, England, July 22 to July 30, 1930.

These world congresses are held under the auspices of the World Poultry Science Association and in the United States participation is being arranged by Government officials and others designated by the Poultry Science Association of America.

The United States Government is one of more than 45 governments that have accepted the invitation and will be officially represented. At the last session of the United States Congress an appropriation of \$25,000 was made for the building and showing of a national educational exhibit. This exhibit is being prepared by the Extension Service through its Office of Exhibits. The Office of Motion Pictures is also preparing five new films covering various aspects of the poultry industry. Both the exhibits and films will be available for distribution upon their return from England. The exhibit will portray production, marketing, and consumption of poultry products.

The World's Fourth Poultry Congress will be held in the magnificent Crystal Palace, which is one of the world's most noted exhibition buildings. It is expected that many poultrymen from the United States will attend this Congress.

Annual Report Form Committee



Annual report form committee in session

A group of State and county extension workers, representing all sections of the country and all phases of field work, met in Washington February 15 to 21, to advise with representatives of the Federal Extension Service regarding revision of the annual report form. Front row, left to right: I. D. Wood, agricultural engineering specialist, Nebraska; J. M. Fry, county agricultural agent supervisor, Pennsylvania; M. C. Wilson, in charge extension studies and teaching, United States Department of Agriculture; I. O. Schaub, extension director, North Carolina; Flavia Gleason, home demonstration leader, Florida; C. B. Smith, chief, Office of Cooperative Extension Work, United States Department of Agriculture. Second row: Mrs. Kathryn Van Aken Burns, home demonstration leader, Illinois; J. A. Evans, associate chief, Office of Cooperative Extension Work, United States Department of Agriculture; Arnold De Collier, county club agent, Oregon; John D. Hervey, county agricultural agent, Ohio; Nora L. Hulbush, home management specialist, Montana; Eleanor S. Moss, county home demonstration agent, Connecticut, and C. W. Warburton, director of Extension Work, United States Department of Agriculture.

The number of questions in the report form has been greatly reduced, principally by the elimination of most of those asking information regarding adoption of practices. The page on marketing has

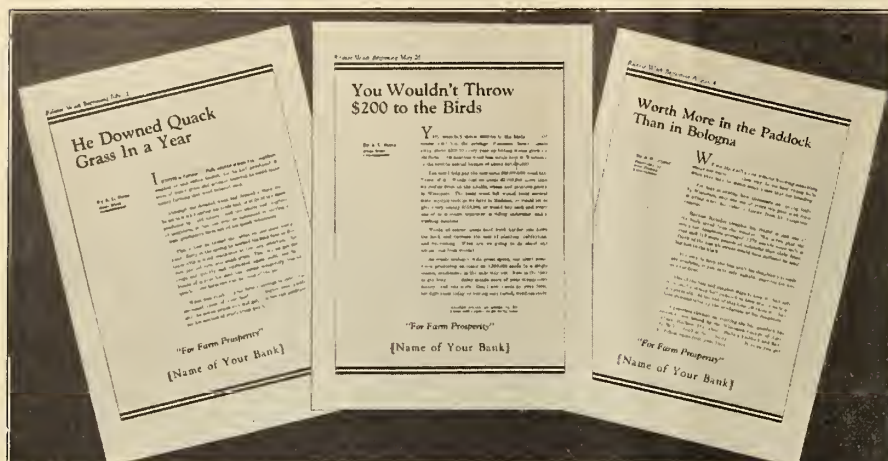
been entirely rewritten to bring out more fully extension work in that field, and other important changes have been made. It is believed that the new form when its revision is completed will be much more satisfactory than the one now in use.

Study Garden Project

To obtain information relating to the home-garden situation in representative areas of the State, records were recently obtained from 271 nonselected farm homes in Union, Sumter, and Orangeburg Counties, S. C. In addition to obtaining information of value to the future development of home-garden extension programs, an attempt was made to obtain data regarding the influence of extension teaching upon home-gardening practices and data regarding the relative effectiveness of the means and agencies which have been employed in extending home-garden information.

The study is a cooperative one between the Federal extension office and the State extension service. The survey party collecting the field data was composed of Lonny I. Landrum, State home demonstration leader; Blanche J. Tarrant, Sarah E. Harper, and Mrs. T. D. Plowden, district home demonstration supervisors; and Iva M. Sinn, J. M. Stedman, and M. C. Wilson, of the division of extension studies and teaching of the Federal Office of Cooperative Extension Work.

Wisconsin Bankers Help Extension Work



Advertisements used by Wisconsin bankers in extension campaign

County agents in Wisconsin and the extension forces at the college of agriculture are being helped in putting over effective farm practices by rural bankers who belong to the Wisconsin Bankers' Association, according to K. L. Hatch, assistant director of extension at the Wisconsin institution.

This year a series of 22 advertisements to be run by country bankers in their local weekly newspapers has been prepared by the department of agricultural journalism at the State university. Last year a somewhat similar series of advertisements was used during the first four months of the campaign by more than 235 rural banks in the State. During that time these banks ran a total of 20,706 column-inches of space, reached over 200,000 farm homes, and invested more than \$4,700 in this advertising.

These advertisements all promote the use of efficient farm practices. For example, four of the advertisements promote the use of tested, labeled seed; a number of advertisements tell all about improving the pasture; one series urges the use of proper fertilizers; another series tells about the work of cow-testing associations in the State and the way they help the individual farmer; and still another tells how to eradicate such noxious weeds as Canada thistle and quack grass.

Each advertisement carries the name of a member of the college staff. This adds a touch of authority, ties the extension service of the university up with the rural banks, and lets the college speak directly to the farmer. As soon as the banker receives the series he is urged to confer with the county agent and the agricultural committee of his

county so as to make the campaign as effective as possible. This conference brings banker and county agent together and oftentimes makes possible a close form of cooperation.

Each advertisement is 3 columns wide and about 9 inches long. The layout is attractive and carries considerable white space so as to attract attention, make the message easy to read, and lend a certain dignity to the series.

"In preparing the series a liberal use was made of the results individual farmers have obtained by adopting the practices the advertisements promoted," says Andrew W. Hopkins, of the agricultural journalism department at the Wisconsin College of Agriculture. "The copy is rather chatty, yet meaty and to the point."

Age Limit increased in Oregon 4-H Clubs

The age limit of 4-H club members in Oregon has always been up to and including 18 years, which meant that as soon as boys or girls had reached their nineteenth birthday they had graduated from the ranks of club members, and their only field in club work was leadership. To provide for these older club members the plan for a senior 4-H club project has been adopted. All senior 4-H club members are between the ages of 19 and 21, inclusive.

The Oregon Bankers' Association has given \$150 in prize money to provide classes of livestock, poultry, and crops for older club members, the prizes to be awarded in state-wide competition at the Oregon State Fair. Exhibits are to be

scored on the basis of 25 per cent for quality, 25 per cent for record book, 25 per cent for size of project, and 25 per cent for leadership activities.

Size of Project

It will be noted that the size of the project will count 25 per cent in the contest. To receive the full 25 points the club member must have the minimum requirement. The pig project requires 2 brood sows and their litters and a crops project; the sheep project, 10 ewes and their lambs and a crops project; the dairy project, 3 cows, at least 1 in production, together with a forage project; beef, 1 steer or 2 breeding females and a crops project; dairy-herd-record keeping, the keeping of records on 10 cows; the goat project, 10 does and a pasture; and the poultry project at least 100 hens or 250 day-old chicks, together with a crops project.

In the crops project 1 acre of potatoes, 5 acres of corn, 1 acre of perennial forage or 5 acres of annual forage, or 1 acre of grass seed or 5 acres of grain seed are required; in horticultural work, one half acre of commercial garden, or one fourth acre of berries, or 1 acre of tree fruits.

Where it would not be possible for a senior club member to have a minimum requirement for a project he may receive full credit of 25 per cent for the size of his project by taking at least one half of one project and one half of another, such as 2 different kinds of livestock; for example, 1 brood sow and 5 ewes. This does not apply in combining a livestock and a crops project where such a crops project is required with the livestock project.

Reports similar to those used in junior projects will be used for each division of the project. In addition, a senior report will be furnished covering all projects which will also be required.

Senior 4-H club members exhibiting in State competition will not compete in the regular club classes with the juniors, but they may exhibit in interstate competition in the club classes. The only exceptions to this rule are the two projects, farm accounting and dairy-herd-record keeping, in which both junior and senior members may compete. Judging and demonstration teams from the senior group may compete with juniors in county, State, or interstate competition.

The annual meeting of the Specialists in Agricultural Engineering will be held at Urbana, Ill., June 11 to 14, inclusive.

Missouri 4-H Baby Chick Club

The 4-H Poultry Club of Oakville, St. Louis County, Mo., set a new standard of achievement in Missouri for 1929. It was the first 300-baby-chick club ever conducted in the State; the 6 club members made a 100 per cent record of completion in carrying out approved practices recommended by the Missouri College of Agriculture; and each member made an average income of \$105.61, not including \$52 in awards.

In all, the 6 club members raised 2,011 head of young stock, valued at \$2,136.60, at a total cost of \$1,502.90, making an income for the club of \$633.70. The total income to date would more than pay for the total cost of the baby chicks, for the 10 by 12 foot brooder houses, brooder stoves, other equipment, and feed, and the members now have fine flocks of producing pullets.

Each club member carried out the following approved poultry practices, according to Berley Winton, poultry extension specialist of the Missouri College of Agriculture:

1. Hatched the chicks early.
2. Raised the chicks on fresh range.
3. Fed a growing ration.
4. Separated cockerels and pullets at broiling weight.
5. Maintained clean, sanitary quarters.

In addition, these club members learned to conduct regular club meetings under parliamentary procedure, to demonstrate approved poultry practices to the people of their home community, and to put into practice many important factors of care and management of chicks and growing stock.

Clothing-Management Project

Home management has often been considered as applying only to the kitchen. The extension specialists in New York State have, during this past year, developed a clothing-management project which points the way toward applying the principles of good arrangement, and the saving of steps, time, and energy as applied to clothing. The outline of the project and some of the results are thus reported by Ella Cushman, household management specialist:

The project as it was given is made up of three demonstrations. At the first

presentation the principles of organization of working centers are applied to the sewing center in the home. The county agent who taught the lessons demonstrated the distance traveled in assembling and putting away sewing equipment. This was done by having the woman in whose home the meeting was held carry a ball of string as she walked about the house collecting and putting away her tools. Another woman pinned the string to the floor, and at the end of the demonstration it was measured. The effect of the yards and yards of string extending sometimes over the entire first floor and upstairs was very effective.

In the second presentation the principles of selection of sewing equipment were discussed and a set of equipment was on exhibit.

At the third meeting the entire problem of clothing the family was discussed as a phase of household management. Clothing-record books were given to those women interested in making clothing inventories and keeping clothing expense accounts.

As I said, we were trying out this project in two counties, and we feel that it proved successful. We plan to reorganize the material in such a way next year that it can be given by local leaders. We also plan to cooperate more closely with the clothing department.

In her annual report Mrs. Lois D. Mathewson, the county home demonstration agent who conducted the project in eight communities in Steuben County last year, said, "Of the eight demonstration homes studied, one woman has reduced the distance she has had to travel from 219 feet 3 inches to 80 feet, and is planning to reduce further this distance when she purchases a small oil stove upon which she may heat her irons for pressing while she is sewing. Another woman has reduced the distance she travels from 212 feet 1 inch to less than 100 feet by moving her supply chest from her bedroom to the bay window in her dining room, where she stores her sewing machine. A third home maker who traveled 163 feet 10 inches plans to have an ironing board and iron in a closet off the bedroom where she sews. This saves going downstairs for this equipment. A fourth home maker plans to rebuild her home within the year and hopes to have a special sewing center. Three of the other home makers do not sew a great deal, doing only their own family mending, and they have not as yet made any change. An eighth home maker, who had a lovely sewing room but who originally traveled 273 feet 9 inches because she kept her ironing board so far from her sewing center, has moved her board to the kitchen and so reduced the distance traveled."

Under an act of the State legislature effective January 1, 1930, county agent work in South Carolina is supported by State and Federal appropriations and it is mandatory that each county have a farm agent and a home agent.

Household Buying

Problems of household buying are coming to the front in extension programs in home management. They were frequently mentioned in connection with economics farm-home conferences held in numerous States recently. The idea of buying household commodities according to quality and performance specifications is relatively new, but it is gaining headway.

In line with this trend a new mimeographed publication of the Bureau of Home Economics should be of interest to extension workers. A series of reading references for women's club programs has been outlined by the Bureau of Home Economics and the American Home Economics Association. These programs bring up for discussion the present household buying situation and its drawbacks for the woman purchaser. Somewhat to their surprise women are learning from one section of the reading series that the Government is increasing the number of its purchases by exact specifications and that this is the regular procedure in most large business organizations. The idea is brought out that similar specifications could be drawn up for many common household articles.

A beginning has already been made in formulating Government standards for meats, milk and other dairy products, poultry, eggs, canned goods, fruits, and vegetables, as well as most manufactured foods which enter interstate commerce. The specifications already used for farm products directly affect the farm woman when she goes to market to sell as well as when she shops for her own needs. From the references in this series of programs she can find out to what extent the Government is aiding her and what other steps might be taken. There is ample material here for lively and constructive discussions.

The programs can be obtained from the Bureau of Home Economics, United States Department of Agriculture, or from the American Home Economics Association, Washington, D. C., with which the bureau is cooperating.

Fifty local leaders are assisting County Agent L. A. Churchill in Jackson County, Minn., in all 4-H club programs where 600 project enrollments have been obtained. A leader training meeting is held each month in this county.

Outlining Subject-Matter Projects

People engaged in every profession and industry gradually build up certain formulas, outlines, special tables, and the like to meet some need such as the saving of time and effort.

A committee of Iowa agricultural extension specialists and supervisors adopted an outline for all their subject-matter specialists in agriculture to use in drawing up individual sample project plans for the guidance of county agents. This was furnished the specialist in mimeographed form. Items in the outline were placed in a column headed "Activities and methods." Suggestions offered by specialists were given in column 2, under the heading "Work to be done." The third column was left blank and was headed "County plans to be made in each county." This column made it possible for the county agents to write in any exceptions or modifications of the plan suggested by the State extension office without rewriting the whole plan. The outline was also used for project planning in a series of Iowa district county-agent conferences.

The following topics were developed for county agents to use in summarizing their project plans for the year:

- Situation including problems, remedy, and number of people now following practice recommended.
- Phases of project undertaken.
- Goals for year.
- Townships or communities involved.
- Committees and leaders.
- Result demonstrations.
- Proof to be established.
- Units involved.
- Method demonstrations and training schools.
- Tours and picnics.
- Other meetings relating to project.
- Circular letters.
- News articles.
- Exhibits.
- Other methods such as slogan, poster, and essay contests, films and slides, and surveys.
- Measuring results by follow-up records and reports.
- Literature and illustrative material to be prepared.
- Days agent's time.
- Days specialist's time.

This outline was placed on the left-hand side of a large sheet of paper. A 2-inch or 3-inch column was used for each project and the names of projects or subprojects were placed at the top of each column. All statements were given

briefly so that only about a day's time would be needed to summarize in relation to each item all project work planned in the county. In many counties it took a day to plan one or two projects in detail. Some preferred to develop on a separate page the situation or basic facts having a bearing on the work undertaken.

Other States Use Outline

The county agent supervisors of Missouri, Nebraska, and some other States have used a similar outline for planning major projects in detail with county agents, both individually and in groups. The Missouri supervisors, in using the outline for developing individual project plans, added columns for indicating kind, number, location, and month opposite most of the extension means to be used.

The items in the outline are listed in the order which seems most convenient in planning. Phases of a poultry project, for example, might be limited to "Feeding for Winter Eggs" and "Growing Healthy Chicks." Each of these might in turn be subdivided. It is necessary to know goals to be reached during the year before deciding what procedure to use in reaching them. To get 300 flock owners to adopt the practice of feeding a laying mash requires a different procedure than to get 10 or 30 to do it. Ten cooperators might be obtained through farm visits without using any other methods.

If people are not convinced of the desirability of adopting certain recommended practices, it may be necessary to build confidence in them through result demonstrations. The number and nature of result demonstrations help to determine the number of meetings at result demonstrations. An inventory of available literature and illustrative material is necessary before it is possible to list what is to be prepared. An estimate of the agent's time required to give demonstration helps in determining how intensively each project can be carried out, considering time required for other projects. If certain means listed in outline are not to be used, a line is drawn through the space to show it was not overlooked or the space is left vacant.

H. W. Gilbertson, of the Federal Extension Service, who has encouraged the use of various adaptations of this outline in the Central States, cooperated with county agent supervisors, specialists, and agents in developing county agricultural campaigns in seven Central States. In planning agricultural campaigns it was

helpful to use a relatively complete alphabetical list of extension means for reference in deciding what other methods or means could be used most advantageously.

This outline can be used in many other ways, such as for making a list and study of the extension means which have been used in successful project work or a campaign. It can also be used as an intermediate step in preparing a "calendar of work" by months.

Local-Leader Influence

About 86 per cent of local extension leaders are instrumental in conveying subject-matter information to other farmers and farm women. A leader will influence an average of 12 persons to change several practices. This was found to be uniformly true in the representative areas in South Dakota, New Jersey, Kansas, and Nebraska, where the work of 742 local leaders was studied. The average variation in the number of local leaders who functioned was found to be only 3.5 per cent in the 4 areas, while the average variation in the number of farms or homes influenced per leader was 1.3 per cent.

The findings of the study indicate that many factors such as educational background, occupation, method of selection, length of time served, and amount of time devoted to leadership activities also have had some bearing upon the effectiveness of local leaders in influencing others to make use of extension information. It appears that the principal factor governing the extent of influence per local leader is a natural and fundamental one—the size of the normal circle of close friends and acquaintances of the average farmer and farm woman. The field of activity of the average farmer and farm woman probably does not comprise more than 20 to 25 families, only a part of whom may be interested in the phase of extension sponsored by the local leader. In villages the average number of persons reached was appreciably higher, indicating a somewhat larger number of friends and acquaintances per leader than in the open country.

These data would seem to point out the desirability of having a large number of local leaders, each with his or her small circle of influence and devoting a reasonable amount of time to leadership work, rather than confining the work to a small number of leaders and expect them to enlarge their normal circle of influence through increased time devoted to leadership effort.

Georgia 4-H Clubhouses

"When I came to Paulding County in 1928," says Florabel McGoogan, Georgia home demonstration agent, "I found a virgin field. There was no 4-H clubhouse. Within a few months, however, one had materialized. For this handsome little building we are indebted chiefly to the local cotton manufacturing company. This is an example of the cooperation I received. I do not mean that the path was all roses, for there was another side to the picture. There were opposition and indifference. To say that this clubhouse is an important thing to have in the county is almost like saying that our courthouse is important."

The building of the county clubhouse is a great opportunity for a practical demonstration in house planning, building, interior decorating, furnishing, and landscape gardening. The object lessons the club members get are worth far more than textbooks and lectures on the same subjects. The club members not only had a hand in the planning of the building but they also made the window curtains, planned a scheme of interior decoration, laid out the grounds, planted flowers and shrubbery, and selected the furnishings. The furniture that they selected was all unpainted, so that they had a great deal of practical work in planning the colors and painting the furniture accordingly. All these things were participated in by club members. In this way the seeds of house designing, furnishing, and decorating were sown far and wide.

How Used

A considerable part of the clubhouse consists of a kitchen and dining room. With modern facilities, it is easy to demonstrate the preparation and proper serving of meals. Club members design, prepare, and serve the meals under the supervision of the home demonstration agent. Without this clubhouse kitchen and dining room, it is impossible to make these demonstrations to any considerable number of club members. No home has a kitchen and dining room large enough for the purpose. This one thing perhaps would justify the clubhouse's existence even without the many other excuses it has for being. Lessons in table etiquette are much more effective where a large number of people are present than where there are only a few, since the subject is a little delicate. The larger number removes the feeling that there is anything personal in the instructions. Table

etiquette may not be the most important thing in the world, but no one will deny that it is better to observe these graces than to ignore them.

The county clubhouse is the proper and logical place for the quarterly meetings of the home demonstration council. Every three months the officers of the various clubs throughout the county come in and meet at the clubhouse and discuss plans. Not only can the clubhouse be used for these meetings, but for any community meetings pertaining to agricultural or home-extension work, even to entertain the Kiwanis or other civic clubs at their weekly luncheons. The county clubhouse is the symbol of 4-H club work. It is a standing reminder of the 4-H club idea. Being a clubhouse and not just a house, people notice it and see its trade-mark "4-H Clubhouse." If they don't know what 4-H means, they will find out. In this way the clubhouse is a valuable advertisement for the organization.

Child Care in Iowa

Rural women in 787 Iowa communities received instruction in child care and parent training during 1929. Four hundred and forty-eight local leaders were trained by the extension specialist and 3,156 people reported improved home practices.

Typical of the improvement made is the following record of Mrs. W. E. Logan, who describes what she did as follows: "In our own home we have given special attention to improving our home arrangements and equipment as a place

for the children. Our back-yard playground was our first attempt, and it has been a joy to the whole family. Here father built a fireplace, erected a tent, table, and camp chairs. Not only leisure afternoons are spent "playing camp" but on hot days the whole family is rested by eating supper out in the open. Other simple equipment has been provided including a swing, sand pile, trapeze, and there is a space in which to play numerous games.

"With thought and very little time simple changes were made in home. Mother's things were taken out of the boys' closet and hooks were put low enough for the younger boy, who is 5 years old, to reach. Dresser drawers were also cleared out, giving each child drawer space with plenty of room to keep clothes in order and also a place to store their 'prize collections.'

"A playroom was fixed in the attic equipped with a blackboard, a punching bag, blocks, indoor baseball, tool chest, indoor sand pile, and other playthings. Here boys play on bad days in spring, fall, and winter days when the place can be heated with an oil burner. All toys are stored here in boxes, and when the boys play downstairs one box is taken down at a time and returned before another is obtained. This saves unnecessary confusion and also their tiring of the playthings by having all their toys at once.

"Quite a happy addition to our wash room was a mirror and a low shelf where each child could keep his comb, toothbrush, and wash cloth. The mirror was quite an incentive to a neat personal appearance. And so with thought and little time we are making simple changes in our home for the comfort and happiness of our two boys, hoping each year to do a little more."

Events of Extension Interest

Annual 4-H Club Short Course, Southern Branch of the University of Idaho, Pocatello, June 23 to 26, inclusive.

Four-H Club Round-up, Kansas State Agricultural College, Manhattan, week of June 2.

The 4-H Club Summer School, Oregon State Agricultural College, Corvallis, June 9 to 21, inclusive.

State 4-H Club Short Course, University Farm, St. Paul, Minn., June 3 to 6, inclusive.

Annual Field Day of the New Jersey State College of Agriculture and Experiment Station, New Brunswick, June 11.



Toys for young children

Traveling Conference for Women

A traveling conference for women to see home-demonstration work of the University of California agricultural extension service was held April 28, 29, and 30. This conference, the first to be held for women by the California Agricultural Extension Service, studied home demonstration work at the College of Agriculture in Berkeley for one day and saw the results of work in the field covering four counties for two days.

Traveling conferences for men have been held by the agricultural extension service in cooperation with the California Farm Bureau Federation for many years; women have not been invited to attend these. This year, following the same plan used for the men's conferences, each home demonstration agent brought delegates from the various counties to the conference at Berkeley.

From each of the 27 counties having home demonstration agents two delegates were invited, from each of the 16 counties having no home demonstration agent one delegate was asked to attend. In addition there were representatives of the California Federation of Women's Clubs, the parent-teacher associations, and similar organizations. There was an attendance of nearly 150 with about 40 automobiles in line. Madge J. Reese, of the Extension Service of the United States Department of Agriculture, participated in the conference and tour.

The delegates arrived in Berkeley on Sunday, April 27. Monday was spent in Berkeley attending lectures, conferences, discussions, a tour of the campus, and an illustrated lecture in the evening. The last two days of the conference were devoted to seeing the work of the home department in near-by counties. Instead of stopping at a different town each night, the conference returned to Berkeley every evening.

Leaving Berkeley Tuesday morning, the women spent the forenoon in Napa County, with lunch at Suisan Valley Farm, the afternoon being spent at this place. On Wednesday the program was under the same arrangement in Alameda and Contra Costa Counties. On Tuesday evening there was an hour of recreation, and on Wednesday evening B. H. Crocheron, director of agricultural extension, addressed the women.

"Every phase of home demonstration work was discussed, and demonstrations were given during the tour of the counties," says Harriet G. Eddy, State home demonstration leader. "We did not have

as strenuous a tour as the men, but we believe the women benefited from our traveling conference as much as their husbands do from their more extended trips."

Livestock Monuments

Two monuments, commemorating progress in livestock improvement in Kentucky, were unveiled last year. Taylor County finished its drive on scrub sires, and the occasion was celebrated at the unveiling of a bronze tablet at Campbellsville. A tablet was placed at Morganfield in commemoration of the freeing of Union County from the scrub-stock list. Both monuments were given by the Louisville Board of Trade.

The purebred sires campaign being conducted in the State by county agricultural agents and extension field agents from the College of Agriculture of the University of Kentucky resulted in 1,061 purebred bulls, 920 purebred rams, and 270 purebred boars being placed on farms in 1929. Six hundred and ninety-seven of the bulls were of dairy breeds.

The campaign for improved livestock has been under way in Kentucky for 10 years, under the direction of county agents and the College of Agriculture. In 1920 less than 20 per cent of the sires in the State were purebred; in 1930 it was estimated that 60 per cent were purebreds.

Office-Management Conference

A conference of clerks from county agents' offices in New Jersey was held at the State College of Agriculture, at which changes in systems of filing, reporting, and general office management were discussed in order that each clerk might have a better idea of just what is wanted by the agent and by the State office. The program included talks on how to make out a satisfactory expense account, preparation of copy for the printer and newspaper, annual reports, how to keep three agents satisfied, helps in mimeographing, and how to keep the office in order. Besides the talks, some time was used for discussions and social gatherings.

"The conference was valuable in getting the work on a more standard basis throughout the State in that it gave the clerks a good opportunity to exchange ideas with clerks from other counties," says the assistant director, A. M. Hulbert.

Fertilizer Practices

One of the far-reaching developments in extension work in Alabama has been the adoption of the cotton fertilizing practices recommended by the Alabama Polytechnic Institute at Auburn. Investigations of fertilizer methods reveal that more than half of the farmers in the State are acquainted with the so-called "Auburn method" and fertilize their cotton accordingly.

About a quarter of a century ago the experiment station of the Alabama Polytechnic Institute began experimenting with cotton fertilizers. After many years of experimental work at this station and in cooperation with farmers throughout the State a dependable method was obtained. The experiment station recommends home mixing in order to get the right kind of ingredients and to apply the fertilizer at the proper time to produce the best results.

In order to establish this method on the farms of Alabama county agents arranged and conducted demonstrations in cooperation with farmers. Each fall when results were visible, field meetings were held and articles were published in local newspapers. After the crops were harvested, results were made known through the press and at meetings.

The Alabama Farm Bureau entered the field as a buying agency. This organization buys cooperatively and adheres closely to the recommendations of the experiment station and extension service. Through it, members get what they want at low prices due to cooperative buying in large quantities.

Oil Burners Tested

Many types of oil burners designed especially for home-heating purposes have been placed on the market within the past few years. The new method of heating appeals to many home owners because of the relief from uncertainties of coal supply, from furnace attendance, and from dirt. The possibility of automatically regulating the heat is another attractive feature.

To meet the demand of prospective purchasers of this type of heating equipment for reliable information the United States Department of Agriculture tested a number of oil burners of different design and prepared Department Circular 405, "The Domestic Oil Burner." In this circular, which is based on the results of the tests, an attempt is made to give the information necessary for the home owner to make his own selection of an oil burner.

Motion Pictures for World's Poultry Congress

The Office of Motion Pictures is completing a series of poultry films for the Fourth International Exposition of the World's Poultry Congress, to be held at the Crystal Palace, London, July 23 to 30.

"The Turkey Business" is a 1-reel movie which gives some idea of the size and extent of the turkey business. "Breeding for More and Better Eggs" shows in two reels the importance of breeding for increased egg production. Other films in this series include "Egg Marketing in the United States," "The Poultry Marketing Industry of the United States," "Cooperative Marketing—Eggs and Poultry," and "Brooding and Rearing Chicks."

Department Film Strips

A distinct trend toward the use of film strips is apparent from the increasing number of purchases of department film strips being made by extension workers. Agents who have used the film strip report that it is just as effective as the glass slide and considerably more convenient and economical. Apparently the ease with which film-strip projectors may be carried about and operated, the light weight of film strips as compared with bulky glass slides, and the low cost of both projectors and strips are factors which the extension worker considers important.

Prices of department film strips range from 35 to 75 cents each, depending upon the number of frames in the strip. A total of 80 series, covering a variety of subjects have been placed on strips by the Office of Cooperative Extension Work. Each series includes lecture notes which may be used by the extension agent as a basis for his talk.

Recent releases of department film strips and their prices follow:

Series 53, Hog Houses and Equipment (30 frames), 35 cents; Series 204, Control of Stinking Smut or Bunt of Wheat (40 frames), 35 cents; Series 251, Equipment and Practices That Reduce the Costs in Haymaking (68 frames), 53 cents; Series 258, Fitting Dresses and Blouses (33 frames), 35 cents.

Copies of these film strips may be purchased from the Consolidated Film Industries (Inc.), 1776 Broadway, New York City, the firm which holds the department's contract for film-strip production for this fiscal year. Purchase or-

ders should be sent direct to this firm, but a request for authorization to purchase should be sent at the same time to the Office of Cooperative Extension Work. Blanks for this purpose will be supplied upon request.

Florida Radio Club

A novel way of increasing listener interest in the farm radio programs being put on over WRUF by the Florida Agricultural Extension Division has been devised by R. M. Fulghum, assistant editor in charge of the programs. This is the Florida Farmers' Radio Club.

Special club programs are conducted on the first and third Mondays in each month. The program which lasts for 30 minutes is conducted just as a small farmers' club or organization meeting would be, with some specially selected principal speaker for the occasion.

Listeners-in are invited to join by writing to the club, in care of the Agricultural Extension Division, at Gainesville, Fla. Each one who sends in a letter or card is enrolled as a member, given a membership card, and invited to submit suggestions for the improvement of the farm-radio programs.

Extension Service Mail

During the calendar year 1929 the Office of Cooperative Extension Work returned to State extension directors a total of 73,987 pieces of mail originating with cooperative extension workers throughout the country, but which failed to be delivered. Incidentally the office called attention to any violation in the use of the penalty privilege noted in connection with each piece of mail. Included in this material were checks or other financial paper totaling in value \$1,790.32. The latter class of material was given particular attention and returned to State directors with special letters.

This is a service which has been maintained in the Office of Cooperative Extension Work since the inauguration of its field work, and it is hoped that the return of this mail is providing a means of checking up incorrect addresses on mailing lists, and incidentally bringing back to agents undelivered material of value.

Abstracts from periodical literature on child development and parental education are published each month in the Journal of Home Economics.

Local Film Strips Effective

Along with the increased use of department film strips has come a greater interest in the production of State and county film strips from local photographs. The following excerpt from a letter received from Jane S. Ketchen, extension marketing specialist in South Carolina, is typical of the attitude of many extension workers toward locally produced film strips:

We used our film strip entitled, "Home Demonstration Marketing Activities in South Carolina," at two county fairs this year as well as at the State fair, and it created quite a bit of interest. I also used it with a group of women selling garden produce on their local club market and will use it the coming year in our club markets. In connection with this film strip I use two short strips gotten out by the department entitled "Standard Baskets for Fruits and Vegetables," and "How Insects Attack Garden Vegetables and Methods of Control."

I do not think there is any doubt as to the value of film-strip material, as it is easier to put across your work by this means than any other. People readily grasp the thought or information from pictures that they do not get from unillustrated talks. The pictures relative to work being done in our own State created greater interest than perhaps anything we have done. Film strips prepared from local photographs are also helpful in getting people to carry on projects in other counties.

The film strip was made from illustrations selected and organized into a series by Miss Ketchen. The negative and one positive print were produced at a cost of 25 cents per frame, or \$14 for the entire series of 56 frames. Should additional positive prints of the series be desired for the use of county home demonstration agents in South Carolina, they may be purchased for 44 cents each.

Other States that have had film strips prepared from local material within recent months are: *Arizona*, "Flood Water Irrigation and Production of Range Supplementary Feeds"; *Colorado*, "Lamb Feeding Methods and Equipment in Colorado," "Measuring Irrigation Water," and "Colorado Farm Taxes"; *Maine*, "A Time-Saving Dish-Washing Project" and "Build Early for Strong, Straight Bones"; *Maryland*, "4-H Club Work in Frederick County, Md." and "More Tomatoes from Fewer Acres"; *Massachusetts*, "Massachusetts Pastures" and three scenic film strips; *New Hampshire*, "Management of Young Forests in Southern New Hampshire"; *New York*, "Extension Work in Wyoming County, N. Y.," and "Wood-Lot Management"; and *Ohio*, "Extension Activities in Franklin County, Ohio."

Motion-Picture Sales

The extent to which outside agencies have availed themselves of the opportunity to buy copies of the department's motion pictures has been one of the surprising features in the growth and development of its picture activities, as is shown in the following summary of such purchases.

During 1929, 298 pictures, totaling 418 reels, were purchased by outside agencies, 87 by foreign governments and 109 by educational institutions. During 1928 purchases totaled 387 reels; in 1927, 389 reels, 80 going to 10 foreign countries; in 1926, 335 reels; in 1925, 257 reels; in 1924, 310 reels; in 1923, 357 reels; in 1922, 289 reels—a total of 2,741 reels sold in 8 years.

Educational institutions are the largest buyers of these agricultural movies. Among recent buyers are the State universities or agricultural colleges of North Carolina, North Dakota, Wisconsin, Iowa, Kansas, Kentucky, Michigan, Missouri, Indiana, Arkansas; the State foresters of Alabama, Connecticut, Tennessee, Oklahoma, Oregon; boards of education of Kansas City, Los Angeles, Philadelphia, Detroit; The American Forestry Association; the curator of the New Jersey State Museum; the Pittsburgh College of Pharmacy; State departments of entomology, and farmers cooperative associations.

Because the demand for copies of its film are much greater than the supply, arrangements have been made by which State universities and approved agencies can buy copies made from the department's negatives, practically at cost.

New Motion Pictures

During the past six months the Office of Motion Pictures has completed the following motion pictures which are now available to extension workers:

"Grain Grading" is a 2-reel film which shows detailed operations of the procedure followed in inspecting wheat and rye. It replaces the old 1-reel film entitled "Wheat Grading Under Federal Supervision," which has been withdrawn after years of usefulness.

"Rust," a 2-reel picture, tells the story of a wheat farmer's failure because the black stem rust, spread by the common barberry, ruined his crop. It is a story picture, showing the farmer's daughter in college as well as the Government's methods in fighting the black stem rust of wheat. "Banishing the Barberry" is a companion picture, depicting how the

Government forces operate to eradicate the common barberry, which spread the rust.

"Lamb—More Than Legs and Chops" shows how the butcher may make attractive cuts from all parts of the lamb and points out that "crown roasts" "Saratoga chops," and "mock ducks" are palatable and much cheaper than leg roasts and rib chops.

"The Eastern Woodchuck and Its Control" is a 2-reel movie showing the damage done by woodchucks and the best methods of exterminating them.

"Concrete Road Facts" and "Low Cost Road Surfaces" (in two parts) are three new road films, shown first in South America at the Pan American Highway Congress held in Rio de Janeiro, Brazil, last August, where they received much praise from the engineers.

"New Woods for Old" is a 1-reel film showing how a farm woodland of eastern hardwood should be handled as a crop.

"On a Thousand Hills" shows in one reel how to save range pasture by deferred and rotation grazing.

These and the 250 other subjects in the department's film library are available for loan without charge other than the cost of transportation. Prospective users should apply for bookings to the Office of Motion Pictures, United States Department of Agriculture, Washington, D. C.

Aids for News Writing

Extension services or other branches of the land-grant colleges in 14 States have published instruction in the essentials of news writing, in some form, according to the records of State bulletin receipts in the United States Department of Agriculture. In addition, some States have issued information on other phases of news work designed to be helpful to extension workers who cooperate with news agencies. While the edition of some of these may be limited, loan copies probably can be obtained from the college libraries.

The country correspondent. G. M. Oehm. (Arkansas Col. Agr. Ext. Circ. 226. 1926.) Fayetteville.

Telling tips for testers in dairy-herd-improvement associations. F. J. Keilholz. [1928?] (Illinois Col. Agr., Ext. Serv.) Urbana.

The extension news writer; a correspondence course in news writing for reporters in 4-H club work, women's work, country correspondents, county agents, home demonstration agents, club agents, and others interested. v. 1, nos. 1-7. October, 1926-April,

1927. Compiled by H. J. Metcalf. (Iowa State Col. Ext. Serv.) Ames. Mimeographed.

Preparation for editorial work on farm papers. N. A. Crawford. (Kansas State Agr. Col. Bul. v. 1, no. 5. 1917. Indus. Jour. Ser. no. 3.) Manhattan.

Stories farm paper editors want. C. E. Rogers. (Kansas State Agr. Col. Bul. v. 5, no. 2. 1921. Indus. Jour. Ser. no. 5.) Manhattan.

How to gather and write farm news. C. E. Rogers. (Kansas State Agr. Col. Bul. v. 7, no. 6, 1923. Indus. Jour. Ser. no. 7.) Manhattan.

The country press and agricultural extension. C. E. Rogers. (Kansas State Agr. Col. Bul. 1927. Indus. Jour. Ser. no. 8.) Manhattan.

Farm news tips. M. B. Arbour and B. B. Mackay. (Louisiana Agr. and Mech. Col. Ext. Circ. 101. 1928.) Baton Rouge.

Tips for 4-H news scouts. M. B. Arbour and B. B. Mackay. (Louisiana Agr. and Mech. Col. Ext. Circ. 124. 1929.) Baton Rouge.

An informal series of letters on news writing for boys' and girls' club members [1927-28?]. E. Lux. (Nebraska Col. Agr. Ext. Serv.) Lincoln. Mimeographed.

Agricultural review of Nebraska weekly newspapers. E. Lux and V. Michael. (Nebraska Col. Agr. Ext. Serv. Circ. 1620. 1925.) Lincoln.

Local features in the country weekly. M. V. Atwood. (New York State Col. Agr., Cornell Ext. Bul. 101. 1924.) Ithaca.

The editorial page in the country weekly. M. V. Atwood. (New York State Col. Agr., Cornell Ext. Bul. 99. 1924.) Ithaca.

Reading copy on the country weekly. M. V. Atwood. (New York State Col. Agr., Cornell Ext. Bul. 100. 1924.) Ithaca.

Making the country weekly more attractive. M. V. Atwood. (New York State Col. Agr., Cornell Ext. Bul. 69. 1923.) Ithaca.

Making things more interesting; a series of four letters from a reporter to club boys and girls who are beginning to write for their home newspaper [1919-1922?]. R. Lord. (Ohio State Univ., Agr. Ext. Serv., Correspondence courses in agriculture, Course XXVI.) Columbus. Mimeographed.

Word and style book of the Oregon State editorial association. C. J. McIntosh. (Oregon State Agr. Col. Ext. Bul. 415. 1929.) Corvallis.

Extension publicity. W. H. Darrow. (Texas Agr. and Mech. Col. Agr. Ext. Serv. Circ. C-35. 1924.) College Station.

Suggestions on how to prepare copy for the press. E. R. Price. (Virginia Agr. and Mech. Col. and Polytech. Inst., Agr. Ext. Serv. [1928].) Blacksburg. The country community reporter. W. C. Schnopp. (West Virginia Col. Agr. Ext. Serv. Circ. 289, rev. 1928.) Morgantown.

Agriculture and the country press. A. W. Hopkins. (Wisconsin Col. Agr. Ext. Serv. Stencil Bul. 59. 1922.) Madison. Mimeographed.

4^H CLUB SONGS



Sons of the soil are we;



Turning our sods, Asking no odds,
Where is a life so free?

TWO PICTURES FROM FILM STRIPS WHICH VISUALIZE CLUB SONGS

Film-strip series 230 contains illustrations for "America the Beautiful," "Dreaming," "A Plowing Song," and "Home, Sweet Home." Film-strip series 254 illustrates "A Song of Health" and "The Star-Spangled Banner."

For a complete catalogue of film strips, prices, and how to purchase strips, write to the

Office of Cooperative Extension Work

EXTENSION SERVICE, UNITED STATES DEPARTMENT OF AGRICULTURE

Washington, D. C.



IF we are going to build a strong extension force that meets expectations in these times of agricultural efficiency of the farmers, a force that has knowledge and courage and whose counsel is sound; if we are going to build up morale and satisfaction in the force, we must provide a way for its growth. Extension agents will gladly do the economic work when they have economic knowledge. Let us help them to the limit in their effort for further professional training in this field or any other field in which training is needed.

— C. B. SMITH.

