

Extension Service Review

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GEORGIA FARMERS SHIPPING POULTRY COOPERATIVELY

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Extension Service Review

VOL. 1

WASHINGTON, D. C., JULY, 1930

NO. 3

Importance of Vision in Extension Work

C. A. BREHM, Assistant Director, Tennessee Extension Service

The improvement of rural life is an exceedingly complex matter, because for its realization there is involved simultaneous improvement in the many phases of human activity which compose it. Simply teaching a farmer to feed tankage as a supplement to corn to reduce the cost of pork production is not going to advance rural life very far. But when the money gained from this practice, supplemented with increased money earned from other equally profitable farm practices, in the course of time is used judiciously to improve the home and environment, then this individual farmer is making progress in improving rural life for himself, at least. When this practice becomes general and fixed among many farmers in a community and is supplemented with many other equally good farm practices, all of which result in a larger farm income, and which eventually are reflected in an improved environment, better schools, churches, and roads, then and not until then, is real and marked improvement in rural life under way. This is the kind of rural-life improvement for which every extension organization and real farm leader is striving.

Influences That Improve Rural Life

No single thing, of the many things which an agricultural extension organization teaches, is going to have any marked effect on improving rural life or making the farm business prosperous. Rather, prosperity depends on improvements resulting from the many things taught, properly related, or coordinated. Rural improvement depends on better educational facilities, that those engaged in rural-life vocations may be better equipped to create the wealth that improves the environment; better roads, that people may have more frequent social contacts with each other and may market products more expeditiously; comfortable homes with conveniences to eliminate much of the drudgery for women, especially, that more leisure time for education, rest, and recreation may result; opportunity for religious worship and more frequent social contacts with each

other, and healthful surroundings. These are the influences that contribute to the comfort, happiness, and enjoyment of life. The desire to have comfortable surroundings and enjoyment impels men to work and is the force that propels civilization forward, and makes the luxuries of one generation the necessities of the next.

Naturally, the possession of those influences which contribute to comfort and satisfaction must be purchased with wealth acquired by those who want them. It follows that the farmer who would have a comfortable home and the conveniences that go with it must create the wealth from his farming operations to acquire these things. Also, people in a community or State that desire good educational facilities, social centers, and healthful surroundings must create the wealth, paid in the form of taxes or contributions, to make these things possible. In a rural community or State, of course, this wealth must come from farms. Thus, the farm must provide the wealth to make possible the comforts that satisfy. The rural population enjoys the comforts of a convenient home and the satisfying things of life in proportion as the farm income will permit. Income determines the standard of living.

Increased Farm Income

Similarly no one crop or single practice in the production of a crop will make farming prosperous. This is contrary to good farm management. Rather maximum income from farming requires the right kind of combinations of livestock and crops; efficient machinery and equipment, skillfully handled; the production of livestock products and crops at cheapest cost; the adjustment of production to market demands; cooperative marketing; and a host of other things properly coordinated.

In addition there are other influences beyond the control of the individual farmer, such as transportation, communication, credit, insurance, taxes, prices of materials to operate the farm, and others that have a direct influence

on the farmer's income. The better the system of farm management in its intimate details and the more favorable the influences beyond the control of the farmer for producing at cheap cost, all other things being equal, the greater the income.

Extension Work to Develop Rural Life

It has long been recognized that rural people, as a group, have not had the same opportunity to enjoy as comfortable and satisfying surroundings as groups of people in other vocations in our national social fabric. This constitutes what is designated as "our farm problem" today. It was to teach rural people how they could provide more comfortable and satisfying surroundings that the Smith-Lever Act was enacted in 1914, creating cooperative extension work in agriculture and home economics. The chief function then of cooperative extension work is to teach rural people how to create additional wealth by increasing income above expenses and to expend it judiciously for conveniences of the home and other things that provide enjoyment and happiness. To do this most effectively, all the known facts about farming and rural life, the knowledge and research studies of the various bureaus of the United States Department of Agriculture and departments of colleges of agriculture and experiment stations must be coordinated into a properly balanced, practical extension program. And to make marked rural improvement, the teaching of these facts must be in their proper relation to each other.

It is only when an extension organization can coordinate its work in this way that it will be possible to do the most constructive work. Certainly, an extension organization can not intelligently tell a farm family how to efficiently coordinate farm management, production, marketing, and home improvement with profit and enjoyment unless it can coordinate this subject matter into a uniform program subscribed to by all its members.

Extension Employees Must Have Broad Vision

Now, how can an extension organization function to contribute most effectively to the improvement of rural life? Of paramount importance is an extension staff, composed of individuals in the various positions, especially the specialized positions, that can visualize the whole rural-life field in the State. This involves a knowledge of the fundamental influences on which improvement in rural life depends and the relationship of these influences to each other. Also, these individuals must be thoroughly familiar with rural conditions as they exist and the various phases of the work of the extension organization in contributing to the improvement of them, and be able to visualize the potential possibilities of improvement. Simultaneously, they must visualize the most useful relation of their work and themselves to the entire extension program, instead of a restricted vision of themselves and their own field of work as defined by project outlines. Never before in extension work has it been so important that extension people have the proper vision, and it will become still more important in the future.

County agents and home demonstration agents must take to the people a program that is properly balanced and which really contributes to the development of rural life rather than a number of miscellaneous projects not related to each other, such as poultry culling, seed-corn selection, and the like that are easy to put across but do not have any great bearing on the big problems on the farm or rural community. Rather, in the demonstration program, there must be a distinct relation between soil maintenance and fertilization, feeding livestock, cash crop, the home, the community, and the vital things influencing the farm income and the home.

Constructing Extension Programs

In helping to construct such a program, specialists must not be too specialized and emphasize their particular projects out of a proper relation to the entire extension program or good practical farm and home management. Certainly, no beef-cattle specialist should go into a dairy community and indiscriminately urge dairymen to feed beef cattle. The most effective work the beef-cattle specialist could do in such a community would be to educate the dairymen to greater perfection in the dairy business.

Farm income and the life of the family can not be disassociated in the practical economics of the farm family. Neither

can a home-economics extension program be disassociated from a farm extension program and be intelligently projected. It is like buying an article on credit without knowing whether the money will be available to pay for it. Yet, I have known home-economics programs to be put before rural people without any consideration to income or whether the family could afford it. There is no doubt about the merits of a farm family having all these comforts and conveniences. But the influence that determines whether they can have them or not is the amount of money available. This is simple economy we all understand. The farm and home programs should be drawn and presented in their proper relation to each other, the home program in keeping with the farm income and recommending on those farms of low income conveniences and comforts that are simple and inexpensive.

Each specialist should be more or less familiar with the work, objectives, and subject matter of every other specialist, and especially the entire extension program for a region or county. This applies equally well to the home-economics specialists being familiar with the work of the farm specialists. Several years ago I met a woman engaged in extension work in Denmark. The thing that impressed me most about her was her knowledge of the technique of farming in her country. Many of our home-economics workers know little about the technical details of farming. Yet, the farm woman knows many of these details, and certainly it would be a distinct asset to a home-economics worker in her contacts with farm women to know as much about farming as they did. At least, it would give her a keener insight into the farm woman's problems.

Coordination of Workers

To have coordination of thought and action among members of an extension staff, individuals must be temperamentally "cooperative or coordinative" minded, or they must be educated to this point of view. Sometimes with certain individuals this is a difficult thing to do. Some individuals like to advertise themselves and their work as individuals—a perfectly human weakness—rather than the program of the entire organization. This attitude handicaps very much and practically makes impossible the effective coordination of a well-balanced extension program. Each specialist must have confidence in and respect for the opinions of the other specialists.

It is the function of the director to employ specialists with the right point of view or educate them to the proper point of view. This can be done by frequent conferences of administrative agents and all specialists. In the event members of the staff can not be brought to the proper point of view, it seems to me there is no place for them in the organization. Certainly we are not going to make much progress in formulating a program for improvement in any county or region unless all members of the staff contribute to its development and thoroughly agree on its practicability; and certainly we are not going to inspire the confidence of rural people in such a program if there is discord and difference of opinion among members of the staff about various phases of it. I have known instances where one specialist, for example, discussed with rural people his opinions about certain phases of the work of another specialist not being practical or certain phases of an extension program not being practical. An individual with such a point of view contributes largely to destroying confidence in the whole extension program and is a liability rather than an asset. When extension organizations can organize themselves to agree on one program, then and not until then will it be possible to do the most effective work.

Kitchen Campaign

"Undoubtedly the outstanding piece of work done in Delaware this year was the kitchen-improvement campaign in New Castle County," says Helen McKinley, State home demonstration leader. Several months were spent in making definite plans before the campaign was launched. The names of 1,400 home makers throughout the county were obtained as a mailing list.

Mimeographed leaflets on general improvement plans, floors and coverings, and wall and woodwork finishes were compiled, Government bulletins on convenient kitchens and floor coverings were studied, and some special demonstration equipment was prepared.

The best information on laying and treating different kinds of linoleum, on applying various paints and varnishes, and on finishing walls suitably was obtained from a local dealer who was very cooperative. In order for extension agents to become familiar with the newest types of equipment and to enlist cooperation they interviewed plumbers and local dealers in linoleum, paints, and wall finishes. The State board of health of-

ferred the personal services of an engineer who was a water system and waste disposal specialist. A survey blank, enrollment blanks, score card, rules of the contest, and check-up report blank were prepared, and schedule of meetings in various local communities was planned. Addresses were broadcast over station WDEL, Wilmington. At least 15 news stories and 6 circular letters were sent.

A letter and survey blank were sent to the entire mailing list telling of the problem, the interest of the representative women, and the help that the home demonstration agent was prepared to give. Each home maker was requested to fill out and return the inclosed survey blank. Demonstration meetings were started. Enrollment was closed and scoring of kitchens begun. The contestants were allowed three months to make improvements, during which time publicity articles appeared weekly and demonstrations in local communities were held.

The advisory council set dates and made definite plans for the county achievement day program when the prizes should be awarded, and for a tour to visit some of the outstanding results. Special prizes were planned for the three best stories written on how these improvements were made. Invitations were sent for entire families to attend the county achievement day meeting. A program of events and instructions regarding the lunch was included. Thirty-three women made the tour to the homes of seven of the contestants. A questionnaire for reports was sent to those who had not entered the contest but who had made improvements.

In conducting the campaign the local contacts consisted of 15 method demonstrations to 5 organized groups and 10 lecture demonstrations to miscellaneous groups including 1 grange, 3 federated clubs, 3 community meetings, and 4 parent-teacher associations.

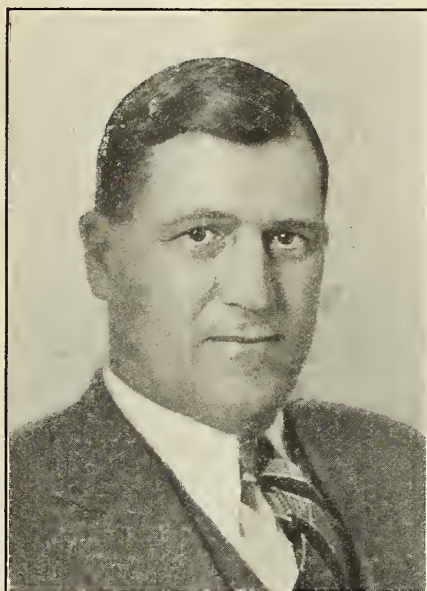
One hundred and ten women enrolled with 84 reporting improvements. Thirty-seven entered the contest, thereby starting result demonstrations, and 36 of these completed (the other contestant was forced to stop because of serious illness). A total of \$1,722.96 was spent by the contestants in making their improvements.

The Office of Cooperative Extension Work has finished the indexing of the annual reports from extension workers throughout the United States covering the year 1929. There were 600 more reports this year than have been received during preceding years.

Farm Board Assists Wool Growers

C. B. DENMAN, Member, Federal Farm Board

The Federal Farm Board has assisted the growers of wool and mohair and cooperative wool and mohair marketing associations to establish what is now the National Wool Marketing Corporation. It is composed of some 25 State or regional cooperative wool-marketing associations, operates in practically all wool-producing sections of the United States, and is in position to offer its contract and service to any interested wool producer in this country. That it is meeting rather universal interest and support is indicated by the fact that the corporation now has approximately 70,000,000 pounds of wool under contract.



C. B. Denman, member of the Federal Farm Board

The fact that this central selling agency already controls the sale of this volume of wool gives a good demonstration as to the value in marketing through an agency with sufficient volume to be a dominant factor in the wool and mohair industry. While the wool corporation will handle a very large percentage of the wool produced in the United States this year, the indications are that the percentage of mohair will be even larger, relatively, than that of wool.

It has a subsidiary credit corporation through which it discounts its paper for preshearing advances and loans on wool covered by warehouse receipts, thus offering to give to the wool grower credit facilities comparable to those offered by any financial institution. Its discount-

ing is done through regularly established banking facilities.

The officers of the National Wool Marketing Corporation are L. B. Palmer, president; Roger Gillis, vice president; and J. B. Wilson, secretary and treasurer. The board of directors consists of F. J. Hagenbarth, Spencer, Idaho; F. R. Marshall, Salt Lake City, Utah; J. H. Peterson, Dixon, Calif.; A. A. Johns, Prescott, Ariz.; Roger Gillis, Del Rio, Tex.; Roy Davenport, Uvalde, Tex.; R. A. Ward, Portland, Oreg.; Murray E. Stebbins, Helena, Mont.; J. B. Wilson, McKinley, Wyo.; J. H. Lemmon, Lemmon, S. Dak.; R. E. Jones, Wabasha, Minn.; L. B. Palmer, Columbus, Ohio; F. H. Wagar, Penn Yan, N. Y.; Floyd W. Lee, Albuquerque, N. Mex.; James A. Hooper, Salt Lake City, Utah. The office of the corporation is located at 281 Summer Street, Boston, Mass.

Under the agricultural marketing act a provision is made for an advisory committee to represent each major agricultural commodity. Upon request of the Federal Farm Board, the wool and mohair cooperatives selected the following men to constitute the wool and mohair advisory committee for this year: Frank J. Hagenbarth, Salt Lake City, Utah, president, National Wool Growers Association; R. A. Ward, Portland, Oreg., manager, Pacific Cooperative Wool Producers Association; J. H. Lemmon, Morrissetown, S. Dak., director, Cooperative Wool Growers of South Dakota; F. O. Landrum, Laguna, Tex., vice president, American Wool and Mohair Producers Corporation; Roger Gillis, Del Rio, Tex., president, Texas Wool and Mohair Growers Association; L. B. Palmer, Columbus, Ohio, president, Ohio Wool Growers Association; Col. Charles F. H. Johnson, Passaic, N. J., president, Botany Mills.

Members of the committee met with the farm board and recommended an industry program for wool and mohair. It is the hope of the Federal Farm Board that the activities of the National Wool Marketing Corporation will be such as to gain the support and confidence of the wool and mohair growers and manufacturers in a way that will bring greater stability of price and more orderly distribution of those products.

Three junior club camps were held in New Jersey the last two weeks of June and the first week of July. Boys and girls from six counties attended these camps.

Georgia Markets Poultry Cooperatively in Eighty-Five Counties

Community groups of Georgia farmers assembled and sold cooperatively during 1929, 3,846,159 pounds of live poultry, the returns from which came to approximately \$900,000. This activity was conducted in 85 counties with the advice and aid of extension workers of the Georgia State College of Agriculture. The money returns to farmers varied from less than \$200 to over \$50,000 per county.

This cooperative marketing of poultry is part of a 5-year extension program for developing the poultry industry adopted by the Georgia Extension Service in 1927. This program contemplated the coordination of production and marketing in which the State extension poultry specialists would be responsible for production material and the marketing specialists for the work in marketing. In carrying out this program in a county a county committee in formed of poultry men, farmers, and others interested in the improvement of practices in raising and marketing poultry products. The committees in some counties have grown into formal cooperative associations.

Cooperative Plan

Under the plan followed in these counties in instituting the cooperative marketing of live poultry, the county poultry committee, with the advice and assistance of the county agent, makes a survey to determine if there is an adequate surplus to justify car-lot assembling. Usually two or more counties join together in loading a car. If estimates show an adequate volume a date is set for the marketing. Then the Georgia State Bureau of Markets is requested to make contacts with prospective car-lot buyers, soliciting bids. These bids are submitted to the poultry committees by classes of live poultry. At a designated hour the bids are opened by the poultry committees and with the advice and assistance of county agents the successful bidder is determined and a contract made. The other details for assembling, grading, weighing, financing, and transporting are planned and supervised by the local poultry committees or associations with the advice and assistance of county agents and specialists from the marketing division of the Georgia State College of Agriculture. In addition to soliciting bids the Georgia State Bureau of Markets has cooperated by furnishing weighers and graders, especially when the plan is being initiated.

The county agents were the pivotal workers. In addition to the usual method and result demonstrations used by them in establishing the poultry-industry development program, posters, circular letters, news items, and exhibit material were used successfully. To intensify the work, seven contiguous counties in northeast Georgia were selected first for this effort. Up to the present time seven posters have been displayed intensively in these counties. These posters were developed from distinctive practices in reference to the production and marketing of poultry. For example, in December, 1928, a poster illustrating the

“In Marketing Eggs Size Plus Quality Brings the Top Price.”

The subject matter for them was developed by the production and marketing specialist after conferences with county agricultural agents in the seven counties in which they were used first. The subject-matter information was then sent to the Federal Office of Cooperative Extension Work in Washington for visualization and designs for the posters were prepared by visual instruction and editorial work. The posters were then printed by the Georgia Extension Service.

To give the rest of the State an opportunity to use this material, one poster on each subject in the series was sent to each county agent. As a result, 20 additional county agents used the material and were furnished with 10 posters and copies of the circular letters and news items used.

County Agents Active


The county agents have been the pivotal men in this development. They have made the farmers in their counties realize their bargaining power when they market collectively. This bargaining power might be minimized if some central agency, not owned and controlled by farmers who had gained experience in marketing through local services, performed the selling function. The county agents and marketing specialists of Georgia have been directly responsible for maintaining this favorable position of the producers.

This systematic development of the poultry enterprise in Georgia counties, and especially the cooperative marketing by local counties and formal poultry associations, is regarded by the extension service of the Georgia State College of Agriculture as having obtained the following results:

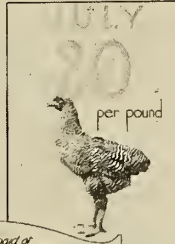
Increased the price paid to farmers.

A survey made by one of the marketing specialists of Georgia in cooperation with the county agent in a county where such cooperative marketing had not been started, showed that the farmers were receiving on an average of 18 cents per pound for hens, 25 to 30 cents for fryers, and 9 cents for roosters, whereas in another county in which this local cooperation had been developed farmers were receiving 25 cents a pound for hens, 35 cents for fryers, and 15 cents for roosters. It was decided to undertake such group cooperation, and two weeks later in this

EARLY BROILERS PAY
FOR HIGHEST PRICES AND LARGER PROFITS
MARKET BROILERS EARLY



per pound



per pound

Prices paid at COOPERATIVE CHICK SALES				
MARCH	APRIL	JULY	AUGUST	SEPT.
25	28	30	28	25
30	33	35	32	30

TO GET BROILERS ON THE MARKET DURING
MARCH AND APRIL HATCH OFF IN JANUARY
AND FIRST TWO WEEKS IN FEBRUARY

seasonal price fluctuations for broilers in Georgia was distributed. Twenty of these posters were placed in each of these seven counties, being displayed in country banks, stores, and schoolhouses. As soon as the posters had been placed, a carefully drafted circular letter, explaining in more detail when and how to raise broilers so as to take advantage of the usual upward swing in price in March and April, was sent by each county agent to the farmers interested in the poultry enterprise. To carry the information to all the farmers in each county, items were prepared for the local newspaper.

The posters used in the series carried the following titles: “A Strong Shipping Point Poultry Market Commands Good Prices”; “Healthy Birds, Clean Houses, Wholesome Feed”; “Early Hatched Pullets Pay”; “Early Broilers Pay”; “Growth of Live Poultry Market”; “Is an Egg Always an Egg?” “Ask the Can-

particular county 21,210 pounds of live poultry were assembled and sold, representing an increase in price of \$1,509.

Stimulated the production of farm flocks.

In Georgia, as in many of the Southern States, poultry products are insufficient to meet local consumption. The marketing specialists say that the inability to market the surplus has restricted needed expansion.

Provided the means for extension workers to show how better breeding pays.

Provided training for Georgia farmers in cooperation in agricultural production and marketing.

Extension Training Course

It has been recently announced that the Oklahoma Agricultural and Mechanical College will add a department of extension training for the purpose of giving professional training to prospective county agricultural agents, county home demonstration agents, and other extension workers. The general administration of this division will be by the dean of agriculture, the director of extension, and the dean of home economics with a head of the department in charge.

The technical subjects of the new courses will be given by the various departments of the college, while extension subjects are to be taught by persons who have had considerable training in extension work.

There will be two courses. One pertains to successful home making and the preparation of students for field work in home demonstration activities. Graduation from this course will lead to the degree of bachelor of science from the school of home economics. The other curriculum includes extension training for county agents, but is made general enough so that other extension workers will be benefited by taking it, and also that the graduate can apply the knowledge obtained to any professional line in agriculture. The satisfactory completion of this course leads to the degree of bachelor of science from the school of agriculture.

The extension training department offers the following courses: Visual education, result demonstration, history of agricultural organizations and extension work, organization and methods in agriculture, organization and methods in home demonstration work, and demonstration practices and observations. The plan is to have both a man teacher and a woman teacher to handle the above phases of the extension training course.

Hog-Feeding Demonstration Tour

Immediate cooperation with the Colorado Experiment Station enabled the Colorado Extension Service to stage one of its most successful and effective demonstrations.

Three days after a particularly striking hog-feeding experiment had been completed by the Colorado Experiment Station in cooperation with the United States Government Dry-Land Field Station near Akron, Colo., April 17, 1930, a two weeks' hog-feeding demonstration tour was begun.

Two truckloads of hogs, representing two of the nine experimental feeding pens, told a story of contrasts and emphasized the importance of feeding a protein supplement in the hog-fattening ration. They were exhibited at 40 towns in 12 eastern Colorado counties.

lot to more than triple the gains made by the other lot and reduced the feed cost per 100 pounds of gain by almost one-third. Those receiving protein supplement weighed an average of 296 pounds each at the end of the feeding period, while those receiving no protein averaged only 139 pounds in weight.

Director F. A. Anderson, of the Colorado Agricultural Extension Service, considered this contrast between the two pens of hogs so striking in its significance that he immediately undertook the demonstration tour to take directly to the farmers and hog producers of eastern Colorado the important feeding information.

Hundreds of farmers throughout the area covered by the tour compared the two truck loads of hogs and heard the



Hog-feeding demonstration tour

The contrast between the two lots of hogs was so noticeable that it was almost unbelievable to some of the farmers who inspected the animals during the tour—the first of its kind ever held in Colorado.

Both lots of hogs were alike in quality, weight, and age when the feeding experiment began, and both received the same ration of corn and hog millet, or proso. One lot was fed a trinity mixture protein supplement, while the other received none.

After the 120-day feeding period, it was found that the addition of the protein supplement enabled the hogs in one

lot to more than triple the gains made by the other lot and reduced the feed cost per 100 pounds of gain by almost one-third. Those receiving protein supplement weighed an average of 296 pounds each at the end of the feeding period, while those receiving no protein averaged only 139 pounds in weight. Well-attended meetings were held wherever stops were made. County agents and prominent farmers in the district aided in making arrangements for the meetings in their respective localities.

The demonstration was considered particularly valuable because the lot of hogs that had been fed no protein supplement were representative of thousands of hogs in the territory covered. It was shown in the experiment that these hogs represented a loss of \$4.49 a head.

4-H Home-Making Club Work Expands

A substantial increase was noted in all lines of 4-H home making club work during 1929, according to Gertrude L. Warren, of the Office of Cooperative Extension Work. This increase was due largely to the use of Capper-Ketcham funds, making possible an increased number of agents devoting some time to 4-H club work. As previously, the largest enrollment was in clothing club work. Progress in the clothing program was indicated not only by the tabulation of results given in the annual State reports but also from a study of the literature

club program in 1929 was the research work done in South Carolina to determine more accurately what the farm girl selects and how she does her purchasing.

Strides were made during 1929 in the number of garments made by club girls for their younger brothers and sisters. In this work consideration was given to those psychological appeals that are fundamental in the development of personality in young children. Another interesting development of the clothing work during 1929 was a State style show for club boys emphasizing what a farm boy should wear on different occasions.



Members of 4-H club canning fruits and vegetables

prepared during the year. Better educational methods were followed, more specific information given, and more attractive illustrations shown. In addition, traveling exhibits of garments made by former club members, together with judging contests, proved an effective means of raising the quality of work under way.

The outstanding developments of the clothing club program during 1929 were the emphasis placed upon posture and health in relation to clothing, the standards for proper dress, including the wearing of proper shoes, and the economic aspects relating to clothing selection and the keeping of clothing budgets as well as personal accounts. One of the most valuable contributions to the clothing

As a result there was a noticeable improvement in the appearance of all club boys of the State at county and State events and in their general attitude toward appropriate dress.

The Food Club Program

The food club program in 4-H club work has always been considered important to the health of the rural family. Reports during 1929, indicate that its influence on the improvement of general health conditions in rural America is becoming increasingly greater. A gratifying increase was noted in the number of reports showing how food club activities were organized to meet local community needs. Farm boys and girls

enrolled in food clubs reported encouraging results in the preparation and serving of family meals in keeping with the dietary needs of the family, the packing of well-planned school and picnic lunches, and the baking of wholesome bread and cakes. Some clubs of girls reported very constructive and interesting work in serving simple refreshments at community events. In Ohio an increase was noted in all food club work due to the reorganization of the program based upon a survey of the interests of adolescent farm girls.

In the garden club work the planning and planting of the garden in keeping with the family food needs was given emphasis during 1929. The outstanding development of the canning club program was the reorganization of the work on the basis of meal preparation as a further expansion of the work in planning the family canning budget.

While the keeping of food and health habits was an integral part of all food club work, there were in addition a substantial number of farm boys and girls engaged in other club activities, who kept their food and health habits through the year in accordance with their height and weight findings. In some States this latter phase of the food club program was undertaken as a special health club activity. In some States, also, nearly every club member selected in 1929 some bad habit with the aim of correcting it. A large majority reported success in this undertaking. Reports also indicate a large increase in the number of club boys and girls who had physical and dental examinations during 1929. It is difficult to estimate the influence of such programs in improving the food and general health standards in farming communities.

There was a considerable increase in the number of farm boys and girls who arranged their rooms in accordance with the better practices, refinished furniture, especially fine old family pieces, and made or purchased accessories to enhance the general atmosphere of comfort and beauty in the farm home.

Home Management Activities

In addition to the work done in home improvement, an increasing number of club members were enrolled in so-called home-management activities. Farm girls reported taking over the responsibility for certain household activities, such as the Saturday cleaning, washing the dishes at night, cleaning the household silver, and making the beds. Some of the older club girls in home management reported much pleasure in taking

over the management of the farm home while their mothers attended the State farmers' short course or the women's camp. Records of housework done are giving a clearer idea of the big part being played by club girls in many farm homes. Reports indicate that the burdens of mothers are being materially lightened through the encouragement given farm girls in the 4-H clubs to do their share of work in and around the home.

Farm boys and girls enrolled in home beautification clubs reported having completed work in improving the external appearance of their farm homes by planting perennial gardens, using native shrubs and plants, and repairing as well as beautifying the fences surrounding the home grounds. This work is becoming increasingly correlated with forestry and other general community activities.

One of the outstanding developments during 1929 along home-making lines was the impetus given the work in child training. For several years "Big Sister" clubs have been conducted successfully in Massachusetts. These girls who take care of younger members of their families have shown an almost surprising sense of responsibility, particularly in their own health and food habits. Besides the immediate help to the mothers, the good times and thoughtful attention to the children and the desire to learn useful and helpful things, these clubs have developed in the girls many desirable character traits.

In Wisconsin, the State club leaders reported that some excellent results have been obtained in cooperation with the State board of health. There the county nurses assist in the supervision of "Little Mothers' 4-H Clubs."

In 14 States definite work in clothing and feeding younger members of the family was given as a part of the regular 4-H programs in clothing and nutrition. This work in the care and training of children seems to be meeting a real need in those farm communities where the responsibility of dressing, caring for, amusing and even feeding a younger child of the farm family usually falls upon an older sister.

As in all home activities, in keeping with the general trend, there was a substantial increase in the number of boys enrolled. There was also an encouraging number of older boys and girls attempting to do their part in raising the standards of living in their home communities. Special emphasis was placed also at club short courses and other club events upon the development of desirable attitudes.

Dry-Land Gardens

Eleven counties in New Mexico did extension work in home gardens last year, with 393 farm homes adopting improved practices, reports from that State say.

"In Union County, in cooperation with Hazel C. Usner, the district home demonstration agent," says a report from that county, "we have given 24 method demonstrations on planning and encouraging better gardens, and have conducted 65 result demonstrations—62 of which were completed. These demonstrations included increasing the variety of vegetables grown, making use of the overflow from the farm well where available for supplementary irrigation, and tillage methods. The gratifying result of the home garden work of this county is that during the past six years the home garden project has been carried the number of home gardens in the county has grown from less than a dozen to at least 1,200. The remarkable gardens which have been grown this year are a credit to any county."

In San Miguel County, where Mrs. Ivie H. Jones is home demonstration agent, arrangements were made with a local grower of sweet corn to secure a large quantity of sweet-corn seed. This was supplied to farmers in different communities at cost, and as a result a much larger quantity of sweet-corn seed than ever before was planted.

In Harding County the Farm Women's Market at Roy is furnishing a nice outlet for a limited amount of surplus garden products. The women are all aware of the fact that Roy will only furnish outlet for but a small amount of surplus, and are urged not to grow produce for the market but merely to bring to this market the surplus from their gardens. The limited supply of water on the mesa would prohibit the production of garden products for distant markets.

Seeds Exchanged

The Farm Women's Cooperative Club, of Roy, held an exchange of surplus garden stock March 19. Dill, wax beans, squash, and pumpkin seed were exchanged. One hundred and sixteen ever-bearing strawberry plants, 12 tomato plants, 15 rhubarb roots, 76 gooseberry bushes, 24 black currant bushes, 1 quart of winter onion sets, sage, parsley, and wonder berry plants were also exchanged. No losses in any of this stock were reported, and the home demonstration agent has visited gardens where most of it was planted and growing. The women

enjoy sharing with one another. The slogan was "A garden on every farm." The district agent contributed much to this cause by stressing before the women's clubs the economic place the garden should take in the expense of feeding the family. She also promoted a seed exchange at the club meetings, at which there were several dozen different kinds of home grown seed exchanged between the members of the numerous clubs. This year most of the members of these clubs are saving a surplus of their best seed to use in this way next year.

Livestock Committee

Six of the seven members who will compose the Livestock Advisory Commodity Committee have been selected by livestock cooperatives to represent the livestock industry before the Federal Farm Board. The committee was appointed upon invitation of the farm board as provided by the agricultural marketing act. The committee held its first meeting in Chicago on May 14.

The six members selected are: R. M. Gunn, Buckingham, Iowa, member, board of directors of the National Livestock and Meat Board, member, marketing committee of the Iowa Farm Bureau Federation, and livestock feeder and breeder; T. C. Halley, Scottsbluff, Nebr., lamb feeder; C. A. Ewing, Decatur, Ill., livestock feeder and member of board of directors Chicago Producers' Commission Association; H. L. Kokernot, San Antonio, Tex., cattle ranchman, president, Texas Livestock Marketing Association, and member executive committee of the American National Livestock Association; Thomas E. Wilson, Chicago, Ill., president, Wilson & Company, vice chairman, National Livestock and Meat Board, and chairman, American Institute of Meat Packers' Committee to confer with livestock producers; and R. M. Hagen, San Francisco, Calif., managing director, Western Cattle Marketing Association, and secretary, California Cattlemen's Association.

During the period May 1, 1927, to April 30, 1930, John Bradford of the Playground and Recreation Association of America, gave recreational training to practically 22,000 local leaders, over 10,000 of whom have been 4-H club leaders. Forty-four States and four Canadian Provinces have been represented in this work.

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JULY, 1930

Sound Program Making

Two needs are outstanding as to viewpoint and emphasis in present-day extension programs. One is that we think in terms of the farmer's business and income as a whole and not merely in terms of various enterprises. The other is that we consider also as a whole the agricultural industry of the region or district for which a program is being developed.

In working out such programs county extension agents are using with success the analyses of farm accounts and enterprise-cost accounts kept locally and analyses of farm management surveys of farms in their counties. These data, along with the results of economic research of the State experiment stations and the United States Department of Agriculture, give these county extension agents a body of fact on which sound programs may be based.

Experience in counties where farm accounts and farm management surveys have been utilized indicates that there should be at least 30 completed farm accounts available in each county each year in order to give accurate data in sufficient volume for effective program making. Where such local facts are available, the contribution of the agent to the program for his county carries with it authority, force, and conviction. Without these facts an agent may keep busy in a county for many years without attaining substantial accomplishment or making any permanent contribution to the agriculture of the county. It would

seem to be wise for the extension agent to seek and to obtain the cooperation of the farmers of his county in acquiring these facts that are essential to sound program building and execution.

Talking Pictures

The talking picture comes over the extension horizon. In this issue of the Review we read what Raymond Evans says of the talkies, how they are produced, what they cost, and what part they may play in extension teaching. The possibilities in this new medium of instruction intrigue us. They suggest how the thought and personality of the extension leader, whether director, supervisor, specialist, or agent, may be projected with their original force and vitality to audiences far beyond those now reached. Likewise, the talking picture would take the successful farm practice of one region or area and show it to the people of other sections, letting the man or woman who is the exponent of the practice tell the story in person. Through the same medium the national 4-H club camp held in Washington last month and other significant extension events of national, regional, and State importance would be seen and heard by the people in every county and community where such events have interest and appeal.

Speculation on the teaching possibilities of the talking picture might be continued indefinitely. Suffice it to say that here is a medium worth watching. Study the talking picture. Know something of its possibilities and its limitations. When production begins, be ready to use it effectively. This may well be our attitude toward the coming of the talking picture into the extension field.

Productive Criticism

Criticism in any line of work is helpful and stimulating if constructive. It should be the stimulus to action rather than to reaction. In no field is this more true than in boys' and girls' 4-H club work. If certain objections are directed at the club program, they should not provoke antagonism but should stimulate extension workers to study diligently the validity of these criticisms and the causes which provoked them. They should lead either to presenting sound evidence disproving the critics' statements or to the making of scientific studies of club work on the basis of which necessary adjustments can be made.

Emotion and sentiment will not solve 4-H club problems. Nothing so soon wrecks a movement as entrenched traditional beliefs and prejudices based on opinion rather than fact. On the other hand, nothing so promotes the growth of a movement as persistent study of its defects and constant effort to remedy them. Criticism that leads to such study and effort should be welcomed. The development of reliable scientific information in the field of junior extension education is the only basis on which sound progress in 4-H club work can be made.

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 are some basic reasons for the readjustment or long-time programs now being developed?

A. Such programs provide a broader and more dependable basis for current extension programs because economic and social needs are considered as well as farm production or home-making skills. A long-time program seeks to help farmers increase their incomes as a whole by pointing out ways in which the organization and business management of farms may be brought into closer adjustment with present economic conditions. In addition, such programs develop a wider appreciation of improved standards of living and rural social organization generally.

Q. How much time do county agricultural agents devote to 4-H club work?

A. The average amount of time devoted by county agricultural agents to 4-H club work was determined by a questionnaire sent to extension agents in 1929. During the year 1928 county agricultural agents spent an average of 25 per cent of their time on 4-H club work.

Q. How is the Office of Cooperative Extension Work of the United States Department of Agriculture informed regarding what work is contemplated by each State during any given year with Smith-Lever and Smith-Lever offset funds?

A. Plans of work are submitted by the States at the beginning of the year, which must be reviewed and approved by the Federal Extension Office before Federal funds are made available to the States for carrying on each project.

Talking Pictures for Extension

RAYMOND EVANS, Chief, Office of Motion Pictures, U. S. Dept. of Agriculture

The talking picture has triumphed in the commercial motion-picture field so quickly that its most sanguine advocates have been surprised. Already the silent entertainment is as dead as the stereoscope, and the only reason why silent educational films are not just as dead is because there are not enough educational talking pictures to supply the educational field nor enough equipment available for projection of such pictures.

This situation is attributable largely to the fact that the cost of talking-picture production, as well as of equipment for projection, is much greater than that of silent pictures and projectors. A budget such as that of the Office of Motion Pictures, based on past needs for silent picture work, is wholly inadequate for production of talking pictures on a scale comparable with the work that has been done hitherto. Indeed, without provision for a large initial investment in recording equipment, it is not adequate for any production of talking pictures, even on a limited scale, except on commercial contract. The very best professional camera for silent picture work costs in the neighborhood of \$3,000, complete, while a sound truck for field work in talking pictures (sound on film) will cost perhaps \$40,000. A studio outfit for recording by the disk system costs at least \$5,000. A good microphone alone costs \$250; a high-grade "mike" \$1,000. The cost of the standard portable projector used by county agents is about \$250; the very cheapest sound-on-disk outfit available for use with such a projector about twice that, while a good portable outfit for projection of sound on film costs from \$2,000 to \$4,000.

These prices, in the opinion of those in touch with the industry, are likely to be revised downward when production is standardized, but at best equipment for making and projecting talking pictures will remain far more costly than silent equipment.

The Department's Program

Two years after the beginning of the era of talking pictures the department finds itself with a budget for motion-picture work based on the costs of silent-film production. Consequently, it faces the problem of edging into talking-picture production by the resort to such expedients as are within its financial resources. Several of the bureaus that have made consistent use of motion pictures in the

past have evinced keen interest in sound pictures. Indeed, among the subject-matter men of the department there seems to be a general appreciation of the great possibilities of the "canned lecture" illustrated with motion pictures and a desire to try out this method of teaching. With a view to making a beginning in this work, pending provision of funds for recording equipment, the Office of Motion Pictures has worked out the following tentative course of procedure which it is laying before the bureaus interested in motion-picture work:

1. The first step would be to score on disk, with voice or music, or both, a selected number of our existing films needed for field work by the representatives of the department itself. Pictures that might be considered in this connection would include those on cattle-tick eradication, on barberry eradication, on corn-borer control, and on the forest-fire-control problems of the Forest Service. Such film could be made available on very short notice for use on bureau field trucks equipped for the projection of sound pictures. The scoring of the pictures can be done on contract. The department already has scored one picture in this way, as an experiment, and finds it a feasible and not an expensive thing to do.

2. The bureaus concerned in intensive educational campaigns should put in the field one or more trucks equipped for projecting sound pictures. The Bureau of Animal Industry and the Forest Service already have motion-picture trucks in operation that could easily be adapted to this work.

3. All films scored on disk should be supplied in 16-millimeter as well as 35-millimeter size, to serve as a nucleus for a library of 16-millimeter sound films.

4. The department should plan to equip the motion-picture laboratory with a sound-on-film recorder, housed in a truck for field use, during the fiscal year beginning July 1, 1931, and should plan projects for that year's production program with a view to making talking or synchronized pictures of all that will lend themselves to that treatment.

This program, if carried out, would provide a limited number of talking pictures on short notice, and would serve to start the work without entailing any great outlay of funds during the coming fiscal year.

To make such a program effective, a coordinate development of facilities for sound-picture projection by State extension agencies would be absolutely essential. Our suggestion in this regard is that State extension authorities provide projection trucks equipped for putting on good talking-picture shows and route them about the States in accordance with local demands.

We do not think it is desirable for the individual county agent to undertake the projection of 35-millimeter talking-picture films. While portable outfits for such projection, with sound on disk, are available and quite practicable, they are much bulkier and somewhat more difficult to operate than the portable silent projector. For the county agent who has a flair for the work and wishes to act as his own projectionist, we would suggest the 16-millimeter sound-on-disk equipment. Such outfits, complete, can be bought for \$500 or less, and while the picture projected is not as brilliant as that from 35-millimeter film at an equal throw the output of the speaker is just as good as that of the standard-size outfits.

Any talking picture made on 35-millimeter stock can easily be made available on 16 millimeter stock by reduction. If the original recording is on disk, the same disks used with the 35-millimeter prints can be used with the 16-millimeter prints. If the original recording is on film, it can be re-recorded on disk for use with the 16-millimeter film.

Talkies Educationally Effective

The possibilities of the talking picture in educational work are such that educators are evincing more interest in "talkies" than they have ever shown in silent-motion pictures. In a "talkie" a scientist or economist who has an important finding to put before the public can, in effect, be put face to face with those to whom the finding is of most interest and in many parts of the country at the same time. Excellent effects can be obtained by the use of a running spoken commentary in connection with animated maps and diagrams, and musical scoring can be used to good advantage to add to the effectiveness of old, silent pictures. We feel that all doubt as to whether talking pictures are here to stay has been dissipated long ago, and we would welcome any action or suggestion that might come from the State extension authorities looking to the equipment of State agencies with sound projectors.

South Dakota Tries Economic Conference Idea

Faith in the agricultural economic conference form of program planning is growing in South Dakota extension circles as a result of the five held this spring in Lincoln, Bon Homme, Fall River, Codington, and Clark Counties. Although some of the five were perhaps more successful than others, much ultimate good is expected to be derived from all of them. It is safe to say that the majority of the thousand farmers and farm women who attended the meetings went home afterwards and did some serious thinking along new lines.

Ground work for each conference was laid by conducting preliminary farm management surveys and surveys of the farm homes, T. S. Thorfinnson, farm management specialist, being in charge of the first, and Susan Z. Wilder, extension nutritionist, in charge of the other.

Committees Selected

Committees of representative farm men and women were selected to discuss each phase of the farm problem. The committees varied somewhat in the different counties but ran about as follows: For the men—beef cattle, dairy cattle, swine, sheep, poultry, cash crops, feed crops and pastures, gardens and shelterbelts, power and equipment, farm organization; for the women—food, clothing, home plant and equipment, miscellaneous budget.

An extension specialist served on each of these committees as secretary, taking down the recommendations as made and offering technical information when requested to do so.

It was the task of the women's committees to determine the amount of money needed to maintain the proper standard of living for the farm family. They had to decide the amount that should be spent for clothing, for food, for household furnishings and equipment, for recreation, for church and for charity, education, incidentals, and the like.

It then became necessary for the men to shape their agricultural enterprise so that it would bring in the amount of money required by the women.

Conference Program

Each conference proper was opened by a discussion of the agricultural outlook by A. E. Anderson, director of extension, or some other qualified speaker. Next came a talk on agricultural trends within the county by the county agricultural agent, and one on home conditions by the home extension agent. Results

of the farm management survey and the farm-home survey furnished the subjects for these talks. With this picture of present conditions within the county and the probable market future of the farm products clearly established in the minds of the audience, the general meeting was adjourned and committee meetings were begun.

Committees Report Findings

In practically every instance these committee meetings were characterized by enthusiastic and energetic discussions on the part of the farmer members, usually extending through the afternoon of the first day of the conference and into the forenoon of the second. As soon as committee recommendations became available they were submitted to the farm organization committee by a representative of the commodity committee. Incorporating the best features of the various committee recommendations into one or two model farm set-ups which would produce the necessary income was the job faced by the farm organization committee.

A big meeting on the afternoon of the second day closed each conference. At this meeting each committee chairman read the report of his committee, after which it was discussed by the general gathering, changes made if thought necessary, and the report accepted.

Committee reports were later mimeographed, assembled into a general report, sent to each committee member, and also made available for general distribution to any farmer who desired them.

The economic conference idea was first tried out in South Dakota last fall with the personal assistance and advice of Eugene Merritt, of the Office of Cooperative Extension Work. The scene of the first conference was Aberdeen, in Brown County, and the farm people took hold of the idea so well that five more were scheduled for this spring. As more conferences were held, the thing became more and more systematized, until now the specialists are able to put one on with a minimum of effort and waste motion.

This fall and next spring conferences will be held in five or six new counties, according to plans being formulated by Director Anderson and V. D. Basart, county agent leader. Follow-up conferences will be held in the six counties which have already had conferences.

Many benefits accrue to both the farmers and the extension service as a result of the conferences. The mimeographed reports contain a wealth of rec-

ommendations concerning farming practices advocated by some of the best agricultural minds in the county, and they also contain a discussion of the most important problems confronting agriculture in that region. The reports serve as excellent guides for the mapping out of the county agent's programs.

The conferences have the effect of stirring the agricultural population up to a more acute realization of what its problems really are and to a serious consideration of the best means of solving them.

Mutual benefit is also derived from the closer relationship established between the extension service and the farming population through such meetings.

Maine Conferences Unique

"For the past four years the Maine Extension Service has planned and put into effect a program at its annual conferences that is different from that of most State conferences," comments A. B. Graham, principal agriculturist in charge of subject-matter specialists, of the Office of Cooperative Extension Work. "Maine's type of program is distinctive in that it is centered around some definite method or methods of conducting extension work. This character of program for State conferences is commended to the consideration of extension workers as being stimulating to the development of progress in teaching methods and in obtaining more effective results."

The first year Maine used this type of program the discussion centered on methods of extension teaching. The group conferences with county club agents were held in the afternoon. Each of the discussions by these groups concerned the methods of teaching subject matter, in which the applications of the discussions of the morning were made.

Letter Writing Stressed

The second year "How to write both personal and circular letters" was the dominant feature of the conference. The general morning session was given to the discussion of letters written by a person in the employ of one of the industrial corporations, and the afternoon to group discussion.

The third year "The organization of material for a talk and how to make a talk" was the leading thought. The afternoon sessions were given to the application of the general instructions. The principal instructor spent part of his time in each of the group sessions as a leader in discussion.

At the fourth year conference "The process of learning and its application to the extension field" took up the time of the general session. The application of these principles was discussed relative to conducting a meeting by the county agents, to making a call by the home demonstration agents, and to making a method demonstration by the club agents.

Preparation for Conference

Preceding the conference by several months, each agent was requested to read "Influencing Human Behavior," by H. A. Overstreet. The assistant director of extension sent five questions on this book to each agent to bring out what parts of the book applied to his work as a teacher, also to bring out what parts of the book he could not apply. These answers were placed in the hands of each of the lecturers at the general session for the purpose of securing explanation.

Ten days or two weeks before the conference a discussion leader was selected from the county extension agent groups to conduct the afternoon discussion in each of the group meetings. An outline was carefully prepared by each of these group leaders as to the points that were to be covered in the discussion on the holding of a meeting, the making of a personal call, and the conducting of a method demonstration.

The evening before the conference opened the two instructors for the general meeting, the three discussion leaders, the State leaders in each of the three lines of work, and the assistant director held a meeting to make a general survey of the entire plan of conducting the conference. This was for the purpose of coordinating the general session with the special or group session of the afternoon and to determine in just what ways the points of the general discussion would be applicable to the outline prepared by the discussion leader.

Conference Outlines

The outlines were not distributed to the county extension agents but were held in the hand or placed on the table in front of the discussion leaders so that each could effectively guide the discussion, both as to its nature and as to time allotments for various points.

The evening before the last day the general work instructors were brought together with the assistant director, and at least 10 or 12 salient points of their lectures were set forth for report the next day. The discussion leaders also

prepared their reports to give to the closing session the general results of the group discussions. These reports were all prepared in brief form and were added to by extemporaneous remarks by the leader. Following the conference mimeographed copies of these briefs were sent to each agent, and they were requested to return to the assistant director whatever comments they desired to make on the work and results of the entire conference.

Professional Improvement

During the summer of 1930 extension field agents will have many opportunities for further professional training along the lines they are pursuing. Many land-grant colleges are offering courses in their summer sessions that appeal to the extension worker as useful in increasing his subject-matter knowledge and his methods of procedure. Besides the usual courses in fundamental agricultural and home-economics subjects, these institutions are offering work in marketing, farm management, sociology, general economics, and kindred topics. The department would be glad to see as many extension agents as possible attend summer sessions for professional improvement. Especially would it be beneficial for agents to attend the different institutes and schools that offer greater knowledge of cooperative marketing and farm management, as these subjects are to play such an important part in our extension work through the immediate future.

The University of Wisconsin is enlarging its special course for extension workers this year. Whereas only one course was given at this institution last year, this year two will be offered. The first of these courses will cover such topics as extension objectives, measuring accomplishments, relative effectiveness of means, while the second course will be handled as a graduate seminar course and will be open to those who took course 1 last year. The second course will be devoted to an analytical review of the latest developments in extension.

Cornell University at Ithaca, N. Y., is offering through its college of agriculture a summer course of study that includes work extremely valuable to the extension worker. Courses in organization and administration of cooperative extension work, psychology for extension workers, food preparation and preservation, house furnishings, and the like will be offered. Much attention will be paid in all these courses to the newer con-

ceptions of cooperative activities and economic disposal of productive surpluses.

In the South the Georgia College of Agriculture is offering courses for graduate students in the marketing of farm products under three heads—1, markets; 2, marketing functions; and 3, marketing methods and agencies. Other southern institutions are offering similar courses in their summer schools.

The American Institute of Cooperation is offering at the Ohio State University a 6-weeks' course dealing with agricultural cooperation. The university has consented to give degree credits to those completing the course. A conference of the American Institute will be held July 7 to 12 at the Ohio State University to which all directors, officers of cooperative associations, county extension leaders, and others are invited. The conference program will include discussions of membership relationship, financing, and other problems of cooperatives.

Mr. Julius Rosenwald has given \$15,000 for financing three summer schools for negro extension agents. These schools, which will be conducted from August 6 to August 30 at Orangeburg, S. C., Nashville, Tenn., and Prairie View, Tex., will present such subjects as extension methods, agricultural economics, cooperative marketing and farm finance, as well as the usual fundamental agricultural and home-economics subjects. These schools offer an excellent opportunity for negro extension agents to increase their subject-matter knowledge and their skill in method presentations.

The alert extension agent will find ample opportunity to increase his or her extension teaching ability by taking advantage of some of these courses or of others offered by institutions conveniently located. A few weeks devoted to better teaching preparation during the summer months will reflect greater achievements in the field during the remainder of the year.

A Nevada News Story

One of the finest examples of the efficacy of the news story as an extension method came to the attention of A. L. Higginbotham, editor of the Nevada Agricultural Extension Service.

One hot day in the middle of the summer the editor, suffering from the heat, bethought himself or the infinitely more suffering persons living on the desert. Why wouldn't a story of the "iceless" or desert refrigerator be timely? Very much so, he thought.

New Jersey Forestry Clubs Popular

From Mrs. Mary Stilwell Buol, assistant director, he obtained the information that such a means of keeping food cool had been recommended for years by the extension division. Obtaining specifications, he wrote a story for the regular news service on the principles of desert refrigeration, concluding it with the statement that exact plans could be obtained from the Reno office.

The story was picked up by the United Press and incorporated into its service to its member newspapers. The Nevada news service has never had such a demonstration of the effectiveness of its publicity.

Fifty-three persons, including homesteaders, business men, real estate agents, farmers, housewives and others, took the trouble to write to the Reno office for specifications. The letters came from 38 towns in six States. Thirty-two persons wrote from 23 localities in California; 14 from 9 towns in Arizona; 4 from 4 communities in Nevada; and 1 each from Washington, Oregon, and Illinois.

As was natural, the letters came from the Southwest chiefly, but practically every portion of Arizona, California, and Nevada was represented. One California woman wrote that she wished to send the specification to her son and daughter in India. The Illinois inquiry came from the director of the Household Science Institute.

When one considers that probably thousands of other persons read the item and went to the county agents in their locality for advice, one realizes how a simple news story, which took not more than an hour of the extension editor's time, is a very effective extension method.

Sabbatic leave of absence has been granted by the University of California to Farm Advisor H. E. Wahlberg for the purpose of visiting European countries to study subtropical fruit areas similar to those of southern California. Mr. Wahlberg will visit Spain and include in his itinerary the northern coast of Africa. He will later proceed through Germany and will attend the International Soils Congress meeting at Moscow. Delegates to the soils congress will make a tour to the agricultural areas in the region of the Black Sea and the Caspian Sea.

Ralph Edwards, a 4-H tobacco club boy, Washington County, Tenn., led his fellow farmers in tobacco sold on the Johnson City market this year, with 826 pounds raised on half an acre, for which he received \$231.24.

Enrollment in the New Jersey 4-H Club forestry project has increased from 39 to 2,000 during the past five years, with 95 per cent of those who began this work five years ago still members. Speaking of this growth, E. L. Scovell, extension specialist in farm forestry, says:

"Our problem has not been the expansion of our project but of keeping pace with it. We have been hard pressed to develop trained leadership and subject matter as rapidly as the demand for the project has increased."

New Jersey's extension program in forestry has two very definite phases, one dealing with the solution of present problems and situations and the other with the future. The first phase has to do with the present owners of wood lots and submarginal lands. The second phase deals with all those who may own or have a part to play in shaping the future welfare of such properties. This is the basis for the division between the work with senior and junior 4-H forestry club members.



A group of forestry club members

The program is designed to develop an attitude among rural and urban boys and girls which will assure the continual application of constructive management practices on farm woodlands. Results are measured in terms of growth in the individual boy or girl, the extent to which each has acquired an increased interest in the woods, a stronger liking for them, a deeper appreciation of their value, and a greater knowledge of the principles of good woodland.

"Assuming that the chief purpose of our junior forestry program is to safeguard the future welfare of the farm timber resources of the State," Mr. Scovell continues, "it seems necessary for us to reach as many rural and urban boys and girls with our program as possible. To limit our work with juniors to those who live on farms having woodland or submarginal

land would mean neglecting a much larger number of boys and girls who might well be more influential than this small group in determining the future welfare of our timber resources. We desire a program which will be suitable alike for juniors on the farm and in the urban districts, with woodlands to manage or without them, and with or without lands on which they can plant forest-tree crops. At the same time we realize the importance of teaching the boys and girls on farms how to manage the farm wood lot and how to establish forest plantations."

The Club Program

To meet this dual responsibility and opportunity, New Jersey has developed the junior forestry work along two lines. The club program in forestry is organized on an 8-year basis, four years of junior work followed by four years of so-called senior 4-H club work. The junior work in the beginners or introductory phase is designed to create a widespread interest in the woods among the rural boys and girls between the ages of 9 and 14. From those completing this phase and whose interest has been developed to where they wish to continue in forestry club work the senior 4-H forestry clubs are recruited. These members carry on the four years of the advanced phase in which practical woods forestry is the keynote. The local forestry clubs meet regularly, some twice a month and some weekly, to report on and discuss the things which they have been doing, have seen, or are planning to do, and make plans for future club activities.

"The growth of the forestry project among club members since 1925 and the large number of boys and girls who continue this project year after year," comments Robert G. Foster, field agent in 4-H club work for the Eastern States, "has strengthened the belief of those in charge of the forestry program in New Jersey that the principles underlying the development of the forestry club work in that State are sound psychologically and economically and that they are in accord with the principles of good teaching."

Plans changing the annual young farmers' week in June to separate meetings for 4-H club members and vocational agriculture students in August are announced by A. L. Baker, State club leader of Pennsylvania. In the past both club members and vocational students have met together for a week of contests, recreation, and training immediately after college commencement. The new plans call for club week August 13 to 16 and future farmers' week, August 18 to 22.

Distribution of Department Publications by Extension Agents

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THE DISTRIBUTION by extension agents of the publications issued by the United States Department of Agriculture has been much discussed with reference to three important aspects: (1) The availability of the supply; (2) the procedure involved; and (3) the effectiveness of this method of distribution.

Certain conditions surrounding the availability of department publications should be clearly understood. In recent years on account of limited printing funds the department has had difficulty in attempting to meet the requirements, as measured both by the material the bureaus in the department wished to have published and by the demand for the printed bulletins that had been issued. Many publications, especially the technical and semitechnical ones, were therefore printed in small editions for libraries and the technical workers in the subjects covered. When the supply for free distribution became exhausted later applicants were referred to the Superintendent of Documents, who ordinarily maintains a quantity of each bulletin for sale. If the demand for the technical and semitechnical bulletins is of such character, strength, and continuity that a reprint for free distribution is justified the supply may be replenished.

Free Supply and Sale Supply

Here, likewise, is a situation that should be understood—the relation between the free supply and the sale supply of department publications. These supplies are often maintained concurrently, and while the department is sending bulletins out free the Superintendent of Documents is selling copies of the same bulletins. There is no conflict here, for the department is entirely willing to have its publications sold, and the Superintendent of Documents offers no objection to the free distribution by the department. As the department is not authorized to sell publications, all remittances for these should be sent to the Superintendent of Documents and not to the department. Requests for free copies are sent to the department, which passes upon the requests and fills them as fully as the free supply will permit. Orders for the available copies are then forwarded to the Superintendent of Documents, Government Printing Office, where the mailing is done.

Extension agents are undoubtedly interested in many of the technical bulletins and circulars. But because of the number of copies that would be required to supply the 4,715 agents it has not been possible to list them for the receipt of the publications in these series. However, all extension agents are on the mailing list to receive the Official Record and Crops and Markets, and a great many of them at their request are getting the Monthly List of Publications. In all of these the new publications of the department are listed. Many agents accordingly send in requests for the bulletins of special interest to them in their work.

The plan of having applicants request publications instead of sending them direct without being requested has been followed with good results in recent years, although the wastebaskets of the country have probably suffered by the change. Formerly there was much direct sending of farmers' bulletins to their constituents by Members of Congress, but now the inexpensive lists of available farmers' bulletins and leaflets are generally sent instead. From these the bulletins of special interest can be selected and requested.

The farmers' bulletins and leaflets are the two series carrying popular material, and they are accordingly the publications which extension agents no doubt find most helpful in giving practical information to farmers, housewives, and club and project leaders. Applications from agents for these publications are therefore sympathetically encouraged both by the extension and publication officials of the department. Because of an increase in printing funds this year a more liberal policy in regard to supplying extension agents with publications has been adopted. As long as the information contained in them remains reasonably up to date and useful farmers' bulletins and leaflets should ordinarily never be allowed to get out of print. Reprints of these are therefore freely ordered. That the free supply of some of them occasionally becomes exhausted is due either to rapid and extensive distribution, lack of funds for reprinting, or excessive cost.

The law provides that four fifths of all farmers' bulletins shall be subject to distribution by Members of Congress and only one fifth by the department. In-

asmuch as these bulletins and the leaflets are distributed in quantity it is often impossible for the department to send as many copies as are requested. By law 50 copies of any publication are all that can be sent to any individual or agency that is not a cooperator of the department. In such cases the applicant is advised that perhaps he can obtain the desired supply from one of his representatives in Congress.

Requests for Publications

In the interests of coordination, understanding, and fairly equitable distribution of publications, all requests for them in quantity from agents in the counties should be sent to the State director of extension, who will pass upon them and probably make alterations embodying eliminations, substitutions, or additions, and he will then send on the list he approves to the Office of Cooperative Extension Work at Washington for further attention, changes, or approval. The requests are then sent to the Office of Information, which keeps the necessary records of distribution and makes out orders which are forwarded to the Superintendent of Documents as authorization for mailing. During the winter and early spring months the distribution work is extremely heavy and of rush character. In spite of extra employees and overtime work during this period the handling of requests and the mailing of publications sometimes falls many days in arrears. At such times those who have requested publications through either the Extension Service, Members of Congress, the Superintendent of Documents, or Office of Information frequently are irritated and disappointed in not receiving the bulletins promptly. Letters of complaint are then written and these further add to the work and general delay. To avoid this unsatisfactory condition, extension agents are here urged to plan ahead and advise those in need of printed material to get their orders in far in advance of the actual date or period the information is desired. For example, if a poultry demonstration project is planned in the fall for the following spring, the desired bulletins on poultry which will be required in connection with the demonstrations should be ordered in the fall, so that they will be on hand when the project is begun. To wait until spring before ordering them may result in disappointment.

Direct, personal distribution of publications by extension agents to those especially interested in the subjects covered or the problems discussed and remedies

proposed is considered to be very effective. It is a practical extension of the idea that bulletins should be given only to those who request them, instead of being mailed broadcast and thus get into the hands of disinterested persons, and immediately thereafter into the waste basket. Printing funds are too limited to suffer a waste in that way. By the personal contact, explanation, and discussion the printed word becomes an important adjunct to the verbal information dispensed by the extension agents.

Extension agents are supplied by the Office of Cooperative Extension Work with a circular outlining the procedure to be followed by them in ordering publications. If not already at hand, a copy will be mailed promptly by that office upon request.

Wyoming Takes to Air

The Wyoming Extension Service has begun to make some use of the airplane in its attempt to speed up its work and to make more efficient use of the specialists' time. Recently, J. R. Neale, livestock specialist, and J. A. Hill, dean of the college of agriculture, flew to a ranch 200 miles from Laramie, culled a band of 1,700 sheep, and returned to Laramie in time for an early dinner. They left Laramie at 4.15 a. m. in a 2-seat Eagle-rock plane in charge of a licensed transport pilot, arrived at the ranch at 7.45 a. m. ready for work, put on their culling demonstration, and were back at the local air field at 4.50 p. m.

To have made the trip by train would have entailed a total travel distance of 938 miles, 24 hours en route each way, and would have cost, including fare and Pullman, more than the plane fare. This is the second time Mr. Neale has taken to the air when a 1-day piece of work a long distance from headquarters was to be done. In January he flew to Gillette, a round trip of 500 miles, to attend a farmers' meeting when it was important that an extension representative be present.

Agricultural Economists Meet at Cornell

Representatives from 15 foreign countries and from many States of the Union are expected to attend the international conference of agricultural economists at Cornell University, August 18 to 29, according to C. E. Ladd, director of agricultural extension at the New York State College of Agriculture.

The first conference was held at Dartington Hall, Devon, England, in 1929, and was attended by representatives from 12 countries, including about 15 persons from Canada and the United States. This group requested the Cornell representatives to organize a similar conference at Ithaca for this year.

Training Local Leaders

A special feature for the training of 4-H club local volunteer leaders in California in 1929 was the series of five district conferences held in different parts of the State. It seemed desirable to try out the system of holding district conferences in order that a larger number of local leaders might have the opportunity to study methods of conducting 4-H club work. Two of these conferences were 3-day affairs. The first one was held at Lucerne in Lake County. Eighty-one local volunteer leaders from the eight north coast counties—Del Norte, Humboldt, Mendocino, Lake, Sonoma, Napa, Solano, and Marin—took an active part in this 3-day conference. The delegations were divided into seven committees—program making, county club council, achievement day and tours, community and individual improvement projects, demonstration teams, recreation, and agricultural and home demonstration projects. The purpose of the conference was to give club leaders an opportunity to meet with other leaders in the State and exchange ideas and to develop plans for future execution.

Besides the two 3-day conferences, 1-day regional conferences were held in Stanislaus, Modoc, and Riverside Counties. Ninety persons attended the three county conferences at Modesto, Merced, San Joaquin, and Stanislaus. The conference began at 10 a. m. and closed at 10 p. m. The whole day was marked with good spirit and interesting and constructive contributions to the program. Two hours were devoted to group meetings where leaders could discuss leadership problems in smaller groups. Most of the afternoon was devoted to discussions by successful leaders from various counties. Demonstration teams and amateur dramatics were also included in the afternoon programs. Dinner was served by the Salida farm-home department women at the women's community hall in Salida. The evening program following the dinner included a demonstration by Ethelwyn Dodson, clothing specialist, entitled "The Brittany Fashion Show," in addition to games and other forms of recreation led by Professor Metcalf.

The Modoc conference for Modoc and Lassen Counties had an attendance of 40 persons for the afternoon and evening sessions. The program consisted of a general conference from 1 to 4 p. m., followed by a 1-act play presented by the club of Likely. After the play, group meetings were held, in which the clothing leaders discussed clothing club matters, while the men discussed livestock problems. At 6 p. m. dinner was served, after which games and dancing were enjoyed under the leadership of a club leader of Lassen County, who had attended the two local leader short courses at Davis.

The third 1-day regional conference was participated in by Riverside, San Bernardino, Orange, and Los Angeles counties, with 63 persons present. This program was similar to those held in the other counties. Each local leader went home from the conference with a year's program outlined for his or her club.

Surveys Made in Utah

Economic farm and home surveys were held in six counties in Utah during the past spring. The county agents, with the aid of staff members, took records from the representative farms. A similar record was made in the homes by the home demonstration agents or leaders. When the facts were assembled, a conference was held at the Agricultural College of Utah, the material was gone over, and recommendations made which were later presented at the regional conferences in the localities in question. The regional conferences were held at Brigham City, Nephi, and Vernal, and were attended by county commissioners, teachers, county officials, and prominent farmers of the district. These surveys and conferences have changed the basis for making extension service programs in the counties in which they have been conducted and have tended to stimulate increased activity on the farms and in the homes to make arrangements to place the farms in a position whereby they can furnish the necessary income to insure a satisfying standard of living.

Many farmers put down in black and white, for the first time, their assets and expenditures for a period of one crop year in connection with this survey. Incidentally, interesting cases have been reported by those taking the surveys that husbands learned that their wives were much more economical than they had believed them to be, and wives learned that husbands were much more liberal than they had been thought to be.

Field Photography Begins

Photographic trips recently completed in Florida and North Carolina by George W. Ackerman, the department's extension photographer, resulted in 482 photographs being added to the files of the Office of Cooperative Extension Work and the two State extension services. Prior to the trips each State submitted comprehensive programs of subjects to be photographed, and detailed itineraries were arranged which permitted the photographer to obtain the maximum amount of pictures with the least number of jumps from county to county. Representatives of the State extension staffs were assigned to accompany Mr. Ackerman to be responsible for the subject-matter phases of the pictures, and plans were made with county extension agents to select the locale of the photographs and to complete arrangements with local farmers and farm women for staging them.

A total of 302 photographs were secured in Florida with the cooperation of A. P. Spencer, vice director of the extension service, and Virginia P. Moore, assistant State home demonstration agent. The subjects of the photographs included various phases of poultry production, dairying, cooperative marketing, pastures, fruits, truck crops, irrigation, grading and packing, cattle, pigs, forestry, parasite control, flowers, home beautification, nutrition, gardening, curb markets, kitchen improvement, negro work, and club work.

In North Carolina 180 photographs were obtained covering every phase of poultry production and marketing. F. H. Jeter, editor of the North Carolina State College, and C. F. Parrish, the poultry extension specialist, planned the itinerary, selected the subjects, and accompanied the photographer during his tour of the State. Sixty photographs were taken in one day in Iredell County, which exceeded Mr. Ackerman's previous high record for one day's field photography. Under ordinary conditions 30 well-staged photographs are considered a normal output, although more are possible if care has been taken to avoid long jumps and unnecessary delays.

Mimeographed Publications

Extension workers are no doubt familiar with the mimeographed publication, List of Extension Publications of the State Agricultural Colleges Received

by the Office of Experiment Stations Library, and probably have wondered why these publications are not received by the Office of Cooperative Extension Work Library. The explanation for this is that at one time both offices—that is the Office of Experiment Stations and the Office of Cooperative Extension Work—were in the division known as States Relations Service, and one library served the two offices. In 1923, when the extension work was reorganized and the States Relations Service went out of existence, a cooperative arrangement was made whereby the library should continue to function as it had before the reorganization took place.

In the collections of the Office of Experiment Stations Library are found the necessary reference books, a set of the Department of Agriculture publications, and the collection of the State experiment station publications and State extension publications, which collection is believed to be the most complete in existence. In the station collection there are approximately 22,523 bulletins and circulars, and in the extension collection about 24,644 publications. The work of the library staff is in connection with the Experiment Station Record, in maintaining the collections of the station and extension publications, and in preparing bibliographical lists of these publications. The library also collects and binds the collection of experiment station and department publications for the insular stations in Guam, Hawaii, Porto Rico, and the Virgin Islands.

Publications prepared by the library are the supplements to Department Bulletin 1199, entitled "List of Bulletins of the Agricultural Experiment Stations to the End of 1920," and the "List of Extension Publications of the State Agricultural Colleges."

There is also kept up-to-date a subject catalogue of the extension publications. This catalogue, which contains approximately 17,000 cards, has proved invaluable in identifying extension bulletins and in the preparation of bibliographical lists.

Events of Extension Interest

Institute of Rural Affairs, State Farmers' Institute, and Virginia Homemakers' Association, Virginia Polytechnic Institute, Blacksburg, Va., July 29–August 1.

Club Week, Pennsylvania State College, State College, Pa., August 13–16.

Leadership Training School, Pennsylvania State College, State College, Pa., August 11–16.

State 4-H club roundup, Missouri College of Agriculture, Columbia, August 4–8.

State short course, Agricultural and Mechanical College, College Station, Tex., July 28–August 1.

Four-H club roundup, Oklahoma Agricultural and Mechanical College, Stillwater, Ok'a., July 28–August 1.

Utah Farmers' Encampment, Utah State Agricultural College, Logan, July 14–17.

4-H club week, Michigan State College, East Lansing, July 7–11.

Farm and home day, South Dakota State College, Brookings, July 17.

Junior farm bureau camp, University of Nevada Livestock Farm, Reno, July 28–August 2.

Farm and home week, State College, Raleigh, N. C., July 29–August 1.

Yearbook of Agriculture

The Yearbook of the United States Department of Agriculture for 1930 assembles a great variety of recent scientific, technical, and economic information in short, popularly written articles and in agricultural maps and statistical tables.

The Extension Service has sent copies to extension directors and State leaders of county agricultural agents, home demonstration agents, and club agents, and to farm management demonstrators. Owing to the limited number of copies which the department had for distribution, it was impossible to send copies to all its employees. A large part of the edition of the Yearbook was allotted to Members of Congress, and an agent desiring a copy may be able to obtain one from his Senator or Representative.

New Building Occupied

After what seemed to be an interminable delay, the new administrative building has been occupied. Secretary Hyde's office was moved into the new quarters the last of May, and the other administrative divisions followed as rapidly as possible. The new building is a marvel of convenience and architectural beauty. When the old red brick building is removed and the front grounds graded and beautified, the department will have one of the most attractive buildings in Washington.

Staging the Group Photograph



These two photographs illustrate the difference between a weak group picture that tells nothing and a strong picture which portrays the entire story. Nothing provokes more unsatisfied curiosity than a photograph which conceals its message. The upper photograph was taken to picture a demonstration to a girls' club, but succeeds only in showing the back view of some girls gathered together on a lawn. There is no way of telling what is going on. The picture tells no story.

Contrast this poorly staged picture with the lower one, which shows plainly that a demonstration is in progress, who is attending it, what is being demonstrated, and how. The interest in this picture centers on the person making the demonstration. The eye is attracted immediately to the demonstrator just as are the people in the surrounding group.

Group pictures that tell the complete story are not difficult to obtain. Usually such a group forms in a circle around

the demonstrator. Break into the circle and place the camera in the position of one of the people watching the demonstration. Then get the individuals on your right and left to move until they are included in the picture without obscuring the demonstrator. All persons should be looking toward the demonstration, their attitudes should be natural, the demonstrator should be plainly the central point of interest, and the action portrayed should be that usual in conducting the demonstration. Then the picture will really tell the story.

Office Organization

A manual on office organization, prepared by S. B. Cleland, assistant county agent leader of Minnesota, has been issued by the Minnesota Agricultural Extension Division for the use of county agents, home demonstration agents, and county club agents in the organization and management of the county extension office. The manual deals with the manner of filing material and clearing the files, filing equipment, and supplies needed in the office, use of desks, office arrangement, qualifications and duties of the office clerk, handling of mail, and office standards.

This manual was issued as part of an extensive program of office management, revision of which has been in progress in Minnesota under the direction of the supervisory staff. In 1926 and 1927 the offices and files of the central extension office at University Farm, St. Paul, were completely revised, using methods that have proved very satisfactory. Following the same principles and adapting the arrangements to county conditions, the supervisors of county agent work have since assisted the county extension workers in 62 of the 65 counties having county extension agents in the revision of their offices.

The plan followed in Minnesota is to make the filing and other office procedure as simple as possible consistent with the retaining of important material long enough to meet the needs of the agents. How to file material so that it can be easily and quickly found has been one of the matters given special attention; but of almost equal importance has been the clearing of the files, when to discard material, and how to do it. The appearance of the offices was also given attention in order to work out methods of keeping the office from accumulating surplus material.