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EXTENSION
SERVICE

review

U. S. Department
of Agriculture

September
and October
1976

CORE LIST



ROOM
TO
GROW

The Extension Service Review is for Extension educators—in County, State, and USDA Extension agencies—to help people learn how to use the newest research findings to bring about a more abundant life for themselves and their communities.

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EXTENSION SERVICE review

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4-H—Room to Grow

The ways to grow in 4-H are as many and varied as the program itself.

On our cover, a Utah youth in the 4-H juvenile justice program silently waits to catch—not only a fish, but also a better ring on the merry-go-round of life.

Minnesota 4-H'ers (p. 14) frolic through their original "faces" presentation, proud—not only of themselves, but also in their newly discovered heritage as American women.

In Delaware, suburban 4-H kids (p. 10) are learning about love and responsibility—not only for their animals, but also for each other.

These articles represent just a few of the numerous 4-H activities that more than 5 million young people across the country became involved in this past year. In 4-H, all of these youngsters can find their own special "room to grow."

—Patricia Loudon

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Georgia develops "unique career" program in Congress

by
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and
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"Based on your application and the high recommendation of Dr. Tommy Walton and the Georgia 4-H Council, I am pleased to offer you a special aide position."

One recipient's assessment of that sentence written by the late Senator Richard B. Russell is, "Everyday words—but they shape the life of a young man!"

From 1960 through 1968, 25 other young Georgians received similar messages from him. And since 1972, five more young men have received the same good news from Senator Herman E. Talmadge.

The Dr. Walton referred to in Senator Russell's letter is the recently retired assistant director, 4-H and youth development, of the University of Georgia Cooperative Extension Service.

Walton claims all 31 of the 4-H participants as "his boys." And rightfully so, for it was he, in cooperation with William Jordan, administrative assistant to Senator Russell, who started the program more than 15 years ago.

Beginnings

When Walton visited Washington for national 4-H conference, a 4-H committee meeting, or any other business, he always made it his business to visit his Congressmen on Capitol Hill.

During such a visit in 1960, Walton was chatting with Senator Russell and Jordan. The Senator

casually mentioned how hard it was to find good young men to fill his special aide positions. Walton immediately saw an opportunity to provide a "unique career advancement program" to some promising and deserving Georgia 4-H'ers.

"How about me recommending a couple of 4-H members each year?" he asked.

That was it—it was just that simple. Walton started recommending two young men, and with that, his responsibility ended. He made it clear to the 4-H'ers that his recommendation did not assure them employment with Senator Russell. However, not a single one of "his boys" was ever turned down.

After Walton's recommendation, the Senator and his staff extended the invitation to apply, interviewed the applicants, and signed them up for these positions to learn about government.

The program continued with Senator Russell until his death in 1968. In 1972, following a visit from Walton, Senator Herman Talmadge picked it up. Talks are now under way with Sam Nunn, Georgia's junior Senator, for the same program.

On-the-Job in '76

Many of the participants share Walton's view of the "unique career advancement program." One of these is Steve Cash, Georgia 4-H alumnus, and current employee in Senator Talmadge's office.



Dashing from the Senator's office to the documents room, Steve Cash catches the subway.



Robert Dixon, Steve Cash, Mary Walton and Tommy Walton listen intently as the story of the Georgia 4-H special aide program is told at the Tommy L. Walton Appreciation Dinner.

“This is probably the best opportunity I’ll ever have to study our political system and get to know about Washington, D.C.” said Cash.

Since his arrival in Washington last fall, Steve has learned to view the Nation’s Capital with a little less awe. The skillful way he maneuvers a visitor through the halls of the Russell Senate office building, down the stairs, through the tunnel and into the subway to the Capitol attest to the confidence and knowledge he has gained working as a receptionist and Senate documents distributor during his 9-month tour.

Cash’s day at the office begins at 7:30 a.m.—assisting with early morning calls and visitors, opening the mail, and other clerical duties. This isn’t a regular part of Steve’s assignment, but something he wants to do for his own education. Many past participants have worked on college degrees during these hours. “Assisting with the clerical work is one of the most valuable things that I’ve done,” he said. “It’s given me a chance to learn the ins and outs of office management from the ground up.”

Steve’s regular assignment is working in the Senate documents

room from 9-5, or as long as the Senate is in session. Here he searches out documents, filling orders primarily for Senators’ offices. This involves storage of every bill, amendment, resolution, committee report and public law that goes through the House or Senate along with some private laws and special committee reports. Orders are filled primarily with materials from the current Congress (the 94th).

Cash finds that he’s considered the 4-H “expert” in the Senator’s office. If a 4-H group comes to town, he gives them a VIP tour of Capitol Hill. If there’s a question about 4-H programs—Steve’s there to answer it. He also represents the Senator at many 4-H functions in Washington.

A chance to attend receptions and Washington happenings as a representative of the Senator is, “an exciting and unique public relations opportunity” in Steve’s words. “Meeting the Vice President and Cabinet members, as well as many people from national organizations, has been a good experience for a small-town Georgia boy,” he added.

Other Participants

What about the other 30 “small-



town Georgia boys” who preceded Cash? Have they, too, benefited from their experience as a participant in the 4-H special aide program?

Early this year 23 of them “came home to Athens-town” for the Tommy L. Walton Appreciation Dinner. Those who could not make it joined the others in putting their reminiscences in letters which were bound and presented to the state 4-H



Steve Cash, Georgia 4-H special aide, categorizes Senator Talmadge's mail.

director. They all said, in one way or another, "Dr. Walton, I thank you."

His "boys" are now doctors, lawyers, engineers, businessmen, district attorneys, executive secretaries to governors, county and municipal managers They live in Washington, D.C.; Illinois;

California; North Carolina; South Carolina; Louisiana—as well as Georgia.

No doubt about it, the program has had a direct effect on these 31 young men over a 15-year period. They're quick to acknowledge how that year in Washington altered their career choices, attitudes, out-

look, and entire lives.

Career choices? Listen to George W. (Buddy) Darden: "During the summer of 1962, after one year of college, I had no serious or definite career plans. Working at the Rock Eagle 4-H Center as a counselor, I had planned to return to North Georgia College in the fall. During

my year in the program I became convinced I wanted to participate in the field of law and government." Today Buddy Darden is district attorney of the Cobb Judicial Circuit.

Frank Stancil, Jr., doesn't believe he could have "gained such insight into the working of the legislative branch of our government any other way. Books, lectures, and courses on government rarely come close to the true mechanics of government in action," he said.

For William C. Warren, the year with Senator Russell was the beginning of many years of work and study in Washington. "And I am still here," he said. "After leaving the Senate 4-H aide job, I went over to work in the House of Representatives post office under the guidance of Congressman Phil Landrum. While attending college, I worked on the early morning shift for 3 years."

Warren received his law degree and today handles mostly public relations and Washington lobbying accounts.

J. Kenneth Luke remembers his



Filling document requests for 100 Senators is all in a day's work for a 4-H special aide.



Steve has a quick smile and a friendly handshake for one of the many people he meets on the Hill each day.

duty as “a valuable experience in becoming independent and finding my own way for a year. It was a rare privilege for college kids to be able to work in one of the most prestigious and highest offices of government and observe the wheels of our national government turn.” Today Luke is assistant county executive in Greenville County, S.C.

Some of the participants remember the year as an opportunity to see history in the making and to meet the people who were making it.

Barry E. Mansell, Southern Bell manager at Newnan, Ga., was in Washington in 1963, the year President Kennedy was assassinated. “I

will never forget the funeral procession in Washington and the thousands of people who came through the rotunda of the Capitol.

“Seeing the president, senators, congressmen and various heads of states was hard to get used to at first,” Mansell remembers. Then he learned an important lesson shared by all of the participants: “Since I saw them pretty often, I finally realized they were human, too.”

Future

The dinner for Walton was the inspiration of former participants Donald Johnson, National 4-H Council, and Robert Dixon, youth

and educational services representative with a Georgia power company. Appreciation was their main objective, but they also had a secondary motive.

“We would like to see 4-H members in every Senator’s office in Washington,” said Johnson, “and we aim to market that dream.” These same opportunities for special aides exist on the state level, too.

Walton’s advice to any state 4-H leaders wanting to start such a program is, “When you are in Washington, by all means go by and see your senators and congressmen, and then offer 4-H’s cooperation if the lawmaker is interested.” □

by
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Cooperative Extension Service*

and
Cliff Cahoon
*News Editor
Utah State University*

Go directly to 4-H—do not pass jail

It was cold enough to be ice fishing season, but the fast-flowing Green River was wide open and only the people fishing were frozen.

Fifteen-year-old Robert had seen Jon get a quarter from one counselor for being the first to catch a fish. He had seen several of the others hold up their catches. Suddenly, it was his turn and he reeled in a trout. It wasn't a big fish, but it was acceptable and his pride was obvious.

"This is the first fish I've ever caught," he shouted, beaming as he held the wiggling trout in his gloved hand.

Later, Robert's pride at catching his first fish would be replaced by cool nonchalance as he caught more. Besides, it was part of the unspoken code not to act pleased too long. He had to act "cool" and "tough" to keep his place in the group.

Robert was one of several boys who earned their way on the camping trip by getting in trouble with the law. The trip is part of the 4-H Juvenile Justice Program conducted by Utah State University (USU) Extension. Funded by the U.S. Department of Justice, the program is a trial alternative to traditional forms of juvenile punishment.

The program began when USU Extension decided the principles of 4-H could be used in helping kids who need some guidance. We've found that involving these youngsters in a year of 4-H cost the taxpayer less money than current court alternatives.

While detention looms as a real possibility for some of the youngsters, most are first offenders who would not be jailed. In fact, most of the boys are not what you would call hardened delinquents. Many have simply been caught in youthful pranks. Of course, others have been arrested for assault, burglary, car theft and other serious offenses.

On any of the camping trips, successful fishing keeps everyone occupied. But when they aren't busy or excited about something, the boys' conversation and actions take on a definite "who's toughest" tone. They talk very freely about the activity for which they have been arrested. There is no bragging; it's just very matter-of-fact.

One of the adult counselors who goes on the camping trips said, "When they're together each one puts up this toughness barrier, but

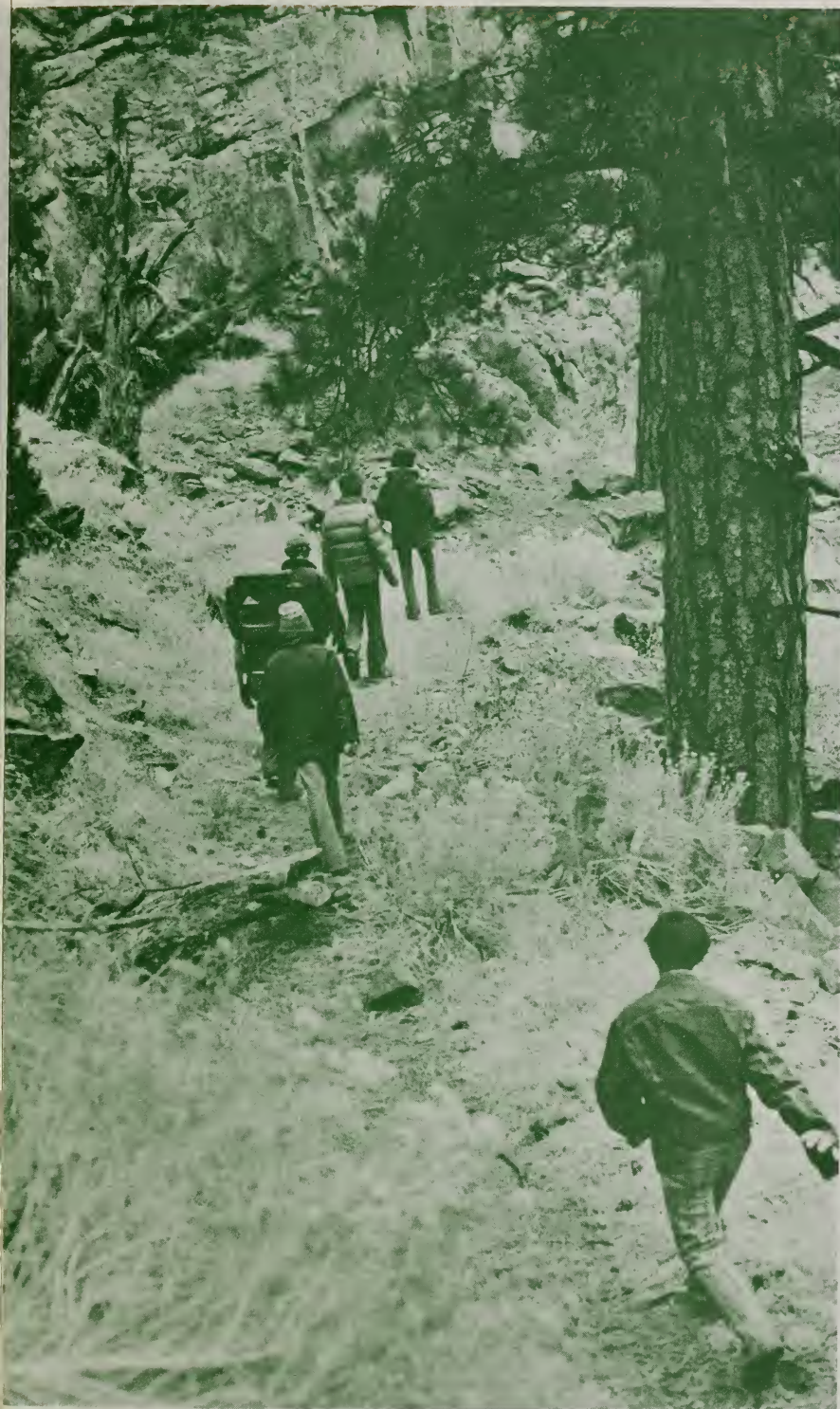
on an individual basis they talk about their problems and worries very freely. They have fears and insecurities like we all do, and like all of us—they are sometimes reluctant to express them."

All the youths are full of energy. If the fishing is good we practically have to take their fishing poles away in order to hike back to camp or do some other activity. While a different group goes camping practically every month, the place and the activities depend on the weather.

From testing conducted at USU prior to the camping trip, we know the vocational interests of each boy. While camping we try to capture those interests either by talking with the boy, or, if possible, getting him involved in a project related to his interest.

We try to give each camper a feeling for the outdoors. One hope of the program is to show the youths there are many ways to have fun without getting in trouble. When legitimate fun and learning become as challenging and rewarding as deviant behavior, this goal is achieved.

This concept of legal entertainment is a big part of the program.



Hiking is part of the 4-H camping experience for juvenile offenders in Utah.

Those who participate do so voluntarily. They have access to urban 4-H programs with enjoyable projects such as karate, leatherwork, and minibiking. Each agrees to participate in 4-H for 1 year after the camping trip and to visit USU.

Their year in 4-H should be one positive experience after another.

The one-upmanship among the boys subsides toward the end of each camping trip. After roughing it for a few days, catching fish, hiking and just surviving, they have proved to themselves and each other how really tough they are.

It's also amazing how the boys soon learn to cooperate and get along with each other. They are often disagreeable at first, but when they realize that by working together they can eat faster, keep warmer, and fish longer, they soon change.

At the end of the trip a feeling of togetherness prevails. We all feel close to the boys and try to keep in contact with them after returning home. The experience, while short, takes them out of their current routine. It also provides enough positive impact to give most of the boys something to cling to when they return home.

Keeping contact is necessary to the program. Two 4-H professionals maintain a weekly contact with the boys and their parents—we don't want to lose them!

The program is new and the obvious question is, "Does it work?"

Actually, it's too early to tell. The only evidence we have is that only one boy out of the 40 we have worked with in the program has returned to court. They seem to be trying as hard as we are to make it work. With that kind of support, how can we fail? □

Suburban kids trade backyards for barnyard

by
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Assistant Agricultural Editor
University of Delaware

For a kid with a yen for farming, growing up in Delaware's suburban New Castle County can be kind of tough. Seventy percent of the state population is concentrated in the upper half of this county. If you live in one of the many developments there, your neighbors would probably object to your keeping a couple of sheep or pigs in the backyard. As a matter of fact, it's not even allowed.

A group of 4-H'ers has found the perfect answer to this dilemma. For the past 5 years they've been leasing a barn on the outskirts of the county's major city, Wilmington. At the barn, made available through the interest and cooperation of its owner, A. Felix DuPont, Jr.—they raise pigs, sheep and beef cattle.

The project started with just 13 participants the first year. According to county 4-H Agent Dean C. Belt, the group has now grown to about 35. To participate, 4-H'ers must belong to a local club, live near enough for easy access, and lack the facilities at home for raising livestock.

The young people must also be willing to accept the responsibilities of an animal project. These include showing up at least once a week on the day scheduled—rain or shine, mud or snow—to feed and water the animals and muck out the barn.

Last summer there were 14 pigs,

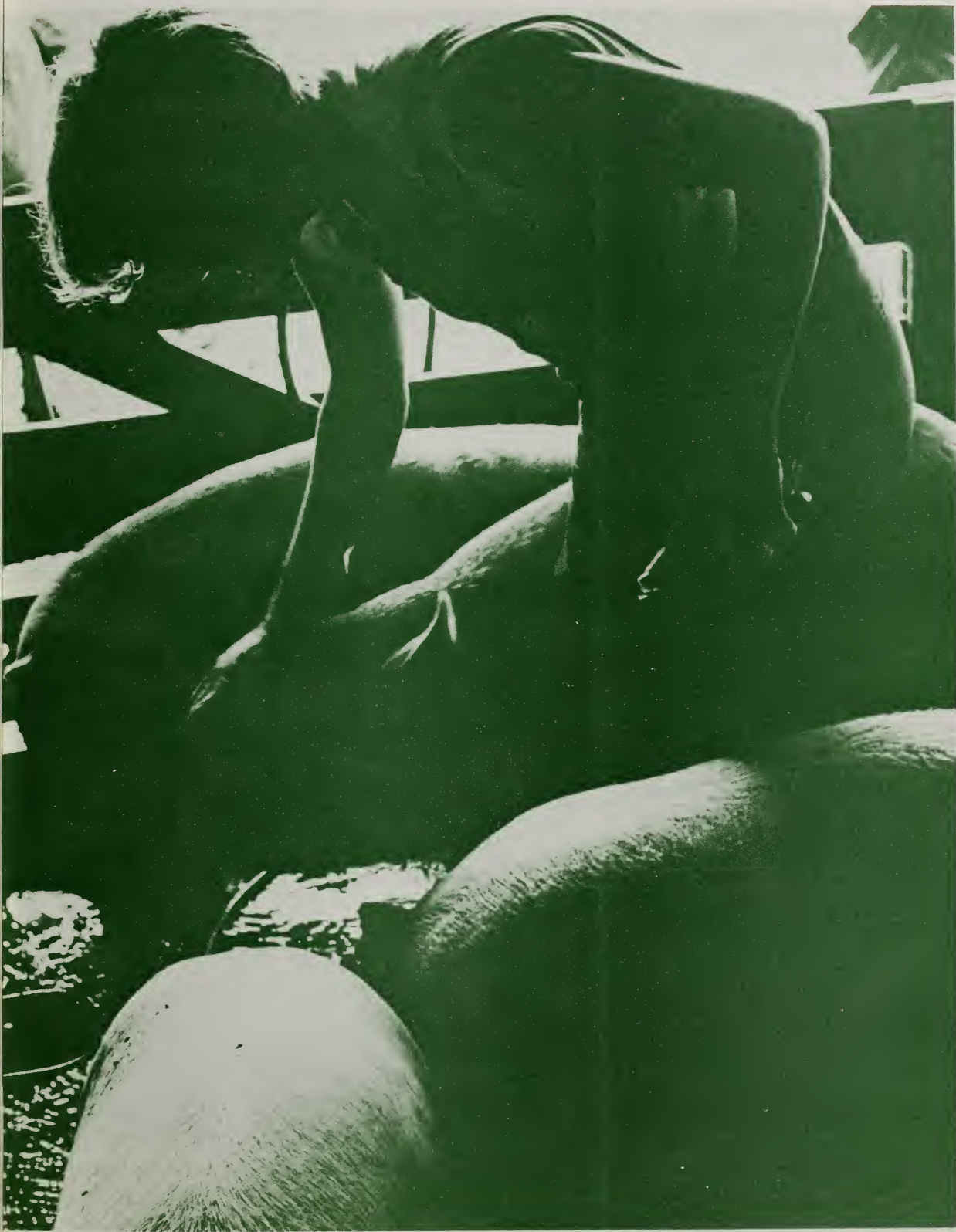
20 lambs and 6 steers in the barn—each animal representing an individual 4-H project. A lamb project lasts 3½ months. Swine take 4 months, and steers take between 10 and 11 months to raise to market weight. During the time it takes to grow out each animal, its owner learns how to feed, how to "fit" (trim and clean) and how to show it.

The 4-H'ers also learn the principles of livestock judging. Older members pass on tips to those less experienced and take on much of the responsibility for seeing that things at the barn run smoothly. Leaders of participating clubs also keep tabs on the operation.

Target date for completion of projects each year is the Delaware State Fair, where the youths have a chance to show their animals. Last summer, barn members did exceptionally well at the fair—especially with the steers, which took first place in every class and won the junior grand championship for steers of all breeds.

The rewards of this livestock enterprise go beyond winning ribbons, of course. There's the pride in ownership of a valuable animal and the sense of accomplishment in seeing it reach top form. There's also the fellowship in working with other young people toward a common goal. □

Cheryl Keiffer gives pigs a scrubdown at the barn.



Junior firefighters train for future

by
Margaret Mastalerz
Extension Specialist - Press
West Virginia University

Many youths dream of becoming firefighters when they grow up. Dressed in the traditional wide-brimmed hat, boots and fireproof coat, they imagine riding through streets on a shiny red truck—blowing sirens, fighting fires, and saving lives and property.

As members of junior 4-H volunteer fire clubs, some 400 West Virginia adolescents are seeing their dream come true. This one-of-a-kind program in the Nation has volunteer firemen working with youths aged 13-17 who are interested in becoming firefighters someday.

"These young people get a lot of good, personal satisfaction, and a feeling of worth to the community," said Glenn Snyder, Jr., state 4-H youth development specialist, and an originator of the fire program. "No awards are given to them for their work. Their experiences are their rewards."

Club members are taught the same things as volunteer firefighters. They learn first aid techniques, and use of demand air breathing apparatus. Special buildings, under controlled conditions, are set on fire, and the junior firefighters practice putting them out.

"We train them to hold a ladder in mid-air with ropes, and let someone climb up one side and down the other," explained Terry Largent, volunteer firefighter and a leader for the 13 youths in the 4-H program in Hedgesville. This "ladder raise" is often used during a fire in a building with a high ceiling, such as a church,

where there's no place to rest the end of a ladder.

"This technique is taught in training because it develops confidence and stresses teamwork," said Lee Husted, fire service Extension specialist.

What the junior firefighters can't learn in their community firehouses, they learn at once-a-year week end workshops at West Virginia University (WVU). Under the supervision of Husted, the youths practice such activities as search and rescue operations in a burning building. The fire conditions are controlled, and safety is stressed.

Because of their age and lack of insurance, the teenagers are not allowed to participate in actual firefighting in their communities; they aren't even allowed to ride to fires on the station's trucks. "These boys are official members of the fire department, but they can't actively participate in the work until they are age 18," Largent said. "They are insured for their practicing, but not for actual firefighting."

And although club members may feel twinges of envy as their older comrades ride off to fight a fire, they stick to the rules. Most want to become practicing firefighters when they reach 18, and some will further their studies of fire safety through college or vocational school.

But in the meantime, they learn safe firefighting practices, participate in fund raising activities for their firehouses, and raise money for themselves, too. The Hedgesville 4-H firefighters raised the funds for their annual trip to the WVU workshop.

The program began 5 years ago at the request of the Fire Service Extension Advisory Committee, which wanted to involve young people in the state fire departments. It's jointly sponsored by the state 4-H and the Fire Service Extension.

"I like the program because you can help people if they need it," said Jimmy Kinney of the Hedgesville group. "I plan to become a firefighter, and this is a good way to start." □



A volunteer firefighter explains the use of a breathing apparatus.

County cooperates for safe skating

by Tony Burkholder
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4-H-Youth
Cooperative Extension Service
Michigan State University

An accidental icy swim in the Pere Marquette River flats, 4-H, and community involvement were common ingredients in forming the Mason County Ice Recreation Association in Michigan.

In December, 1974, Robert Laude, a 4-H club member, and three of his friends visited Bob Ojala, 4-H youth agent. Laude explained that about 50 youth skated and played hockey on the river every day after school. Just the week before, a skater fell through the ice. The concerned youth were looking for a safe alternative to river skating.

After reviewing the situation, Ojala called a meeting for anyone in the county interested in setting up a hockey program. "More than 50 people showed up that first time," he reminisced.

Out of that meeting, and the involvement of other community members, grew the ice recreation association.

"Our first goal was to provide a safe place for youth to skate and play hockey," Ojala said. "We wanted to make sure the entire county felt free to use the facility, so we decided against building it at any one school. We believed the county fairgrounds would be the best location."

The fair board agreed to the plan and provided lights, water, dressing room and an outdoor restroom.

To raise money to build the ice arena, the association conducted a fund-raising drive. The young skaters sold booster patches and decals, and contacted service clubs, businesses, and individuals who

donated money and building supplies. The Mason County Parks and Recreation Commission, which is usually not involved in programming, provided an additional \$1,000. Paul McCrath, a construction firm accountant and hockey enthusiast, coordinated the drive.

Families—young and old—worked together to build and paint the 4-foot-high boards around the 16,000 square feet of ice. Ron Gorzynski, elected rink manager, coordinated the building operation and made the ice.

Once they had a safe facility, the organization bought six sets of goalie equipment, helmets, skates, and sticks from a hockey school in Chicago. "Two association members drove down one Saturday to pick it up. We wanted to make sure that anybody, whatever their family's financial situation, could safely participate in the program," Ojala said.

But materials alone won't build a youth program. "One of our major concerns is keeping kids at the

forefront. A lot of people have given their time and energy to make this program a success," Ojala said.

Mel Christopherson, a former Michigan State University hockey player, is head coach. He teaches the young people the fundamentals of skating and hockey, stressing sportsmanship as an important part of the game. Members, grouped by age, play other community teams as well as scrimmaging among themselves.

A former professional figure skater, Joan Craymer, taught about 40 youth self confidence and grace through figure skating.

This year more than 125 young people took part in the program. Through the association they can learn to work with government, industry, and adults—as well as how to play hockey or figure skate.

A flexible 4-H program and a need started the Mason County Ice Recreation Association. Community dedication, cooperation and leadership keep it growing. □



Erecting the hockey boards around the ice rink took a lot of effort and cooperation.

by
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Agricultural Extension Service
University of Minnesota*

Feminine "faces" frolic for 4-H

Gaining peer group acceptance for 4-H in the Twin Cities, Minnesota, suburbs has not always been easy, but the Roseville Clover 4-H Club members discovered one way to bridge this gap.

Their original conception and performance of "The Many Faces of Women" has done much to attract attention to the 4-H program in their area. Through the costumes they made, the words they speak, and the songs they sing, these 4-H'ers portray both the famous and infamous women in American history.

"They don't fit the stereotype of the 4-H member—a fresh-faced young woman showing off the dress she sewed or the bread she baked. Instead there's Rosie the Riveter, Betsy Ross, Phyllis Wheatley, the Bowery girls and others on the stage singing 'I am Woman,'" wrote Margaret Zack in the *Minneapolis Sunday Tribune* picture magazine.

These young women even received rave reviews when they were "under the weather" after driving north to Fergus Falls in a bus with a leaky exhaust system.

Although shaken, but not seriously ill, they went directly from the county hospital to a convention and performed their show before a responsive and appreciative audience, who gave them two standing ovations.

Authentically attired, the 4-H'ers present sketches of more than 30 American women during their 30-minute historical survey. Betsy Ross sews her flag in the belief that women should place love of country above other considerations. Laurie Toenjes, 16, as the Statue of Liberty asks the audience, "Who symbolizes liberty? A woman! Who wrote the inscription? You guessed it—another woman!" The members then sing a chorus of "Give me your



"Bowery Girls" Ginny Carley, left, and Karen Rees are firm in their convictions—they'd "rather be pitied than censured."

tired, your poor," in tribute to writer Emma Lazarus.

Karen Torgerson, 13, says: "I'm Rosie the Riveter, have you heard about me? You may have heard about the pinup girls, but I was the woman who was really needed during those war years. When I saw those signs saying 'Uncle Sam Needs You,' I knew that meant me, too."

Linda Sporre and Mary Jo Bonesho use this dialogue as today's women:

"Say, have you read this article in *Ms.* magazine about women's lib? It's really neat! After all, when a woman is doing the same job as a man, she ought to be paid the same."

"I agree with that, Marge, but there's some of it I'm not too sure about. Seems to me that some women are just trying to be like men. Let's face it, men and women are different."

"Sure they are, but some differences are trained in. You know, a man is supposed to be aggressive, outspoken, competitive and athletic. A woman is supposed to be understanding, loving and tender. Why can't men be loving and tender and women outspoken, competitive and athletic?"

"That's true. But some male values aren't worth copying. Just because some of them like to see sexy women selling shaving cream and

razor blades doesn't mean I need Joe Namath telling me to buy a certain brand of pantyhose."

"Yeah, TV advertising bugs me, too. They always make women look like flirts or part of the four walls of a house. Women are so much more. We have many other talents."

"And I think today's woman can accept who she is and also others who aren't like her. Today a woman can be respected as a person, not for whose wife she is, who her children are or what her position in society or a job might be."

Through some of their performances, the club raised several thousand dollars to that it could accept an invitation from the Minnesota Bicentennial Commission to perform in Philadelphia and on Minnesota Day in Washington, D.C., in early June. The group also performed on the Freedom Train when it stopped in the Twin Cities in August 1975.

Since the club began the "Faces" program, six boys have joined the group and become actively involved as the stage crew. They also helped raise money for the club's trip east by making and selling "Paul Revere" lanterns after performances.

Carol Bonesho, club leader, credits enthusiastic public acceptance of the club's efforts to current interest in women's history, achievement of youth apparent in the presentation, grassroots orientation of the Bicentennial, and interest in seeing 4-H thrive in a suburban setting. More than entertainment, Bonesho sees "Many Faces of Women" as a citizenship contribution that dovetails into the club's participation in the 4-H citizenship short course in Washington, D.C.

The "Faces" program has also given each member a sense of pride. Project work has always been a mainstay of the Roseville Clover 4-H program and more emphasis will be placed on it this fall. With the Bicentennial drawing to a close, the club "can't live forever hanging onto something. Besides, the kids don't grow without new challenges," Bonesho said. "We will look for another avenue of innovation." □



Joan Smiland, Sandy Robinson, and Dianna Sether, all 14-year-old 4-H'ers, admire "Betsy Ross" flag.



by
Elizabeth Fleming
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Home Economics
Extension Service-USDA

USDA employees know what Extension Service is and what it has to offer. Right? Very wrong!

"I never knew Extension had information like this" was heard from every direction at the recent Town and Country Fair held to introduce employees to ES Home Economics.

The May 4-5 event in the USDA patio also kicked off the national Extension Home Economics "Living with Change" campaign—a campaign designed to show consumers that Extension *does* have information to help them live with change. Packets of "Living with Change" multimedia materials were sent to states at this time.

A group known as the Metropolitan Extension Council (MEC) made up of 17 Extension home economists from the District of Columbia, Virginia, and Maryland, developed the exhibit ideas presented at the Town and Country Fair. They received support from their state home economics staff and the ES-HE staff.

What's most unique about the Town and Country Fair is that these home economists succeeded in interpreting and molding the "Living with Change" theme so well that more than 1,000 USDA employees, agency administrators, and invited guests went away with an up-to-

date, impressive picture of Extension Home Economics.

Results of the Fair

Was Town and Country Fair worth doing? MEC home economists and agents feel it was. "By pooling our resources and working together, we achieved more visibility," said Maryland's Pat White. "Homemade signs won't do any more. It makes you feel good to look professional!"

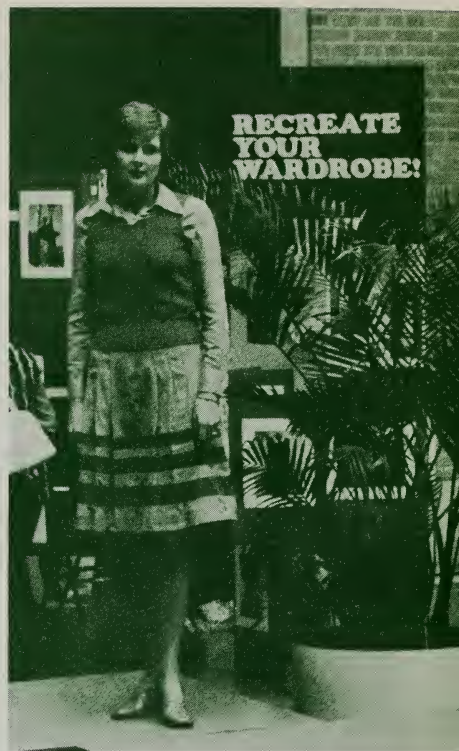
Here are some other results of the Fair:

- A feature about the event in USDA's *Food and Home Notes* was sent to national media, plus many home economics educators.

- Four 5-minute segments on USDA's *Across The Fence* TV show reached an estimated audience of 1 million viewers on 100 stations. Topics covered: food preservation, re-created clothing, quilting, and toys.

- Three 3-minute "Consumer Time" radio spots were distributed to 300 stations across the country. Also, two 60-second items were used on USDA's *Consumer Spot News Line*, a telephone call-in service for radio stations.

- "Telling The Extension Home Economics Story"—a 75-frame slide set—describing the Town and Country Fair and the "Living with



Lengthening a dress can be an economical and fashionable step. Maryland Home Economist Karen Abernethy demonstrates.

Change" theme was prepared and distributed, on a loan basis, to state Extension Leaders—Home Economics.

Development

The idea for the Town and Country Fair was conceived in November 1975 when MEC members met with the author to discuss the "Living with Change" concept.

With budgets tight and time limited, these home economists were cautious about their involvement. Their major concern was—what will we (the counties) get out of this?

Through "Living with Change" funds, some money was available for low-cost, cardboard exhibits. These would unify the event, giving it a professional look.

MEC members were also enthusiastic about sharing the results of the fair with other states.

- Do you need to upgrade or update your present exhibits?
- Are you satisfied with the public image they present for Extension Home Economics?
- Can you apply any of the methods and techniques used in the "Town and Country Fair" to your own situation?
- Have you explored the possibility of using the MEC teamwork approach on a county, regional, or multistate basis? Through such a team effort, could you pool resources and achieve more professional results?



Step right up and play Credit Card Bingo! Virginia Extension Agent Denise Shaw shows how.

Here are some of the successful exhibit ideas developed by the group:

Dress A Child

A display of self-help clothing for children included reversible clothes which can be easily and quickly adjusted to hide stains and spills. Extension Agent Donna Morgan, Fairfax County, Va., showed slides of children dressing themselves and how to adapt patterns to make clothing with more self-help features.

Make A Toy

A child's wagon of homemade toys including items such as the "grip ball"—a coordination toy for babies—attracted much interest. Ex-

tension home economist Pat White, Prince Georges County, Md., demonstrated how to make egg carton animals, bean bag frogs, and floatable animal sponges. Handouts included: *What Kind of Toys Shall We Offer Children* (reprinted from Association for Childhood Education International) and *Toys May be Hazardous . . . Choose Wisely* (reprinted from National Safety Council).

Go Fishing For Consumer Tips

USDA employees grabbed a pole and went "fishing" for consumer tips. Behind a screen, covered with fishnet and shells, they caught consumer tips shaped like fish.

Washington Technical Institute home economists Hattie Holmes and Angela Earley developed this exhibit. MEC members have also used this idea successfully with 4-H members. They stapled each "fish" (twice) and attached a magnet to the fishing pole hook. This did away with the person who sat behind the screen.

Managing—When You're Handicapped

Visitors to this exhibit saw store mannequins with specially designed garments for the handicapped in current styles, plus kitchen devices such as a dish mop, pot stabilizer, and potato peeler which could be used with one hand. Using a stocking aid you can make, Extension agents Joyce Martin, Erna Pettibone, and Hazel Bland, Arlington County, Va., showed how to put on a stocking when you can't reach your feet. Handouts included: *Clothes to Fit Your Needs* (VPI publication 664), and a listing of sources of information available to handicapped people.

Managing—When You're Elderly

Another exhibit presented by Arlington County, Va. home economists featured shirts with special closures for men, and garments with action pleats to help those with stiff joints. Handouts included: *Clothing In The Elderly Years* (VPI publication 492).

What's Your Beef?—More Meat for the Money

A local supermarket chain provided the meat and Extension Agent Marie Turner, Fairfax County, Va., provided the talent and facts needed to show USDA employees how to stretch their meat dollars. Marie demonstrated how to cut meat properly, answered questions on meat grading, freezing, etc.; and showed visitors how to get a broiling steak from a chuck steak and adapt

the restaurant concept of "portion control" to family use. Handouts included: USDA publications and *More Meals from Meat*, a one-page flyer from the National Meat and Livestock Institute.

Credit for Peanuts?

Throwing darts doesn't usually lead to a better knowledge of credit. But, at this exhibit, Extension Agent Anne Gilmer, Alexandria, Va., helped players throw darts to see if they would hit bankruptcy or not. Their skill enabled them to win or lose a few peanuts, and gain some new insights into credit. Handouts

included: *Credit: How Much Is Too Much?* (VPI publication PA-MHM-137) and *Stay On Target*, a worksheet for families to use at home. (An illustration of this exhibit will be in publications packet for State Leaders-HE.)

Let the Computer Work For You

Both women and men visited the fair, but the men were particularly fascinated with the computer. They lined up to fill in a worksheet with brief financial facts. Then they watched closely as the computer provided them with a printout com-

paring their budget to an ideal one.

Extension Agent Martha Reeves, Fairfax County, Va., also distributed worksheets for other computer programs on energy, auto maintenance, and college costs.

Credit Card Bingo

It took visitors only a minute or two to play a new game, "Credit Card Bingo" and learn the meaning of some important credit terms. Extension Agent Denise Shaw, Prince William County, Va., gave out a take-home version of the game for family use.



Fishermen (and women) at this exhibit caught consumer tips in the shape of fish.

Re-create Your Wardrobe

Fashion shows of "re-created" clothing were a live and attention-getting feature of Town and Country Fair. Garments modeled by volunteers included: skirts and dresses lengthened by inserting bands of fabrics, redesigned garments that were originally ill-fitting or outmoded. Also displayed were: children's garments made from fabric from out-of-style adult garments.

Extension home economists Karen Abernethy, Montgomery County, Md., and Marcie Myers, Prince Georges County, Md., wrote the fashion show script and coordinated the exhibit. Handouts included: a new leaflet, *Recreate Your Wardrobe*

(University of Maryland L80) (The fashion show script will be in publications packet for State Leaders-HE.)

Money Know-How And Your Future

Fortune reading is a popular pastime. At this exhibit, Extension home economist Julia Lacey, Federal City College, Washington, D.C., provided a crystal ball and a fortune teller. Visitors picked a card with a good or bad money management concept on it. The fortune teller then predicted the effect of that judgement on future money-related matters. Handouts included: a publication titled *Money Know How and Your Future* (Federal City College, Washington, D.C.)

Adventures in the Home

Lawnchair rewebbing can be done... at home... cheaply. Other skills can be learned, too, such as repairing garden hoses and removing burn marks from wooden furniture. Demonstrations at this exhibit coordinated by Extension home economists Marilyn Mills and Hattie Holmes, Washington Technical Institute, provided some very practical information.

Other exhibits included: **Contact Your Local Extension Home Economist**, information on how to reach MEC members at their local offices; **Take the Quiz**, the four tabletop "Living with Change" exhibits on money management, values, housing, and food shopping; **Plant It! Pick It! Preserve It!**, factsheets on canning and freezing, with exhibit staffed by Cay Rhoads, Montgomery County, Md. home economist; and **Consumer Life... in Years Gone By**, a

colonial Bicentennial display designed by Extension agent Denise Shaw, Prince William County, Va.

Lunch and Watch Corners for those bringing lunch, featured the new "Living with Change" slide set and the Texas videocassette on their "You Can Do It" household repairs program.

Special Showing

A preview showing of Town and Country Fair was held on May 4 for representatives of national organizations, other government departments, and USDA agencies.

On the program were Secretary of Agriculture Earl L. Butz; Paul A. Vander Myde, USDA's assistant secretary for conservation, research, and education; Nancy Steorts, USDA special assistant for consumer affairs; ES Administrator Edwin L. Kirby; Opal H. Mann, assistant administrator, ES-HE; and Ava Rodgers, deputy assistant administrator, ES-HE.

Need More Information?

The MEC has agreed to respond to specific questions (not publication requests) on Town and Country Fair. Write Marcie Myers, Extension home economist, Prince Georges Cooperative Extension Service, 15209 Main Street, Upper Marlboro, Md. 20870.

One set of selected sample publications mentioned in this article is available per state. This request should come from the State Leader-HE and be directed to Marcie Myers.

A one-page sheet providing how-to's for making the cardboard exhibits used at the Town and Country Fair is available. Write to the author of this article, Extension Service, Room 5416-S, Dept. of Agriculture, Washington, D.C., 20250. □



Can a potato be peeled with one hand? Come see! "Town and Country Fair" barker Roy Porter (U. of Md. Extension Service staff) interviews Joyce Martin, Virginia Extension agent, to draw a crowd at the *Managing—When You're Handicapped* exhibit.

2007

“Winging it” wins crop data

by
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and
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“Winging it,” as an old cliché states, is one way to attain success. And winging it, is exactly what the Fayette County, Illinois Agricultural Extension Service is doing to keep close tabs on crop conditions.

Through a cooperative venture with a Vandalia bank, T. Joe Faggetti, University of Illinois Extension adviser, and members of the agriculture Extension council and various agri-businesses have been flying over Fayette County fields this past cropping season.

“We have been keeping a close eye on such conditions as the Kaskaskia River overflow in bottomlands, planting progress, crop stands, plant diseases, drought effects, crop outlook, and harvesting progress,” Faggetti said. “Flying over the county gives us greater opportunity to keep agriculturists abreast with what’s currently happening.”

In the past 14 months Faggetti and other agricultural business representatives have flown 14 flights over an estimated 1,700 farms. “It might take a lifetime to make that many specific farm visits,” Faggetti commented.

A more realistic idea of crop conditions is a distinct advantage of the aerial surveillance. “Viewing crops from the roadside can often be deceptive,” said Robert Provines, agriculture Extension council representative. “Flying over a field lets you get away from end rows to see those low, drowned-out spots and other yield-depressing areas of a field.”

“I really enjoyed seeing the difference in the crops over the county,” said Anton Matzker, secretary of the Fayette County agriculture Extension council. He had gone up to view large acreages of just-planted beans. “You could pick out beans right to the row that were having trouble coming up due to moisture conditions.”

“But the real advantage of the program,” Matzker continued, “is to the Extension advisers. They can survey much of the county at one time to pinpoint the problem areas, then later visit those areas for closer inspection.”

The potential for flying inspections of cropland was a direct result



of the summer droughts in 1973. In an effort to attain needed data during this time, Delbert Miller, manager of the Vandalia airport, had volunteered his flying services to the county disaster committee, of which Faggetti was a member.

"The bank has continued to provide the aerial service whenever we feel there is a need," Faggetti said, commenting on the cooperative efforts of the organization in loaning the use of its plane. In early summer, flights are scheduled every 2 weeks. Toward midsummer, they begin on a weekly basis to keep on top of moisture conditions, chemical damage, and crop progress during the crucial growing season.

"Detecting problems in early stages has been one of the biggest advantages of these flights to me," Faggetti reported. "We were able to advise many farmers on what to do with late spring chemical damages to soybeans at least 2 days before national and statewide news services were aware of the problems."

After each flight, Faggetti reports through his local newspaper columns and radio broadcasts what he saw and what farmers should be on the lookout for. He is considering making radio tapes while in flight in order to more accurately relay what he sees.

"People like to know how they stand in relation to other farmers in the county," said Faggetti. "With a county about 45 miles long and 35 miles wide, this is the only way I can accurately relate such conditions."

The flying inspections are now a stable part of the Extension program in Fayette County, where all involved—the bank, the Extension advisers, and above all, the farmers—benefit! □

Consumer survey guides grocers, legislators

by
Martha S. Holdsworth
Assistant Editor
Cooperative Extension Service
The Ohio State University

Everyone is concerned about food. People produce it, market it, buy it, and most of all—they eat it.

As consumers, we wonder if supplies are adequate. We question whether food is safe and nutritious. We ask about food prices.

Food retailers and distributors need to know where consumer preferences lie. Their job is to satisfy the family shopper; their profits depend on it.

In Ohio, both the food industry and consumers have turned to the Cooperative Extension Service at The Ohio State University for assistance.

There, two Extension agricultural economists, Vern Vandemark and Edgar Watkins keep up to date with what's happening with food through an annual food distribution conference, store management seminars, customer surveys, and marketing publications.

In 1974 an independent supermarket in northeastern Ohio asked the two economists to conduct a consumer survey in two communities (Hudson and Stow) in their trading area. Questionnaires were mailed to 1,896 households selected randomly from a street directory. A total of 533 completed questionnaires were returned.

The survey objectives were to identify customer priorities in selecting a food store, discover their con-

cerns about food, and show what adjustments consumers have made in food buying as a result of inflation. The survey also explored similarities and differences of the two adjacent communities.

Wives were indicated as doing most of the food shopping. Average family size was 3.71 persons. Weekly grocery expenditures totaled \$49.96 in Hudson, and \$37.08 in Stow. This averaged out to \$11.34 per person each week.

Supermarkets traditionally have attracted customers who live relatively close to the store. This was true for the area surveyed, with the average distance to the stores being 1 to 3 miles.

Customers considered price as the most important consideration in buying food. They also chose stores on the basis of their cleanliness, food quality, selection and variety, store location, and employee attitude.

The survey also asked consumers how they felt about five food-related issues:

- Open code dating of perishable products
- Unit pricing
- Listing all ingredients on the package

- Few chemical additives
- Placing nutritional information on the package.

Customers were asked to rate the importance of each of these. "Open code dating" and "all ingredients on the package" were listed by the majority as being "very important." The other three were mostly considered "important."

Eighty-four percent of the consumers made suggestions for food store improvement. These responses centered around store layout, pricing, and checkout.

Customers suggested such things as wider and uncluttered aisles, and fewer changes in location of merchandise. Others felt that bakery goods and dairy products should be placed at the end of the shopping pattern. They wanted lower prices, legible price marking, faster checkout times, and more clerks and bag boys at peak hours.

Customers indicated they had made five major kinds of adjustments to cope with inflation:

- Buy less, or buy less of some foods
- Buy lower-priced or substitute products and brands
- Changing other shopping and buying habits
 - Adjustments in growing, storing, and preparing foods
 - Changes in home use, planning, and meal patterns.



Ohio consumers like these made their needs known to supermarket managers, through Extension.

One of the big values of this kind of work is that it has application to a diverse set of audiences, Watkins said.

Survey results were summarized and published, and copies sent to each county and area office. The findings have been the basis for presentations for consumer groups and store managers, for radio tapes, and programs on two Ohio television stations. Outside Ohio, the information was used in the U.S. Senate's Agricultural and Forestry Committee report, "The Market Functions and Costs for Food Between America's Fields and Tables."

Results were used as resource material at retail workshops sponsored by Texas A&M University and the University of Missouri. Workshop participants came from almost every state. They were provided an opportunity to assess trends, changes, and needs in this sector of the food trade.

"Home economists can use the information to pinpoint the problems of consumers and see how they have adjusted. Farmers can identify consumer concerns over farm commodities. Food distribution firms can use the survey to develop their competitive strategies and apply customer responses to their stores," Watkins says.

The survey information helped fill a need for current facts about the food market at a time when interest in legislative issues, food prices, and food supply and demand were at a high point. □



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people and programs in review

W. K. Kellogg Foundation Fellows Hold Reunion

When graduates of the National Agricultural Extension Center for Advanced Study (University of Wisconsin 1955-68) gathered in Madison, Wis., recently for a reunion-conference, they spent considerable time finding out what each other were now doing. They discovered that of the 86 Ph.D. graduates, six now serve as presidents, three as chancellors, and three as deans in land-grant institutions. Fifty-four are state directors or leaders of statewide program areas in Extension, and 20 are professors of Extension education.

About a third of the 167 graduates of the center, supported primarily by a grant from the W. K. Kellogg Foundation, Battle Creek, Mich., attended the Madison event, July 1-3. One speaker, Susan Fratkin, director of special programs for the National Assn. of State Universities and Land Grant Colleges (NASULGC) discussed collective bargaining trends in institutions of higher education. NASULGC was primarily responsible for the formation of the Extension training center.

The Secret of Affluence: New USDA Publication

"For an understanding of affluence, let's start with food," says the new 24-page USDA publication, *The Secret of Affluence*, "This booklet serves primarily as a handout at the USDA Pavilion this summer for the U.S. Bicentennial Exposition on Science and Technology, Kennedy Space Center, Cape Canaveral, Florida," said Larry Marton, Office of Communication.

A breakdown of what the average 5 acres of U.S. farmland looks like is included. This breakdown is also part of the exhibit, which demonstrates that there is enough land in the U.S. to average approximately 5 acres per citizen for food, clothing, and exports. We have distributed copies to states for one per county. If you need more let us know.

Canning With Your "Neighbor"

"Ask your 'Neighbor' when you have any question on canning" may sound confusing to some, but to everyone in El Paso, Texas, it means Helen D. Neighbor, county Extension home economist. She has the answer, or will find it, to any question her consumers may have on food preservation.

Community canning workshops with bilingual volunteers to assist the many low-income, Spanish-speaking residents have been one of Neighbor's most successful methods of helping homemakers learn proper canning techniques.

The volunteers often conduct 'on their own' workshops in their neighborhoods. Even though handouts given at the workshops are written in Spanish and English, some consumers unfortunately cannot read and follow the instructions. So the reinforcement of actually learning by doing is of great help.

First Pork Fact Sheets Released

Two of 75 proposed fact sheets on pork production for inclusion in a Pork Industry Handbook have been released by Purdue University. First subjects covered: Management of the Boar and Vitamins for Swine.

The result of a pilot project funded by ES-USDA, the fact sheets are available on a subscription basis for \$15, and will be sent to subscribers over the next 30 months. Subscription information is available from the Mail Room, Agricultural Administration Bldg., Purdue, West Lafayette, Ind. 47907.

For states interested in printing their own copies, information on ordering negatives is available from the Agricultural Information Department, AGAD Building, Purdue.

Romney Accepts 4-H Partner Award

The National Center for Voluntary Action was recently named a "Partner in 4-H for contributing significantly to strengthening of 4-H volunteer leadership development programs nationwide, for providing generously of their staff resources and materials in behalf of 4-H leader training, and for continually seeking opportunities for greater cooperation and support to 4-H." Michigan's former Governor George L. Romney, chairman of the board of the center, accepted the award from Dr. Rhonwyn Lowry, deputy assistant administrator for Extension's 4-H program.