

ANNUAL NARRATIVE REPORT

NOVEMBER 30, 1952, TO DECEMBER 1, 1953

COUNTY ROANOKE

J. A. REYNOLDS, COUNTY AGENT

F. O. MORGAN, ASSISTANT COUNTY AGENT
(December 1, 1952, TO March 1, 1953)

O. W. CUNDIFF, ASSISTANT COUNTY AGENT
(April 1, 1953, TO November 30, 1953)

LULA O. CRAWFORD, SECRETARY

T A B L E O F C O N T E N T S

Cover Page and Title	1
Table of contents	2
III. County Organizations	3
IV. Type of Agriculture	4
V. Project Activities	4
A. Agronomy	4
B. Poultry	6
C. Dairying	7
D. Livestock	9
E. Horticulture	10
F. Farm Labor	13
G. Community Development	13
H. Agricultural Planning	14
I. Cooperatives	14
J. Forestry	15
K. Guidance Program for Returned Veterans	15
L. Beekeeping	16
VI. 4-H Club Work	16
A. Organization	16
B. Project Work	16
C. Achievement	17
D. County 4-H Camp	19
E. 4-H Honor Club	19
F. Leadership	19
VII. Agriculture Mobilization Committee	20
VIII. Cooperation with Production and Marketing	20
IX. Cooperation with Credit and Loaning Agencies	20
X. Cooperation with Farmers Home Administration	21
XI. Cooperation with District Soil Conservation Program	21
XII. Other Means of Reaching People	21
XIII. Evaluation of Year's Work -- Trends and Developments	21

34
72

III. County Organizations

The Roanoke County Agriculture work is coordinated through the following organizations:

1. Roanoke-Botetourt Fruit Growers.
2. Star Hereford Association.
3. Roanoke Valley Angus Association.
4. Roanoke Beef Calf Sales Committee.
5. Roanoke County DHIA.
6. Roanoke Milk Producers Cooperative.
7. Roanoke-Botetourt Artificial Breeders Association.
8. Roanoke Dairy Conference Committee.
9. Roanoke Vegetable Growers Association.
10. Blue Ridge Soil Conservation District.
11. 4-H County Council.
12. Agriculture Mobilization Committee.
13. F.F.A. Federation.
14. County PMA Committee.
15. Roanoke County Home Demonstration Club Federation.
16. Roanoke County Pasture Improvement Committee.
17. Agronomy Committee.
18. County Board of Agriculture.
19. Roanoke County 4-H Club Honor Roll.
20. Roanoke County 4-H All Star.
21. Roanoke County Young Farmers Club.
22. Roanoke County Egg Producers.
23. Catawba & Bonsack Community Improvement Clubs.

The County Board of Agriculture meets each year to make up the plan-of-work for the coming year. These meetings are well attended and the planning and thoughts of this Board are reflected in the project activity of this report.

34
72

IV. Type of Agriculture

Roanoke County lies at the Southern Mouth of the Valley of Virginia and is considered the gateway to the Great Southwest Virginia. It is divided by the Roanoke River, whose broad, flat bottoms, offer good level cropland. There are 1442 farms with an average of 88.3 acres. Of the total 305 square miles in the county, 1400~~00~~ are to farming. The remainder being mountainous timberland and land upon which the City of Roanoke, the towns of Salem and Vinton are located on.

There are five major types of farming enterprises in the county:

- (1) Dairying; (2) Fruits, apples, peaches and small fruits;
- (3) Poultry, farm flock, laying flocks for fresh and hatching eggs and broiler production; (4) Vegetables, truck gardening;
- (5) Bee, Cattle.

The Poultry Dressing Plant and Hatchery at Troutville, Virginia, has increased market opportunities for local poultrymen.

V. Project Activities

A. Agrohomony

a. Situation

1. More farmers needed to intensify their cropland.
2. A county-wide 100 Bushel Corn Club was continued.
3. Hybrid corn varieties were again demonstrated.
4. Many Roanoke County farmers had good pasture, but many more acres of pasture needed improving.
5. Two permanent pasture demonstrations were continued in cooperation with the "Plant Food Institute."
6. Continue and increase the orchard grass, ladino clover demonstrations throughout the county.
7. Scarce and high priced labor made the need for chemical weed killer on corn, fence rows, lawn, pasture and brush noticeable.

b. Goal -

1. To educate all farmers in Roanoke County on how to grow more corn per acre; how to improve their pasture; to the value of chemicals for weed control.
2. To teach proper fertilization and encourage the use of recommended varieties.

c. Methods -

Corn hybrid seed was furnished by the Land-Grant College and seedmen for demonstrational purposes.

One-hundred Bushel Corn Club was continued. Thirty farmers joined this club. Money prizes were offered to the top four members making over 100 bushels. This money was taken from the treasury which was built up over the past two years from the sale of corn from these 100 bushel corn club projects. These corn sales have also financed a banquet each year. A pasture contest was sponsored by local fertilizer dealers and civic clubs. One of the local seedsmen furnished again one pound of certified Ladino Clover seed free to each farmer in the county who agreed to carry out Extension Service Agronomy recommendations in seeding one acre of Ladino Clover, Orchard Grass, in sight of a road.

Four Williamsburg variety demonstrations of Alfalfa are being demonstrated in the county.

A series of community meetings were held about over the county to explain the programs for pasture and corn contests, the latest in varieties and general agronomy information. These Community Agronomy Schools were held in cooperation with Extension Agronomist from the College.

34
72

Due to a serious drought in the area only four acres of corn were measured in the 100 Bushel Corn Club. The pasture committee did not see any practical way of measuring results in pasture contests, therefore, this contest is being carried over until 1964.

d. Results -

Corn hybrid varieties are now used on better than 96 percent of the 4600 acres of corn grown in Roanoke County. Serious drought cut corn yields in the area. Four farmers measured to try for awards.

In spite of the drought a few farmers continued their pasture demonstrations with Orchard Grass, Ladino Clover in cooperation with local seedsmen who furnished one pound of seed free. Fifty farmers joined the County Pasture Improvement Club, but the contest was not completed due to severe drought.

B. Poultry

a. Situation -

Five hundred farmers in the county needed to intensify their income. Poultry is adaptable to intensification. There is a strong demand in Roanoke County for fresh eggs and an excellent opportunity to supply eggs to hatcheries. The most modern broiler dressing plant in Virginia is located at Troutville, within fifteen miles of the center of the county, thereby, providing a ready market for all possible broiler expansion in the next few years. This plant has to go to surrounding states to secure live market birds.

b. Goals -

To educate Roanoke County farmers of these natural market advantages.
To work toward a county-wide poultry organization.

c. Methods -

Frequent mention of the situation in contact with farmers.

Radio talks and news articles were used to educate poultrymen on better management practices. Extra emphasis was put on the situation in the Junior Division of the American Poultry Association in Roanoke County.

d. Results -

A small group of egg-producers close around Salem formed a study group in the Vo-Ag Department of the Andrew Lewis High School. This group is called The Roanoke County Egg Producers Association. At the present time this is only serving a small percentage of the poultrymen in the county. There is an increase in poultry production in the county.

C. Dairying

a. Situation -

There are 32 Grade A Dairies in Roanoke County. Twenty of this number are in DHIA Association and Testing. Grade A dairies are decreasing in Roanoke County due to the City's expansion and labor problem. Last year when two dairies were sold, two other county herds were given the service of DHIA testing. The Roanoke market offers a good outlet for milk in the county. Also, some producers are shipping to the Virginia-Maryland Market.

The Cooperative Artificial Breeding Association is now serving 170 farms in the county. The number of dairy cattle vaccinated for immunization against Bangs disease continues to increase. In addition to the DHIA and Bo-Bot Breeders Organizations, the

local dairymen have their own educational organization -- the
Roanoke County Dairy Conference Committee. Labor still short.

b. Goals -

- To encourage all producers to strive for greater labor efficiency.
- To encourage more small dairymen to use artificial breeding.

c. Methods -

All work pertaining to the dairy enterprises of the county were coordinated through the organizations.

Newspaper and radio articles related to dairyman problems were released at least monthly.

d. Results -

The growth of cooperative artificial breeding over the four-year period is an outstanding achievement. About 1000 cows in the county were artificially bred last year. It is now on a sound financial and business basis with 365 farmers in Roanoke and Botetourt Counties using it. Last year a permanent office was built. Forty new members joined the association in the past twelve months.

The DHIA program is soundly establishing the dairy industry in the county.

As an indirect result of all of the educational programs reaching the dairymen in this county they are becoming more active in state and national affairs affecting their industry. The National Holstein Association Convention and Sale was held in Roanoke County June 1962. The President and Secretary of the State Holstein Association are Roanoke County Breeders.

Purebred Holstein and Guernsey breeders were assisted with breed promotional sales.

Twelve local dairymen attended the annual convention of State Dairymen Convention in Richmond, January, 1953.

D. Livestock

(1) Hog and Sheep

a. Situation -

1. Very few sheep in the county with 37 farms reporting some.
2. Dog problem very serious in the urban area.
3. Farmers needed to be taught the value of purebred rams.
4. Farmers also needed to be informed on proper control of internal parasites.
5. Hogs are limited in the county -- most rural homes produce home supply of pork.
6. Too many of these hogs were kept in small pens without access to green grass and running water.

b. Goals -

Teach farmers the value of good breeding, feeding and management of sheep and swine.

c. Methods -

1. Good feeding and management program was encouraged through newspaper and radio releases and through personal contact.
2. Assistance was given farmers in securing purebred rams and boars.
3. Two sheep breeders were encouraged to enter the "Return Per Ewe Contest."
4. A district hog show and sale was held in Salem with special emphasis on proper management, self-feeding and market finish.

d. Results -

1. More hogs were sold in the show from Boone County than last year.
2. More farmers are using pasture for hogs.
3. Several purebred rams were placed in the county.
4. More purebred boars were placed than in 1952.

(2) Beef Cattle

a. Situation -

Eighty-three farms reported as beef cattle farms in 1950 census.

Interest increasing rapidly as fruit farmers and dairymen are faced with increased labor problems. Prices were weakening on lower grade cattle; cost of production was climbing. Hereford and Angus breeders were organized.

b. Goal -

- To increase efficiency in production to meet the price squeeze.
- To constantly improve the quality of cattle produced.
- To assist the producers in finding the best market for his cattle.
- To teach farmers value of selling cattle graded.
- To get every producer to use a purebred sire.

Methods -

A beef calf sale was continued between Roanoke, Botetourt, Craig and Franklin Counties.

Angus and Hereford Association which are composed of Roanoke and surrounding county producers each put on purebred sales during the year.

d. Results -

The quality of cattle consigned by the purebred breeders was an improvement over last year.

The Roanoke Feeder Calf Sales sold 350 calves for an average of \$16.40. The Roanoke County farmers participated in this sale.

There has been a steady improvement in the quality of cattle offered each year. Farmers were pleased with grading system and saw what quality cattle all mean to them in dollars and cents.

E. Horticulture

(1) Fruit

a. Situation -

Roanoke and Botetourt Counties are organized jointly, holding monthly meetings to serve the educational needs of the growers.

The proper grading and marketing of the apple crop especially is, at present, one of the greatest problems of the growers. Market stronger this year than for past three or four years.

b. Methods -

Monthly educational meetings are held at which time a member of the Extension Service Staff from V.P.I., or someone else qualified to present an interesting discussion on problems pertaining to apple and peach production is held. At this time special emphasis is being put on quality pack and marketing. Result demonstrations are held each year on pruning, spraying and fertility practices in the orchards.

All members were encouraged to attend annual meeting of State Horticultural Society.

Timely spray reminders are sent to each grower -- radio and newspaper releases are used regularly.

c. Results -

The minor recent demonstration on the use of E-S Mineral on apple and peach trees still has not shown any startling or unusual response to date.

New types of Stop-Drop sprays were tried on apples with good results.

New hormone sprays calculated to tree ripen peaches earlier were tried with some promising results.

Power pruning demonstrations were held with excellent results.

More farmers are using labor saving devices in the orchards.

Vegetable -

a. Situation -

1. Lot of home gardening in county and city.
2. City people don't know how to fight insects and disease.

- 34
72
3. Good market exists locally.
 4. County was once heavy vegetable production area.
 5. Labor problem causing many to switch to other commodities.

b. Goal -

To teach the home gardeners how to more nearly produce the home supply of vegetables.

To keep the commercial producers posted on varieties, insects, fertilization and labor efficiency.

c. Methods -

Pass the information on through the use of radio, telephone and newspaper.

The Vegetable Growers organization met monthly for an educational program related to vegetable production.

A county-wide tour was made of the V.P.I. Vegetable Plots to observe cultural practices and experimental results.

A weed control demonstration was conducted on a local vegetable plot through the cooperation of V.P.I. Experimental Station.

A Better Garden Contest was sponsored in one community by local businessmen.

d. Results -

More people used recommended varieties and fertilization.

More producers knew about the use of insecticides and fungicides.

Fifty families participated in the garden contest.

(2) Ornamentals -

A large amount of bulletin material was supplied county and city requests.

The largest portion of these type of requests are handled via telephone or reference to the proper agency for servicing the requests.

F. Farm Labor

a. Situation -

- 1. Shortage very acute.
- 2. Competition with industry is too much for farmers.
- 3. The drafting of farm youth is gradually reducing the family labor supply on many farms.
- 4. Many farms do not yet have the labor efficiency to hire high priced manpower.

b. Goal -

- 1. Teach farmers to make the necessary practical adjustments to increase labor efficiency.
- 2. To help secure agricultural deferments for justified farm help.
- 3. To help secure sufficient migratory labor to harvest perishable crops.

c. Methods -

- 1. Cooperated with the local draft board and the County Agricultural Mobilization Committee in securing draft deferments for qualified farm help.
- 2. Cooperated with Virginia State Employment Service and the cooperative owned labor camp in securing and housing migratory labor.
- 3. Radio and news articles were used to emphasize labor efficiency.

d. Results -

- 1. Migratory labor was brought in during the peach harvest season and kept in the area until apple harvest was completed.
- 2. Draft Board is very cooperative. We now have about twenty agricultural deferments in the county.

G. Community Development -

The Roanoke Chamber of Commerce again sponsored a Community Improvement Contest within its thirteen county trade area.

These communities not only set-up many contests within their own community to encourage the property owner to beautify their places, but they just seemed to realize and see their own problems and made an effort to improve their agricultural and increase their farm income.

Through these clubs local talent and leadership is located.

34
72

The community clubs took a lot of the Extension workers time in the beginning, but we feel that they are a step toward reaching more people in organized groups, which can mean a more effective Extension program in years to come. Roanoke County had two communities to enter and complete this contest.

The Roanoke County Extension office encouraged the organization of the community clubs. Once they were organized the Extension personnel served in an advisory capacity to the clubs.

The community club is an excellent working tool in the Extension worker's hand. The clubs are a real means for teaching people how to work together to deal with their own problems.

The sponsoring agencies are a wonderful help in setting up incentives to encourage better methods in agriculture, home-making and community development.

The local Chamber of Commerce in Salem cooperated by adding additional incentive to encourage participation.

H. Agricultural Planning

All planning for the year was done through the organizations under item III of this report, with Commodity Committees serving on the Board of Agriculture.

I. Cooperatives -

1. Virginia Rabbit Cooperative
2. Southern States
3. Wool Producers Cooperative
4. Roanoke Milk Producers Cooperative Association
5. Roanoke-Botetourt Fruit Growers Cooperative

- 6. The Roanoke Breeders, Inc.
- 7. The Virginia Cooperative Artificial Breeding Association, Inc.
- 8. Roanoke Production Credit Association, Inc.
- 9. Roanoke Dairy Council
- 10. Farm Credit Agencies and Service Department of local banks
- 11. Virginia Forest, Inc.
- 12. Roanoke County DHIA Association.
- 13. Virginia State Beekeepers Association, Inc.
- 14. Roanoke County Public Health Association.
- 15. Blue Ridge Soil Conservation District Association.
- 16. Virginia Purebred Hereford Breeders Association, Inc.
- 17. Virginia Guernsey Breeders Association, Inc.
- 18. Blue Ridge Guernsey Breeders Association, Inc.
- 19. The Virginia Holstein Breeders Association, Inc.
- 20. The Virginia Jersey Breeders Association, Inc.
- 21. The Star Hereford Breeders Association, Inc.
- 22. The Roanoke Cedar Calf Sale Association.
- 23. The Roanoke Vegetable Growers Association.
- 24. The Roanoke Valley Angus Association.
- 25. The Virginia Aberdeen-Angus Association.
- 26. The Virginia Beef Cattle's Association.

Forestry

Assisted Virginia Forests, Inc., with educational program. Encouraged many farmers to avail themselves of the timber marking and estimating service available to them through the State Forestry Department.

In view of the need for fence posts in the county, a Fencing Demonstration was set-up during the year in cooperation with the Roanoke Wood Preservative Company and their local dealers. The objective of demonstration will be to show the public that pressure treated soft wood will make long life fence posts. Fence structure and mechanical post hole digger were also demonstrated with this project.

L. Guidance Program for Returned Veterans

Close cooperation with the "on-the-job" veterans farm training program is maintained. Several educational talks were made to the group during the year.

Cooperated with Voc Agriculture Department of Andrew Lewis High School in this project.

L. Beekkeeping

The county beekkeepers association is inactive at present.

An unsuccessful attempt was made to activate this organization. However, some interest is again being shown.

VI. 4-H Club Work

A. Organization -

(1) 4-H County Council

The county 4-H council is composed of all the officers and leaders of all 4-H Clubs in the county. It meets four times a year, directs the overall 4-H program and serves as an officer training medium. At the fall meeting objectives were set up. Last fall the following were adopted and all clubs urged to meet them:

1. To hold another County Achievement Day in 1964.
2. The county council will send it's president or another officer to the State Short Course with all expenses paid.
3. All club members must carry one or more projects.
4. All club members make an exhibit at the Roanoke County Achievement Day.
5. The council will sponsor a county 4-H camp -- each club will be represented.
6. Four regular council meetings to be held during the year with extra committee meetings on call -- each club represented.
7. Each club observe Rural Life Sunday in May -- suggestions will be available from the County Agents Office.
8. Each individual club adopt a community project.
9. Each club strive toward 80 per cent or better completion of projects.
10. Each club send in one or more subscriptions to the 4-H Club News for the use of the sponsor and vice president.
11. To sponsor a County 4-H Chorus.
12. Each club carry a Health Project.
13. To strive to complete in all the state projects possible.

B. Project Work

Eighteen organized clubs this year with an enrollment of 271 boys.

C. Achievement

A County Fair was sponsored mainly for 4-H Club members with fair participation.

There are \$2000. worth of premiums offered at the County Fair.

The 4-H Poultry Judging Team participated in the District and State Contest.

A Dairy Judging Team entered District competition and was second.

The Sears-Roebuck Cow, Hen, Pig Project was carried to successful completion. There are five purebred cows and one purebred boar put out in the county each spring through this project.

The Salem Kiwanis Club and the two local banks sponsored a free luncheon to the 4-H Club County Council's annual training meeting.

The Roanoke Kiwanis Club awarded four trophies and six leather halters to winners in the 4-H Dairy and Beef competition at the Achievement Day program.

Five 4-H members fed and showed hogs in the Salem Hog Show and Sale.

Roanoke County 4-H members had the winning Hampshire in this show and sale.

Thirteen 4-H members fed baby beeves for the spring show and sale in Salem.

Two county winners attended the two day Electric Congress in Richmond along with their County Agent.

Eddie Fields, County winner in the Rural Electrification in 1952, was District winner in Southwest Virginia in 1953. He also attended the Congress.

A Poultry Demonstration Team was trained and entered in State competition. This team went on to represent Virginia at the NEPPCO Convention at Syracuse, New York, in October, where they won first place.

A three-day Electric School was held in cooperation with Appalachian Electric Power Company with forty members attending.

An Achievement Day program was held for the first time in Roanoke County. This was termed a success, however, an effort will be made to get larger participation next year.

A county-wide Christmas Party was held with eighty present. One boy from Roanoke County and one girl are State winners in

Individual competition. They made the trip to the National 4-H Club Congress.

One boy and one girl won State competition in Community Relations and Citizenship respectively, and entered sectional competition.

A Livestock Conservation Team was organized. This team won State competition and represented Virginia at the International Livestock Exposition in Chicago.

Two other demonstrational teams were organized; an egg grading and vegetable production teams. These two teams won second in State competition at State 4-H Short Course in June.

One of the greatest achievements made this year was the first County 4-H Talent Show which was held in March.

Fifteen clubs chose their best act and sent it to the finals. This final county show was held in one of the local theatres with a very large attendance. This has proven to be a very efficient way of locating talent and financing the Council.

(2) County 4-H Camp

For the seventh year a county 4-H Camp was held. There was a total attendance of 128. A detailed program was worked out by a 4-H Council Committee early in the year. As camp officers and committeemen were selected at the close of the previous year's camp, a leader training meeting was held on duties and responsibilities of each early in May. This preparation had much to do with the smooth running of the camp and we felt it was a big improvement over previous ones. Interest in camp is constantly growing. Over one-hundred parents visited the camp on parents' night. Ten older members served as junior leaders at camp. This added to the smoothness of camp operation and was real leadership development for older youth.

(3) 4-H Honor Club

Roanoke County's first 4-H Honor Club was organized this year. The organization of this club was sponsored by the local 4-H All Star group. Each member of the Honor Club undertook a leadership project which had as its purpose to further develop leadership with the members of the Honor Club and help younger 4-H Club members with their club problems. The Honor Club is proving to be a good method of attracting older 4-H members to remain in the work. Their help and influence strengthens the entire county program.

D. Leadership

There are two types of clubs in Roanoke County, the leadership of which differ. Twelve clubs are organized on an in-school basis. Adult leadership of these clubs consists of a teacher

34
72

sponsor who assists with organizational work and programs. The other six clubs are organized on an out-of-school basis. Volunteer local leaders give their time to the development of these rural youths. We have been very fortunate to interest men leaders in working with some of these clubs and commodity groups.

Three of our young dairy farmers in Roanoke County acted as volunteer leaders in dairy project work.

Eight 4-H Club boys attended the State Short Course at VPI. One girl and two boys were elected to the 4-H Club All Star Chapter in 1953.

VII. Agriculture Mobilization Committee

This county has an active Agriculture Mobilization Committee with splendid cooperative relationships.

This committee has been active in helping to keep the local draft board properly informed on the status of farm boys of draft age as called on. It is now handling Drought Emergency Feed Program.

VIII. Cooperation with Production and Marketing Administration

- a. The county agent has met regularly with the County PMA Committee -- acting always in an advisory capacity.
- b. Individual farmers were contacted via radio and news articles. A committee meeting was held to explain the county yearbook.

The Chairman and Chief Clerk of the County PMA Committee both participated in radio broadcasts with the county agent.

IX. Cooperation with Credit and Lending Agencies

- a. A close contact and cooperation is maintained with Farm Credit and Service Departments of the local town and city banks as well as The National Farm Loan Association and the Production Credit Association.

X. Cooperation with Farmers Home Administration

- a. Excellent cooperation has been maintained with this organization.

XI. Cooperation with District Soil Conservation Program

- a. All possible assistance is rendered the local technicians and the supervisors of the Blue Ridge Conservation District in getting farmers to adopt recommended soil conservation practices.

XII. Other Means of Reaching People

- a. The radio and press are used extensively to reach large numbers of people in the county. A six minute radio farm program over a local station is broadcast at 6:30 a.m. daily, except Sunday. This program originates in the offices of the county farm and home agents. In addition, special noon radio broadcasts are used very frequently. Two to four TV shows per month are put on over local TV Station.

Timely news items of educational interest are placed with both the morning and evening city papers -- circulation 35,000 and 30,000.

A Monday morning weekly column is reserved in the Roanoke-Times for use by the county agent. This article is always based on some timely farm subject and is expressed in about 300 words.

One weekly articles or more is prepared for the local county paper on some timely farm and home subject.

An accurate measurement of the results of such methods used to contact large numbers of people has not been determined. The increase in phone calls and letters requesting information has been tremendous and continues to increase. The problem now is to become more efficient in order to be able to handle the requests.

XIII. Evaluation of Year's Work -- Trends and Developments

In general, all programs and phases of programs attempted during the year were carried through to completion; corn and pasture continues being exception due to drought.

The definite trend towards more and better pastures continues with a corresponding decrease in the corn acreage. The corn yield per acre is definitely rising rapidly. Our county goal,

34
72

is 75 bushels per acre in 1955. Drought during the past three years was quite a hazard to the corn and pasture programs.

More contour strip cropping is needed in the county.

Better farm woodlot management is urgently needed.

Community Improvement Clubs were active in the Catawba and Black communities this year.

The County Board of Agriculture was re-organized in December 1949 and is continuing to function. It meets at least once each year to plan the Extension program.

The cooperative artificial breeding program for dairy cattle in the county was strengthened in 1955 and a permanent office obtained.

More and more farmers come to look upon the county agent as a consultant.

There is an increase in interest in 4-H Club work. Requests come from parents and other leaders in the communities as well as from 4-H members. We feel that this is the result of a good program in the county.

COOPERATIVE EXTENSION WORK IN AGRICULTURE AND HOME ECONOMICS

U. S. Department of Agriculture
and State Agricultural Colleges
Cooperating

Extension Service
Washington, D. C.

ANNUAL REPORT OF COUNTY EXTENSION AGENTS

This form is for use by county extension agents in making an annual statistical report on all extension work done in the county during the year. Agents resigning or transferring should make out this report before leaving the county.

County Roanoke State Virginia

REPORT OF

Name of Agent	Title	Period of Service	
		From	To
<u>J. A. Reynolds</u>	<u>County Agent</u>	<u>Dec. 1, 1952</u>	<u>Nov. 30, 1953</u>
<u>D. W. Sundiff</u>	<u>Asst. County Agent</u>	<u>April 1, 1953</u>	<u>Nov. 30, 1953</u>
<u>Margaret P. Avoboda</u>	<u>Home Econ. Agent</u>	<u>Dec. 1, 1952</u>	<u>Nov. 30, 1953</u>
<u>Lula O. Crawford</u>	<u>Secretary</u>	<u>Dec. 1, 1952</u>	<u>Nov. 30, 1953</u>
<u>H. J. Morgan</u>	<u>Asst. County Agent</u>	<u>Dec. 1, 1952</u>	<u>Feb. 1, 1953</u>



READ SUGGESTIONS ON PAGE 32

Approved: _____

Date _____

State Extension Director

Form ES-21
(Revised June, 1953)

EXTENSION TEACHING AND OTHER ACTIVITIES—*Interpretation*

Agents who devote more than one-half of their time to a line of work should report **ALL THEIR WORK** in the column provided. For example, an assistant agent devoting more than one-half of his or her time to 4-H Club work would use column B. When two or more agents (a county agent and an assistant) doing similar work report in the same column, whether it be A, B, or C, duplications should be removed before the entry is made. The county total, column D, is the sum of the three preceding columns less duplications not previously eliminated.

1. A single visit to both the farm and home is not to be counted as two visits.
2. An office call is a visit in person by an individual or a group seeking information or assistance.
3. Telephone calls may be either incoming or outgoing.
4. Each news release is to be reported as one story or article. Material prepared for an extension column is to be counted as one item, even though several subjects are covered. The same release sent to several papers is to be reported as only one story. If the lead or the entire story is changed to make it different for each paper, then each is to be counted as a separate story. Do not report items relating to notice of meetings only or to news articles written in the State office and sent directly to the newspapers. However, articles sent to an agent for distribution to local papers are reported. Information given directly to reporters or writers as the basis for a story is also reported.
5. A broadcast is a single presentation on the air. It may be given in person or by transcription. An agent does not have to appear on the program so long as he is responsible for its preparation.
6. The number of copies of bulletins distributed includes circulars, leaflets, and other subject-matter and organizational materials. Commercial publications are not to be counted unless they are recommended by the college.
7. An adult result demonstration is a demonstration conducted by a farmer, homemaker, or other person under direct supervision of the extension worker, to show the value of a recommended practice. It involves a substantial period of time and records of results and comparisons. It is designed to teach others in addition to the person conducting the demonstration. Result demonstrations are definitely planned in advance and not "found."
8. A leader-training meeting, project leaders, local leaders, or committeemen are trained to carry on extension activities. A project leader, local leader, or committeeman is a person who is selected to lead some phase of the extension program in organization or subject matter.
- 8b. For the definition of young men and women's work (YMW) see items 132 through 135.
9. Include general educational meetings, method-demonstration meetings, meetings held at result demonstrations, community-organization meetings, tours, achievement days, encampments, and all other meetings (except those for the training of local leaders) that you were responsible for holding. Also includes meetings that you did not arrange but attended and actively participated in for the specific purpose of advancing the county extension program. Do not include meetings held by local leaders that you attended for observation or public-relations purposes only. Such meetings should be reported under item 10.
- 9e. In reporting attendance, count the total number of DIFFERENT persons. For example, a farm tour makes three stops. Forty persons are at the first farm (7 of whom do not go to the second farm); 15 others join the tour at the second farm and continue on to the third farm, where 10 other persons join the group, making a total attendance of 65 different persons for the tour. Similarly, for an all-day institute-type of meeting, count the number of persons attending the morning session and the number of additional persons attending the afternoon session. Do not add together morning and afternoon attendance and report the total.
- 9e. In addition to the 4-H Club meetings you held or participated in, extension meetings for boys and girls who are not enrolled in 4-H Club work should be included.
10. Only those leader-held meetings that are a part of the extension program are to be reported. When a complete record of leader-held meetings is not available, it may be necessary to make a conservative estimate of these meetings based upon such records and information as are available.

EXTENSION TEACHING AND OTHER ACTIVITIES

Include all activities carried on this year that are related to extension work.

Item	Agents doing primarily home demonstration work	Agents doing primarily 4-H Club work	Agents doing primarily agricultural work	County total
	A	B	C	D
1. Farm or home visits..... Number	240	308	377	925
2. Office calls..... do	320	283	676	1279
3. Telephone calls..... do	1400	866	2370	4636
4. News articles or stories prepared..... Number	189	108	193	420
5. Broadcasts made or prepared:				
a. Radio..... do	95	95	121	311
b. Television..... do	5	9	16	30
6. Bulletins distributed..... do	3615	1325	1273	6213
7. Adult result demonstrations conducted..... Number	40	13	84	137
8. Training meetings held for local leaders:				
a. Adult work:				
(1)..... Number	14	0	1	15
(2)..... Attendance	464	0	6	470
b. YMW work:				
(1)..... Number	0	0	0	0
(2)..... Attendance	0	0	0	0
c. 4-H Club work:				
(1)..... Number	8	6	4	18
(2)..... Attendance	142	120	109	371
9. All other meetings agent held or participated in:				
a. Adult work:				
(1)..... Number	155	46	97	298
(2)..... Attendance	4278	1162	2520	12960
b. YMW work:				
(1)..... Number	0	6	6	12
(2)..... Attendance	0	224	108	332
c. 4-H Club work:				
(1)..... Number	106	66	38	210
(2)..... Attendance	3281	1884	1197	6362
10. Meetings held or conducted by local leaders:				
a. Adult work:				
(1)..... Number	261	0	0	261
(2)..... Attendance	4084	0	0	4084
b. YMW work:				
(1)..... Number	0	0	0	0
(2)..... Attendance	0	0	0	0
c. 4-H Club work:				
(1)..... Number	94	15	0	109
(2)..... Attendance	991	200	0	1191

EXTENSION ORGANIZATION AND PROGRAM PLANNING

11. County organization, association, board, or committee sponsoring extension work in the county:

a. Name of citizens' organization or group having legal or quasi-legal status, if any,

Pomoke County Board of Supervisors

b. Name of board or group responsible for receipt and disbursement of extension funds in the county, if different

from "a".....

12. COUNTY-WIDE advisory COUNCILS or COMMITTEES assisting extension agents with organization, planning and conduct of extension work in the county:

Item	Councils or committees		Members		Meetings of such councils or committees held during the year	
	A	B	C	D		
	Number	Number	Number	Attendance		
a. Over-all or general.....	1	20	1	18		
b. Agricultural.....	2	28	8	8		
c. Home demonstration.....	1	68	2	101		
d. Young men and women.....	0	0	0	0		
e. 4-H Club.....	1	140	4	248		

13. MEETINGS (other than those involved in 12) held PRIMARILY for the PURPOSE of DETERMINING the extension program:

Item	A	B
	Number	Attendance
	a. Community or local meetings.....	29
b. County meetings.....	4	96

14. Number of fact-finding surveys for program-planning purposes made during the year..... 1

15. Total number of different voluntary local leaders or committeemen (county, community and neighborhood) assisting extension agents with organization, planning, and conduct of extension work in the county:

Item	Men		Women		Older club	
	A	B	C	D	Boys	Girls
	a. In adult agricultural work.....	13	3	XXXX	XXXX	
b. In adult home demonstration work.....	0	185	XXXX	XXXX		
c. In young men and women's work.....	8	0	XXXX	XXXX		
d. In 4-H Club work.....	27	38	21	15		
e. Total number of DIFFERENT leaders.....	42	226	21	15		

16. Number of organized clubs or other groups carrying on adult home demonstration work..... 29

17. Number of members of such clubs or groups..... 650

6
PROGRAM EMPHASIS—Interpretation

18. This item should show the total number of months each agent or group of agents was employed in the county during the report year. In addition to the time actually worked, it should include the time spent on LEAVE WITH PAY for vacation, sickness, and study other than sabbatical leave. Agents employed in more than one county should report only that portion of the year spent in the county. For example, an agent employed all year, equal time in two counties, would report 6 months' service for each. Report months of service to the nearest whole month.
19. This is the number of days actually worked during the report period. Include Sundays and holidays if worked; also days in in-service training as defined for item 21b. Do not include days spent on vacation or for sickness or holidays not worked. Each column should contain the total number of days worked by the group of agents designated by that column. Report all days worked to the nearest whole day.
20. The sum of subitems a, b, and c will equal or be slightly less than the total number of days worked as reported in item 19. The difference, if any, between the two totals will depend upon the amount of work done that cannot be charged to one of the three phases of extension work listed.
21. The purpose of this item is to obtain a picture of the relative emphasis each line of work received during the year. Where records are not available an estimate

will suffice, if the days reported are a reasonably accurate reflection of the total time of the agents engaged in the respective lines of work.

Information as to what is included in each line of work can be obtained by studying the respective sections of the report schedule. Additional information is given below.

Days devoted to cooperation with other agencies (Items 146 through 169) should also be reported under the appropriate lines of work. Work with these agencies that does not fall within one of the subject-matter areas (subitems "a" through "d") should be included in subitem "t".

21a. Time devoted to general administrative work such as county staff conferences, preparation of plans of work and reports, and program planning should be included.

21b. This is to include days spent attending summer extension courses, workshops, and other training activities, including district and State extension conferences. Do not include time spent in training local leaders. Such training of local leaders in extension organization and program planning should be reported under item 21a; training in subject matter should be reported under one of the appropriate subject headings 21e through 21i.

The sum of subitems "a" through "t" should equal the total reported in item 19.

PROGRAM EMPHASIS

Item	Agents doing primarily home demonstration work	Agents doing primarily 4-H Club work	Agents doing primarily agri- cultural work	County total
	A	B	C	D
18. Calendar months of employment.....	12	11	12	35
19. Total days worked.....	276	264	292	832
20. Days devoted to--				
a. Adult work.....	163 $\frac{1}{2}$	80	233	476 $\frac{1}{2}$
b. YMW work.....	3 $\frac{1}{2}$	1	5	9 $\frac{1}{2}$
c. 4-H Club work.....	109	183	54	346
21. Days devoted to--				
a. Extension organization and program planning.....	47	47 $\frac{1}{2}$	54 $\frac{1}{2}$	149
b. In-service training of agents.....	9	11	9	29
c. Crops.....	0	57 $\frac{1}{2}$	82 $\frac{1}{2}$	140
d. Livestock.....	0	96	90 $\frac{1}{2}$	186 $\frac{1}{2}$
e. Marketing, distribution; and service organizations.....	0	10 $\frac{1}{2}$	17	27 $\frac{1}{2}$
f. Soil and water conservation and management.....	0	5 $\frac{1}{2}$	9 $\frac{1}{2}$	15
g. Forestry.....	0	0	1 $\frac{1}{2}$	1 $\frac{1}{2}$
h. Wildlife.....	0	0	1	1
i. Planning and management of the farm business.....	0	1 $\frac{1}{2}$	4 $\frac{1}{2}$	5
j. Farm buildings and farm me- chanical equipment.....	0	20	12	32
k. House and surroundings, furnis- hings and equipment.....	39	0	1	40
l. Home management.....	18	0	0	18
m. Family economics.....	3	0	0	3
n. Clothing.....	27	0	0	27
o. Foods and nutrition.....	31	0	0	31
p. Health.....	12	9	0	21
q. Family life, child development, parent education.....	57	0	0	54
r. Safety.....	8	0	0	8
s. Community development and public affairs.....	14	3	9	26
t. Days that cannot be charged specifically to one of items a through s.....	14	3 $\frac{1}{2}$	0	17 $\frac{1}{2}$

8

CROPS—Production and Marketing—Interpretation

This section deals with the work done with farmers and others in connection with the production and harvesting of specific crops or groups of crops, and with those aspects of marketing that take place ON THE FARM. Consideration should be given to both the TECHNOLOGICAL and ECONOMIC (decision-making) aspects when you report on the work done. Persons assisted in work relating to the following should also be included in the respective columns:

- B. Corn for silage and grain cut for hay.
- C. Cottonseed and flax in those areas where they are grown for fiber.
1. Crops such as soybeans, flax (for oil), peanuts (both edible and for oil), sugar beets, sugarcane.
- F. Coffee.
- G. Watermelons, cantaloups, and yams.
- H. Work done with commercial nurseries and greenhouses, as well as with farmers and urban people that relates to flowers, shrubs, and lawns.
22. The voluntary local leaders or committeemen who have actively engaged in furthering extension work with these crops are to be reported here. See also interpretation of local leaders in item 8.
23. This should be the sum total of office calls, telephone calls, farm visits, individual letters written, and attendance at meetings held in connection with the line of work, regardless of duplications. For example, in connection with cotton, an agent had 40 office calls, 15 telephone calls, wrote 10 letters, visited 60 farms, and had an attendance of 400 at meetings relating to cotton—a total of 612 contacts. This information should be readily available from office records. If such records are not available, a careful estimate will suffice based upon the information available.
24. In estimating the total number of DIFFERENT farmers and other persons assisted or influenced to make some change, either through adopting a new practice or improving an old practice, the following factors should be considered:
 - (1) The number of DIFFERENT persons reached through direct contacts (item 23 with duplications removed).
 - (2) Membership in related extension groups, such as 4-H projects and seed-improvement associations.
 - (3) Probable number of OTHER PERSONS REACHED with extension information through bulletins, circular letters, news stories, radio broadcasts and television, exhibits, and other

mass media, including the passing on of extension information from one neighbor to another.

- (4) All other available evidence indicating the proportion of potential clientele; for example, number of cotton growers in the county who made use of extension information relating to a specific crop or group of crops. Such evidence may be from sample surveys, reports of local leaders, bulletins requested, inquiries received after specific news stories or broadcasts, amount of recommended material sold by dealers, personal observation, and other sources.
25. Item should include—
 - a. The total number of persons helped with any production or management practices relating to a crop or group of crops. In addition to the specific practices listed ("6b" through "g"), other practices emphasized in the extension program should be included. Item 25a cannot exceed item 24, but will normally be larger than any one of the sub-items 25b through 25g.
 - c. Assistance given in the use of fertilizers on specific crops should be reported here. Use of fertilizers in terms of general soil improvement or long-run benefits should be reported under item 42i.
 - g. Those assisted in adopting more efficient ways of producing or handling crops; for example, in the transplanting or harvesting of tobacco, harvesting of hay, cutting seed potatoes; and harvesting of potatoes, fruits, and vegetables.
 26. Item should include—
 - a. The total number of DIFFERENT persons helped with any FARM MARKETING problems relating to a specific crop or group of crops should be reported here. Work done with "the trade" is to be reported in items 32 through 38. The total will normally be less than the number reported in item 24. It will also be likely to be larger than any one of sub-items 26b, c, or d.
 - b. The number of persons assisted in the physical handling of the crop on the farm, through grading, packing, packaging, processing, or otherwise preparing for the market.
 - c. The use of market reports, supply and demand reports, outlook etc.
 - d. Finding market outlets, contracting for the crop, price agreements, assembling or pooling shipments, or any other activity incident to transfer of crops from the farmer to the buyer or handler.

CROPS—Production and Marketing

In estimating the influence of extension teaching, be sure to consider all phases of the extension program: Agriculture, home demonstration, young men and women's work, and 4-H Club work.

Item	Grain crops including rice, dry peas and beans	Hay and other forage, pasture, range	Cotton and other fiber crops	Tobacco	Oil and sugar crops	Fruits and nuts	Vegetables, including potatoes	Flowers, ornamental shrubs
	A	B	C	D	E	F	G	H
22. Number of voluntary local leaders assisting.....	3	2	0	0	0	18	29	35
23. Total number of persons contacted individually or through meetings.....	450	450	0	0	0	650	950	1222
24. Estimated total number of DIFFERENT farmers and other individuals who adopted directly or indirectly to adopt recommended practices.....	350	²⁷⁰ 250	0	0	0	206	574	910
25. Estimated number of farmers and other individuals reported in item 24 assisted with—								
a. Any phase of production.....	250	²⁷⁰ 270	0	0	0	200	400	800
b. Use of improved varieties and strains.....	45	105	0	0	0	61	150	510
c. Use of fertilizers.....	175	270	0	0	0	75	100	510
d. Control of injurious insects.....	100	5	0	0	0	80	150	510
e. Control of diseases.....	5	17	0	0	0	60	110	510
f. Harvesting, storing, and curing.....	0	0	0	0	0	0	25	0
g. Efficient work methods.....	5	10	0	0	0	0	6	0
26. Estimated number of farmers and other individuals reported in item 24 assisted with—								
a. Any phase of marketing.....	⁵⁰ 72	⁵⁵ 50	0	0	0	¹²⁵ 75	³²⁴ 70	0
b. Preparation for market.....	12	55	0	0	0	125	324	0
c. Commodity outlook and market information.....	10	20	0	0	0	95	35	0
d. Arranging to sell and selling.....	50	35	0	0	0	80	75	0

LIVESTOCK—Production and Marketing—*Interpretation*

Work done with farmers and other persons in connection with the production of various kinds of livestock and livestock products, and with those aspects of marketing ON THE FARM, is grouped in this section. Consideration should be given to both the TECHNOLOGICAL and ECONOMIC aspects when reporting work done.

F. Under "other livestock," persons assisted in work with horses and mules, rabbits, and fur animals should be reported.

27. Voluntary local leaders who have actively engaged in furthering extension work with each kind of livestock. See also interpretation of item 8.

28. This is the sum total of office calls, telephone calls, farm visits, individual letters written, and attendance at meetings held in connection with the line of work regardless of duplications. For example, there were 35 personal calls at the extension office relating to poultry, 18 telephone calls, 22 letters, 45 farm visits, and a total attendance of 376 at the 14 poultry meetings held during the year. This would make 496 contacts relating to poultry. This information should be readily available from office records. If records are not available, an estimate will suffice, based upon such information as is available.

29. The following factors should be considered in estimating the total number of DIFFERENT farmers and other persons assisted or influenced to make some change, either through adoption of a new, or improvement in an old, practice—

- (1) Number of DIFFERENT persons reached through direct contacts (item 28 with duplications removed).
- (2) Membership in related extension groups such as 4-H livestock projects, artificial-breeding, herd-improvement, and poultry- or dairy-marketing cooperatives.
- (3) Probable number of OTHER PERSONS REACHED through bulletins, circular letters, news stories, radio broadcasts and television exhibits, and other mass media utilized in livestock extension. Include also indirect spread of extension information from one person to another.
- (4) All available evidence indicating the percentage of the potential clientele, number of farms and other places keeping poultry, that made use of extension information relating to specific kinds

of livestock and livestock products. Such evidence may be from sample surveys, reports from local leaders and secretaries of organized livestock groups, requests for bulletins, inquiries received after the release of specific news articles or after broadcasts, amount of a product or of material handled by dealers, personal observations, and other sources.

Item 29 will normally be greater than either subitem 30a or 31a.

30. Item refers to—

a. The number of persons helped with any livestock production or management practice.

This subitem should include the specific practices listed in 30b through 30f, plus other production and management practices emphasized in the county extension program. Since item 30a cannot exceed item 29, but will usually be larger than any one of the specific practice items.

b. Selection of male and female breeding stock, artificial breeding, selection of feeder animals.

c. Those assisted in adopting more efficient ways of handling livestock or livestock products. Examples: Easier way of care for hogs, dairy-barn and poultry chores.

31. Item should include—

a. Different persons assisted with any FARM MARKETING problem connected with livestock and livestock products. Work done with the trade is to be reported in items 32 through 38.

b. Persons helped with practices of grading, sorting, or classifying; farm processing; and otherwise preparing animal or animal products for the market.

c. Persons helped primarily with the economics of marketing, use of market news service, supply and demand outlook, etc.

d. Persons assisted primarily with those activities involved in arrangements incident to the actual selling of livestock and livestock products, such as market orders as they affect the individual producer, contract selling, market outlets, and delivery arrangements.

LIVESTOCK—Production and Marketing

In estimating the influence of extension teaching, be sure to consider all phases of the extension program: Agriculture, home demonstration, young men, and women's work, and 4-H Club work.

Item	Dairy animals and products A	Poultry and products B	Beef cattle C	Sheep, goats and products D	Swine E	Other livestock and products F
27. Number of voluntary local leaders assisting	4	1	4	0	1	0
28. Total number of persons contacted individually or through meetings	500	725	270	35	175	20
29. Estimated total number of DIFFERENT farmers and other individuals assisted directly or indirectly in adopting recommended practices	400	500	200	30	150	15
30. Estimated number of farmers and other individuals reported in item 29 assisted with—	350	400	175	28	120	10
a. Any phase of production and management— Specific production and management practices incident to—						
b. Selection and breeding	50	5	30	10	10	00
c. Feeding	60	18	25	2	20	2
d. Controlling external parasites	125	35	45	4	20	5
e. Controlling diseases and internal parasites	80	28	40	3	10	3
f. Efficient work methods	30	20	15	0	5	1
31. Estimated number of farmers and other individuals reported in item 29 assisted with—						
a. Any phase of marketing	40	250	100	20	65	70
Specific marketing practices incident to—						
b. Preparation for market	0	30	20	20	20	0
c. Commodity outlook and market information	30	20	35	0	40	3
d. Arranging to sell and selling	12	10	20	0	3	4

MARKETING, DISTRIBUTION, AND FARM AND HOME SERVICE ORGANIZATIONS—*Interpretation*

32. Columns A through F to include—

- A. Only cooperatives that are incorporated under State law and have a place of business within the county are to be reported here. Do not report cooperatives whose place of business is outside the county.
- B. Members residing outside the county should not be included, but farmers in your county who are members of a cooperative with place of business in an adjoining county, provided such cooperative has been given extension assistance, are to be included.
- C. Cooperatives assisted in organizing or reorganizing during the year. Such assistance should include analyzing the needs for a cooperative, advisability of organizing a cooperative, procedure for organizing and incorporating, and other organizational information needed to get the cooperative started.
- D. Cooperatives assisted in an educational way to establish and develop a sound plan of finance, including handling of members' capital and borrowed funds. Such assistance would include establishing new and strengthening old associations.
- E. Cooperatives assisted in an educational way with problems of physical operations and running the business, including accounting.
- F. Cooperatives assisted in planning and conducting educational programs for members and employed personnel. Assistance should also include that given in developing better public relations through rural-urban programs, activities with civic clubs, and other means of improving the general understanding of the purposes of the cooperatives and their contributions to the community welfare.
32. Item should include—
- b. Cooperatives for irrigation, livestock, dairy, crops, artificial breeding, grove care, hatcheries, credit and loan, insurance, electricity, telephone, health and hospitalization, frozen-food lockers, volunteer rural fire companies, etc.
33. Groups reported here are those to which assistance may have involved many of the things outlined for cooperatives in item 32, column C, with the one difference that such groups have not yet been incorporated as a cooperative. Assistance may also have been given to informally organized groups that do not contemplate formal organization.
34. Only surveys you made or in which you gave assistance when information on marketing or service facilities was obtained.
36. Item should include cooperatives and other private enterprises with which you worked.
- a. Elevators, country buyers, processors, millers, feed manufacturers, seed dealers and processors, wholesalers, retailers, and others engaged in marketing grain.
- b. Country buyers, shippers, dehydrators, feed dealers, and others concerned with marketing hay and other forage crops.
- c. (1) Cotton ginners in setting up, installing, maintaining and/or operating cotton gins to obtain better grade cotton.
(2) Local buyers, oil mills, compressors, warehousemen, textile mills, and others engaged in processing (other than ginning), storing, and merchandising raw cotton, cottonseed, and cottonseed products.
- d. Auction warehouses, country buyers, and others engaged in marketing and handling tobacco.
- e. Elevators, local buyers, oil mills, warehousemen, peanut processors, and other dealers.
- f. Sugar mills, contractors, and others engaged in handling and marketing sugarcane and sugar beets.
- g. Milk plants, pick-up and delivery routes, condenseries, cheese plants, ice-cream manufacturers, and bargaining groups.
- h. Assembling and processing plants, retailers of poultry and poultry products, grading stations, pick-up routes, and poultry and turkey auctions.
- i. Auction-market operators, terminal markets, processing plants including local locker plants, buyers of livestock and wool, lamb and wool pools, and feeder-calf and feeder-pig auction demonstrations.
- j and k. Cold-storage operators, transportation agencies, processors, wholesalers, retailers, and others engaged in moving agricultural products from the producer to the consumer.
37. This item is to include food retailers with whom work was done in quality preservation, display, supplies and disposition of different food items, and consumer preference. Information prepared for other groups, though of value to food retailers, should not be included.
38. Consumers who were given information regarding supply and relative price of agricultural products, to guide them in the purchase of food, are to be reported. Consumers given assistance in the selection of foods based upon individual or family needs should be reported in item 71b. Persons with whom you worked in consumer education on other than agricultural products should be reported under appropriate items in the respective sections, such as farm mechanical equipment (item 55a), home equipment (item 61a), and clothing (item 67a).

MARKETING, DISTRIBUTION, AND FARM AND HOME SERVICE ORGANIZATIONS

32. Assistance given to FORMALLY organized cooperatives (those incorporated under State law):

Kind of cooperative	Cooperatives given educational assistance with—					
	Cooperatives	Members	Organizational problems	Financial problems	Operational problems	Membership and public-relations problems
	A	B	C	D	E	F
	Number	Number	Number	Number	Number	Number
a. Marketing and purchasing	2	1500	1	1	1	1
b. Farm and home service	3	2500	3	3	3	3

33. Assistance given to INFORMALLY organized groups (other than those reported under item 32) with organizational and operational problems:

Type of activity	Groups	Members
	Number	Number
a. Marketing and purchasing	0	0
b. Farm and home service	0	0

34. SURVEYS made during the year on specific problems of—

	Number
a. Marketing	0
b. Service facilities	2
35. Farmers, homemakers, and other individuals assisted in marketing products through roadside or other farm retail markets:	
a. Agricultural products	75
b. Home products (arts, crafts, etc.)	1
36. Buyers, sellers, handlers, processors, and transporters of farm products assisted with marketing problems:	
a. Grain, seed, dry beans and peas, etc.	0
b. Hay and other forage crops	0
c. Cotton: (1) Cotton ginner	0
(2) Other	0
d. Tobacco	0
e. Oil crops (soybeans, flax, peanuts, etc.)	0
f. Sugar crops	0
g. Dairy and dairy products	30
h. Poultry and poultry products	50
i. Live animals and meat products	150
j. Fruits and nuts	50
k. Vegetables including potatoes	150
37. Food retailers assisted with merchandising problems	35
38. Persons assisted with CONSUMER information on agricultural products..... estimated	300

SOIL AND WATER CONSERVATION AND MANAGEMENT, FORESTRY, AND WILDLIFE--*Interpretation.*

Consideration is to be given to the **PLANNING** and **ECONOMIC** aspects as well as to the technological problems incident to carrying out the practices listed on this page.

A Soil-and-water conservation and management refers to all extension work incident to the improvement of soil fertility and the continuous productive capacity of the land. Practices, such as the application of fertilizer utilized **PRIMARILY** by the crop to which it is applied, should be reported under Crops. However, certain practices, such as fertilizer application, may contribute to both immediate crop-production gain and long-time soil improvement. Some duplication in the reporting of such practices is inevitable.

39, 40, and 41. See interpretation of corresponding items under Crops and Livestock.

42. Item--

e. Refers to development of water supplies, both gravity and underground; storage, reservoirs, tanks, distribution systems, and the like. Persons given assistance in determining the quality of water for crop purposes are to be included.

f. Refers to problems relating to the removal of excess water; Installation of tile, drainageways, and ditches. Persons given assistance

in saline-alkaline reclamation are to be included.

g. Reports assistance given with problems relating to the application of water to the land; water measurement; penetration duty of water; and the like.

h and i. Report only application of soil amendments and fertilizers that contribute to land protection and sustained productivity of the soil. Where such applications are made primarily for use of a crop currently grown, such assistance is to be reported under the appropriate crop.

44. Item--

a. Reports only those assisted in the construction or management of ponds for fish. Ponds constructed primarily for storage of water for use in irrigation should be reported in Item 42e.

b. Refers to the planting of edible wild fruits and nuts in edges, stream banks, odd areas, and field borders, and with other plantings for food and protection in wildlife areas.

c. Includes protection of such wildlife areas as stream banks, odd areas, field borders, marshes, and ponds, from fire or livestock.

SOIL AND WATER CONSERVATION AND MANAGEMENT, FORESTRY, AND WILDLIFE

In estimating, the influence of extension teaching, be sure to consider all phases of the extension program: Agriculture, home demonstration, young men and women's work, and 4-H Club work.

Item	Soil and water conservation and management	Forestry	Wildlife
	A	B	C
39. Number of voluntary local leaders assisted.....	5	0	1
40. Total number of personal contacts made individually or through meetings.....	250	250	125
41. Estimated total number of DIFFERENT farmers and other individuals assisted directly or indirectly in adopting recommended practices.....	150	125	50
42. Farmers and other individuals reported in item 41-A assisted with—			Estimated number
a. Proper land use.....			50
b. Contour and strip cropping.....			30
c. Terracing.....			0
d. Grassing waterways.....			50
e. Water supply, storage, and distribution.....			3
f. Drainage.....			1
g. Irrigation.....			3
h. Use of soil amendments (lime, sulfur, gypsum, trace elements, etc.).....			0
i. Use of fertilizers (commercial and barnyard).....			150
j. Production of soil-improvement crops.....			150
k. Crop rotations.....			125
l. Land clearing.....			10
43. Farmers and other individuals reported in item 41-B assisted with—			
a. Planting forest trees (windbreaks, shelterbelts, erosion control, Christmas trees, etc.).....			0
b. Timber-stand improvement (thinning, weeding, and pruning forest and woodland trees).....			4
c. Timber harvesting (includes selective and other recommended cutting for forest products).....			3
d. Estimating and appraising.....			2
e. Production of maple-sirup products or naval stores.....			0
f. Treating wood products with preservatives (fence posts and building timber).....			75
g. Marketing of forest products (includes markets and timber-selling practices).....			0
Fire prevention.....			42
44. Farmers and other individuals reported in item 41-C assisted with—			
a. Construction or management of ponds for fish.....			10
b. Making food and other plantings for wildlife.....			5
c. Protection of wildlife areas from fire or livestock.....			2

PLANNING AND MANAGEMENT OF THE FARM BUSINESS—Interpretation

47. This item is the total number of DIFFERENT farmers and other persons assisted in all lines of work concerning the business-management aspects of farming. It will, therefore, include subitems listed under Items 48 as well as others. Subitems 48a through 48j are for reporting the different persons helped in various lines. The same person may be helped in several ways; hence the total of these items would ordinarily be greater than the total for item 47.
48. Assistance should include—
- All persons to whom information on the "outlook" ahead was given as an aid to making farm-business decisions. For example, a discussion of the dairy situation and outlook at a dairy meeting with the idea of helping the group to make a decision would be included, as well as any meetings or other efforts to discuss outlook as such.
 - Work done not only in getting persons to keep farm records but in explaining how to keep them; also in summarizing and analyzing farm records.
 - Special work done in helping farmers to make an over-all plan of the farm business for the most profitable use of resources over a period of years.
 - Work done to help farmers make yearly adjustments in size, combination of enterprise, and organization of business. Item 48e refers to long-time adjustments, 48d should include adjustments made from year to year.
- e. Special work in helping farmers to develop new sources of income.
- f. Assistance given to obtain and use credit for operating the farm business. For example, in the purchase of livestock, feed, fertilizer, and farm machinery, and in financing the purchase of the farm.
- g. Help given persons in locating and/or appraising a farm for rental or purchase.
- h. Help given in locating farm labor, instructing groups of workers in efficient work methods, and in acquainting employers of good farmer-worker relations.
- i. Leases, partnership, property transfers, and farm and liability insurance. (See item 66d.)
- j. Work in acquainting farmers with income-tax provisions, including how to figure depreciation, handle capital expenditures, and divide just farm and home costs.
49. This item should include work that may have been done with persons or firms doing business as farm planners or farm managers, as well as lawyers and others giving legal and income-tax assistance.
50. Should include also life-insurance companies, etc.

PLANNING AND MANAGEMENT OF THE FARM BUSINESS

In estimating the influence of extension teaching, be sure to consider all phases of the extension program: Agriculture, home demonstration, young men and women's work, and 4-H Club work.

45. Number of voluntary local leaders assisting	30
46. Total number of persons contacted individually or through meetings	1300
47. Estimated number of DIFFERENT farmers and other individuals assisted directly or indirectly in adopting recommended practices	1150
48. Estimated number of farmers and other individuals reported in Item 47 assisted with—	
a. Information on the agricultural outlook	650
b. Keeping and analyzing farm records	110
c. Developing an over-all farm plan	125
d. Making needed adjustments in farm organization	60
e. Developing supplemental sources of income	30
f. Obtaining and using credit	679
g. Selecting a farm for rental or purchase	10
h. Obtaining, training, and using farm labor	20
i. Legal aspects of the farm business	20
j. Income-tax accounting and related problems	2
49. Number of individuals or firms assisted in rendering better planning, management, legal, tax, or other specialized services to farmers	10
50. Number of banks or other agencies assisted in adapting loan and credit policies and procedures to provide better service to farmers	5

FARM BUILDINGS AND MECHANICAL EQUIPMENT—*Interpretation*

54. The farmhouse should NOT be included. It should be reported under item 60.
- This subitem includes the planning and decisions relating to farm-building arrangement, for efficient work methods, and the like.
 - and c. Also include planning and decisions relating to efficient lay-out within a farm building.
 - Also include equipment that may be constructed as part of the building.
55. Item—
- Refers to farm mechanical equipment used outside farm buildings, usually in connection with field work, such as tractor, hay loader, cotton picker, potato digger, etc.
 - Refers to labor-saving devices and equipment developed or built by the farmer.
56. Item should include the use of electricity in the farm business, such as electric brooders and motors for building equipment.

FARM BUILDINGS AND MECHANICAL EQUIPMENT

In estimating the influence of extension teaching, be sure to consider all phases of the extension program: Agriculture, home demonstration, young men and women's work, and 4-H Club work.

Item	Farm buildings	Farm mechanical equipment	Estimated number
	A	B	
51. Number of voluntary local leaders assisting			
52. Total number of persons contacted individually or through meetings	400	280	
53. Estimated total number of DIFFERENT farmers, homemakers, and other individuals assisted directly or indirectly to adopt recommended practices	200	100	
54. Farmers and other individuals reported in item 53-A, assisted with—			
a. Arrangement of farm-building lay-out			20
b. Construction of farm buildings			40
c. Renovating or repairing farm buildings			20
d. Selection or construction of farm-building equipment			5
55. Farmers and other individuals reported in item 53-B, assisted with—			
a. Selection of farm mechanical equipment			4
b. Installing labor-saving devices and equipment			15
c. Use, care, and repair of farm mechanical equipment			20
56. Farmers and other individuals assisted in the use of electricity for income-producing purposes			30

THE HOUSE AND SURROUNDINGS, FURNISHINGS AND EQUIPMENT—Interpretation

This section deals with assistance given to homemakers, farmers, and other persons in connection with the house and surroundings, the furnishings and equipment.

A. Covers specific practices listed under item 60 and other related work.

B. Covers specific practices listed under item 61 and other related work.

57. This item relates to the voluntary local leaders or committeemen who have actively engaged in furthering those phases of extension work dealing with the house and surroundings, furnishings, and equipment. See also interpretation of item 8.

58. This is the sum total of office calls, telephone calls, farm visits, individual letters written, and attendance at meetings held in connection with the line of work, regardless of duplication. For example, in connection with the house and its surroundings, the agricultural agent and home demonstration agent had, together, 75 office calls, 55 telephone calls, wrote 25 letters, visited 60 homes, and had an attendance of 360 at the various types of meetings relating to this line of work—a total of 575 contacts. This information should be readily available from office records. If such records are not available, however, an estimate will suffice, based upon what information is available.

59. In estimating the total number of DIFFERENT homemakers and other persons influenced to make some change, either through adopting a new practice or improving an old practice, the following factors should be considered:

- (1) Number of DIFFERENT persons reached through direct contacts (item 58 with duplications removed).
- (2) Membership in related extension groups, such as 4-H projects and home demonstration clubs.
- (3) Probable number of OTHER PERSONS REACHED with extension information, through bulletins, circular letters, news stories, radio broadcasts and television, exhibits, and other mass media, including the passing on of extension information from one neighbor to another.
- (4) All other available evidence indicating the proportion of potential clientele (number of occupied dwelling units in the county or number of houses, depending upon the phase of extension

work being reported) that made use of extension information relating to specific practices or groups of practices. Such evidence may be from sample surveys, reports of local leaders, bulletins requested, inquiries received after publication of specific news stories or after broadcasts, amount of recommended material sold by dealers, personal observation, and other sources.

The totals reported in columns A and B normally will be greater than those reported for any one of the subitems under items 60 and 61, respectively, as those totals will usually include practices in addition to the specific ones listed.

60. Item—

- a. Refers to space, work-saving arrangements, storage, surface finishes, and light and ventilation in the kitchen and laundry.
- d. Refers to storage space in any other area of house other than kitchen and laundry.
- e. Reports work done in planning a suitable electric system to meet present and future needs. This includes size of wiring to power load, number and location of outlets, and switches.
- h. Includes work done in planning as well as the actual landscaping and care of home grounds. Assistance given in insect or disease control of lawn, flowers, shrubs, or house plants should be reported in item 25-H.

The subitems listed under item 60 should not be added and reported in item 59-A, because the same person may have been assisted in adopting several of the practices listed.

61. Item should include—

- a. Electrical equipment in the home. Work done with sewing equipment should be reported under item 67d.
- d. Refinishing (furniture, upholstering, chair seating, renovation of accessories).

The subitems listed under item 61 should not be added and reported in item 59-B, because the same person may have been assisted in adopting several of the practices listed.

THE HOUSE AND SURROUNDINGS, FURNISHINGS AND EQUIPMENT

In estimating the influence of extension teaching, be sure to consider all phases of the extension program: Agriculture, home demonstration, young men and women's work, and 4-H Club work.

Item	The house and surroundings	Furnishings and equipment
	A	B
57. Number of voluntary local leaders assisting	58	58
58. Total number of persons contacted individually or through meetings	950	600
59. Estimated total number of DIFFERENT families, homemakers, or other individuals assisted directly or indirectly to adopt recommended practices	510	510

	Estimated number
60. Families, homemakers, and other individuals reported in item 59-A assisted with—	
a. Building a new house	20
b. Remodeling or repairing the house	25
Improving kitchen or laundry	30
d. Improving storage space	30
e. Selection, installation, use, and care of water and/or sewage systems	25
f. Selection, installation, use, and care of heating and/or cooling systems	25
g. Planning electrical systems	22
h. Landscaping home grounds	510
61. Homemakers and other individuals reported in item 59-B assisted with—	
a. Selection, use, and care of home equipment (other than sewing equipment)	72
b. Selection, use, and construction of home furnishings	650
c. Repair, reconditioning, and care of home furnishings	50
d. Furniture arrangement and use of accessories	90
e. Color schemes and wall finishes	50
f. Floor finishes	20

HOME MANAGEMENT, FAMILY ECONOMICS, AND CLOTHING—*Interpretation*

64. See item 59 for interpretation of what to include here.

65a. Management may be defined as "using, as well as we can, what we have, to get what we want." Therefore, in helping people to improve their management we are concerned with "how," "what," "who," "when," and "where" decisions that will aid them in reaching their goals. For example, the management of dishwashing would include "who" and "when" decisions as well as the "how" decision. If only the "how" decision in dishwashing was improved, it should be reported under 65b as an improved housekeeping method. Management decisions have to do with the use of the family's available physical and human resources—time, energy, equipment, skills, knowledge, and money.

Assistance includes work done—

- b. In improvement in the use of time and energy through job-methods training, work simplification, and time and motion study. (See example in 65a.)
- c. On laundering methods and use of new soaps and detergents. (Assistance related to laundering the new-type fabrics in connection with the care of clothing should be reported in item 67b.)

66. Includes work done—

- b. On that portion of financial affairs that deals with planning the use of family resources and making distribution to cover cost of food, clothing, shelter, transportation, and savings (thrift).
- d. On wills, inheritance, insurance, notes and installment-buying contracts. Item 48i covers legal affairs pertaining to the farm business.

67. Includes work done—

- a. In the selection of shoes, hats, accessories, men's and boys' clothing as well as clothing accounts and inventories.
- b. With storage, dry-cleaning, and special laundering problems in connection with care of clothing. Work on control of moths and silverfish, and the like, as part of the care of clothing, should be reported here. Specific help given to control insect damage to clothing should be reported under item 137.
- c. On both new and remodeled clothing.
- e. On the influence of good grooming on development of the individual.

HOME MANAGEMENT, FAMILY ECONOMICS, AND CLOTHING

In estimating the influence of extension teaching, be sure to consider all phases of the extension program. Agriculture, home demonstration, young men and women's work, and 4-H Club work.

Item	Home management A	Family economics B	Clothing C
62. Number of voluntary local leaders.....	30	29	88
63. Total number of persons contacted individually or through meetings.....	370	725	1769
64. Estimated total number of different homemakers and other persons assisted directly or indirectly to adopt recommended practices.....	340	695	1750
65. Homemakers and other individuals reported in item 64-A assisted—			<i>Estimated number</i>
a. In arriving at management decisions.....			0
b. In improving housekeeping methods.....			340
c. With family laundering.....			20
66. Homemakers and other individuals reported in item 64-B assisted—			
a. In the use of rural family outlook information.....			650
b. With family financial planning.....			15
c. With keeping and analyzing home records.....			15
d. With family legal matters.....			15
67. Homemakers and other individuals reported in item 64-C assisted—			
a. In selecting and buying clothing.....			769
b. With care and mending of clothing.....			75
c. With clothing construction.....			169
d. In selection, use, and care of sewing and press equipment and with sewing centers.....			75
e. With good grooming and posture (personal appearance).....			650

FOODS AND NUTRITION, HEALTH, FAMILY LIFE, AND SAFETY—*Interpretation*

Columns A, B, C, and D include the specific practices listed under items 71, 72, 73, and 74, respectively, as well as other related work.

68 and 69. See interpretations of items 57 and 58.

70. Consider vector control as item 59.

71. Assistance includes—

- a. All work done to encourage production and use of home-grown food: Fruits, vegetables, meat, poultry, eggs, dairy products.
- b. Selection on basis of quality, nutritional needs, amount to buy, variety, and form. Work done regarding price and supply should be reported in item 38.
- c. Also food preparation for special occasions, such as holidays and picnics, as well as for outdoor meals and meals for large groups.
- d. Freezing, canning, drying, pickling; storage of fruits and root vegetables; curing of meats; and making jams, jellies, and pickles.
- e. Child feeding, maternal diet, food for the aged,

weight control diets for special needs, as well as general nutrition for good health.

72. Assistance includes—

- a. Work relating to garbage disposal, screening for flies, sanitary outhouses, and other disease-preventive practices. Control of household insects through elimination of breeding places, use of sprays, and the like should be reported under item 137.
- c. and d. Educational work done to encourage examinations for cancer, heart ailments, polio, and tuberculosis, to protect and/or improve the health of individual persons.

73. Work includes assisting families in—

- e. Willingness to work as a family member toward a family goal—family councils.
- d. Development of self-confidence and emotional stability; adjustments to life situations.

74. Work includes assisting families in—

- e. Safe driving, bicycle riding, safe practices for pedestrians, and other safety practices.

FOODS AND NUTRITION, HEALTH, FAMILY LIFE, AND SAFETY

In estimating the influence of extension teaching, be sure to consider all phases of the extension program. Agriculture, home demonstration, young men and women's work, and 4-H Club work.

Item	Foods and nutrition	Health	Family life	Safety
	A	B	C	D
68. Number of voluntary local leaders assisting.....	64	5	29	58
69. Total number of persons contacted individually or through meetings.....	3100	125	2800	2100
70. Estimated total number of DIFFERENT families assisted directly or indirectly to adopt recommended practices.....	3090	105	2600	1950
71. Families reported in item 70-A assisted—				<i>Estimated number</i>
a. With planning and/or producing the home food supply.....				650
b. In selecting food.....				680
c. With meal planning and food preparation.....				680
d. With preservation and storage of food.....				400
e. In improving diets.....				680
72. Families reported in 70-B assisted in—				
a. Sanitation practices in facilities.....				0
b. First aid and home nursing.....				45
c. Dental-health education.....				0
d. Health education leading to physical examination by a physician.....				60
73. Families reported in item 70-C assisted with—				
a. Child development and guidance.....				650
b. Providing recommended play, clothing, and equipment suited to age of children.....				0
c. Understanding roles of family members and strengthening family relationships.....				650
d. Individual adjustments and personality development.....				650
e. Home and family recreation.....				650
74. Families reported in item 70-D assisted with—				
a. Fire prevention around the farm and home.....				650
b. Accident prevention around the farm and home.....				650
c. Accident prevention away from home place.....				650

COMMUNITY DEVELOPMENT AND PUBLIC AFFAIRS—*Interpretation*

Note that the nature of this section requires treatment quite different from that for regular subject-matter pages. Here we try to get a picture of the number of different educational projects or activities agents worked on, size of the area covered, number of groups assisted, and the like.

The general approach is to start with projects affecting the individual (item 75); then to move on to projects relating to the community and county (items 76 and 77); to the regional or area programs that may cover part of a county or several States (item 78); to the national program (item 79); and finally to world affairs (item 80). Item 81 covers emergency activities in which extension agents participated.

- A. Educational projects, programs, or activities may be things such as making a survey of a community's need for telephone lines; promoting a dinner between a businessmen's service group and the farmers in the area, to improve rural-urban relations; planning for a hospital or a community health project of some kind; organizing a soil conservation district; or work done to get a bookmobile started in the county. Any community-improvement projects the 4-H Clubs engaged in should be reported in this column under the appropriate heading. Report only the projects, programs, or activities in which county extension agents participated, either alone or in cooperation with State specialists or others. Do not report in this section work done unofficially, such as school or church work.
- B. Entries in this column should indicate the number of communities or groups within the county assisted in each project reported in column A. A community is a more or less well-defined group of people with common interests and problems. Such a group may include those within a township, trade area, or similar limit. For purposes of this report, a community is one of several units into which a county is divided for conducting organized extension work.

- C. This column reports on those projects where local leaders assisted. Members of special committees appointed by other groups with whom you worked should be reported as local leaders. Include only those living within the county.
- D. In addition to local leaders, includes all others actively engaged in advancing the project or activity. For example, a community forum to discuss national or international problems would include adults and youths in attendance at the forum, local leaders, and all others who assisted in planning, arranging, or promoting the forum.
75. Item includes such things as developing an understanding of citizenship responsibilities and functions of government—local, State, or national; and election of public documents.
76. Includes improvement clubs, councils, committees for special purposes.
77. Item includes—
a. Studies and surveys.
78. Item includes—
a. Such regional or area development programs or projects as river basin; watershed; soil conservation district; land use; land reclamation; flood control; and industrial development.
79. Item includes national programs or proposals such as those relating to prices, trade, taxation, labor, public welfare, and industry.
80. Includes things such as developing understanding of international problems, programs, and organizations, including work with foreign visitors and trainees; understanding of other peoples; and impact of world affairs on American life.
81. Includes emergency assistance in connection with fires, floods, drought, and other disasters, and special drives.

COMMUNITY DEVELOPMENT AND PUBLIC AFFAIRS

Item	Different educational projects, programs, or activities	Communities or groups assisted	Voluntary local leaders assisting	Persons participating
	A	B	C	D
	Number	Number	Number	Number
75. Citizenship activities.....	75	29	29	650
76. Developing and improving county or community organization.....	50	29	145	650
77. Local projects of a general public nature:				
a. General community problems; studies, surveys, etc.....	29	29	29	650
b. Improving health facilities, services and programs.....	0	0	0	0
c. Improving schools.....	20	20	20	400
d. Improving churches.....	4	4	4	200
e. Bettering town-country relations.....	12	12	55	400
f. Libraries.....	0	0	0	0
g. Roads.....	0	0	0	0
h. Telephone.....	0	0	0	0
i. Community centers.....	2	2	15	125
j. Recreation programs and facilities.....	32	32	60	700
k. Community beautification.....	19	19	38	600
78. Regional or area development programs or projects.....	0	0	0	0
79. National programs and proposals affecting culture and rural life.....	1	14	1	500
80. World affairs.....	2	20	0	600
81. Emergency activities.....	1	14	5	500

SUMMARY OF 4-H CLUB PROJECTS—*Interpretation*

- A. 4-H Club members enrolled are the boys and girls who actually start the work outlined for the year.
- B. 4-H Club members completing are those boys and girls who satisfactorily finish the work outlined for the year.
- Where certain phases of a project cannot be measured in terms of the unit designated, the units for that phase of the project should not be answered. Report units involved for completed projects only.
- The following items include projects in—
89. Home and market gardens, as well as commercial canning crops.
91. Improvement and management of range and pasture. Also includes projects in identification of grasses and weeds, and the control of weeds.
92. All crops not falling in one of items 82 through 91. Note that pasture projects are reported separately (item 91).
95. Also includes game and fur-bearing animals.
102. Horses and mules, goats, and other livestock not listed in items 96 through 101.
104. Study of insects and insecticides.
- 105-C. Tractors maintained or serviced.
- 106-C. Articles that may be either made or repaired.
- 107-C. Articles that may be either made or repaired.
109. Farm records and accounts.
110. Farmstead and home improvement, landscaping, flowers. Improvement of the home deals with the interior. Work on the interior is reported under item 88.
111. Also includes food selection.
- 113-C. Frozen foods should be entered as quarts or pounds. Do not duplicate entries by converting quarts to pounds or pounds to quarts.
117. 4-H personal accounts as well as time-and-energy management and other home-management problems.

SUMMARY OF 4-H CLUB PROJECTS

A club member may engage in more than one project. The sum of the projects may, therefore, be greater than the number of different club members enrolled.

Item	Members enrolled		Members completing		Units involved in completed projects		
	A Number	B Number	C Number	D Number	E Number	F Area	
82. Corn.....	2	1	1	1	1 1/2		acres
83. Other cereals.....							do.
84. Fruits.....							do.
85. Soybeans, field peas, alfalfa, and other legumes.....							do.
86. Potatoes, Irish and sweet.....							do.
87. Cotton.....							do.
88. Tobacco.....							do.
89. Vegetable growing.....	72	10			5		do.
90. Fruits.....	4	2			2		do.
91. Range and pasture.....							do.
92. Other crops.....							do.
93. Soil and water conservation and management.....							do.
94. Forestry.....	2	0			0		do.
95. Wildlife and nature study.....							XXXXXXXXXXXXXXXXXXXX
96. Poultry (including turkeys).....	37	22			148		birds
97. Dairy cattle.....	34	11			11		animals
98. Beef cattle.....	19	17			37		do.
99. Sheep.....	3	3			34		do.
100. Swine.....	30	19			48		do.
101. Rabbits.....	18	4			69		do.
102. Other livestock.....							do.
103. Bees.....							colonies
104. Entomology.....							XXXXXXXXXXXXXXXXXXXX
105. Tractor maintenance.....	13	12			12		tractors
106. Electricity.....	38	33			180		articles
107. Farm shop.....							do.
108. Other engineering projects.....							XXXXXXXXXXXXXXXXXXXX
109. Farm management.....							XXXXXXXXXXXXXXXXXXXX
110. Beautification of home grounds.....	489	253					XXXXXXXXXXXXXXXXXXXX
111. Meal planning and preparation (include baking).....	36	31			1345		dishes prepared
					280		meals
112. Canning and preserving (other than freezing).....	18	18			740		quarts
113. Freezing of foods.....	7	7			470		quarts frozen
114. Health, nursing, first aid.....					225		pounds frozen
115. Child care.....							XXXXXXXXXXXXXXXXXXXX
116. Clothing.....	119	114			176		articles
117. Home management.....					264		garments
118. Home furnishings and room improvement.....							articles
119. Home industries, arts, crafts.....							rooms
120. Junior leadership.....	9	3					articles
121. All other.....	5	3					XXXXXXXXXXXXXXXXXXXX
122. Total.....	945	569					XXXXXXXXXXXXXXXXXXXX

4-H CLUB MEMBERSHIP—*Interpretation*

123. The number of different 4-H Clubs in the county is to be reported under this item. Do not count the same club more than once. A 4-H Club is an organized group of boys and/or girls with the objectives of demonstrating improved practices in agriculture and home economics, and of providing desirable training for members.

124. 4-H Club members—

- a. Enrolled are those boys and girls who actually start the work outlined for the year.
- b. Completing are those boys and girls who satisfactorily finish the work outlined for the year.

125. Census definitions may be used as a guide in determining the kind of home in which 4-H Club members reside.

a. Bureau of the Census definition of a farm as used in the 1950 Census is:

In 1950, places of 3 or more acres were counted as farms only if agricultural products, exclusive of a home garden, with a VALUE of \$150 or more were produced in 1949. Also in 1950, places of less than 3 acres were counted as farms only if the value of agricultural products SOLD amounted to \$150 or more.

b. Rural nonfarm homes are located in open country and do not qualify as farms or in centers having up to 2,500 population.

c. Urban homes are located in centers of 2,500 population and over, also in densely settled fringe areas around cities of 50,000 or more.

127. Age of club members at time of enrollment is to be used as basis for reporting.

128. Report only club members who received DEFINITE training in projects included in the subitems listed. Be sure to include those enrolled in corresponding 4-H projects. Do not count all members as having received training in broad subjects such as Citizenship, personal improvement, and music appreciation, unless they were given specific training in such subjects.

e. Includes members who received training in how to keep and use personal accounts; development of money plans; arriving at decisions about savings; becoming familiar with life insurance; and in other ways to save.

4-H CLUB MEMBERSHIP

123. Number of 4-H CLUBS		20
124. Different 4-H Club members—	Boys	Girls
a. Enrolled	281	342
b. Completing	176	251
125. 4-H Club members—		
a. Farm homes	150	90
b. Rural nonfarm homes	31	202
c. Urban homes	100	50
126. 4-H Club members enrolled by years in club work:		
a. 1st year	107	153
b. 2d year	68	96
c. 3d year	80	46
d. 4th year	12	26
e. 5th year	4	6
f. 6th year and over	3	15
127. 4-H Club members enrolled by age:		
a. 10 years and under	24	73
b. 11 years	53	77
c. 12 years	89	84
d. 13 years	59	57
e. 14 years	28	28
f. 15 years	24	22
g. 16 years	5	6
h. 17-20 years, inclusive	4	5
128. 4-H Club members who received definite training in—		Boys and Girls
a. Judging		107
b. Giving demonstrations		72
c. Group recreation leadership		40
d. Music appreciation		30
e. Money management (theft)		62
f. Farm and home safety		0
g. Citizenship		0
h. Personality improvement		30
i. Soil and water conservation		0
j. Forestry		0
k. Health, nursing, first aid		30
129. 4-H Club members having health examination because of participation in the extension program		3
130. Number of members participating in a 4-H Club camp		119
131. 4-H CLUBS engaging in community activities, such as improving school grounds, conducting local achievement programs, and fairs		20

MISCELLANEOUS—*Interpretation*

The following items should include work done—

136. In control of grasshoppers and any insects that feed on a number of crops or group of crops that are not reported under specific crops or livestock.
137. In control of insects in the home including ants, roaches, fleas, ticks, clothes moths, carpet beetles, silverfish, termites, cereal and bean pests, and insects affecting house plants. Control of flies, mosquitoes, and other insects through sanitation practices, to be reported under subitem 72a.
138. With elevator people and other handlers and processors, as well as with farmers, in the control of insects in grains stored on the farm. Control of insects in crops stored on the farm is to be reported in subitem 25c.
140. In control of rats, mice, moles, squirrels, foxes, prairie dogs, ground hogs, coyotes, and pestiferous birds.
141. With beekeepers and producers of seed and fruit crops when bees are used for pollination.

MISCELLANEOUS

Item	Estimated number
136. FARMERS and other individuals assisted with control of general feeder insects.	100
137. FAMILIES assisted with control of household insects.	200
138. HANDLERS, PROCESSORS, and other individuals assisted with control of insects in off-the-farm storage of grain.	1
139. FARMERS and other individuals assisted with control of noxious weeds.	200
140. FARMERS and other individuals assisted with control of rodents and other predatory animals.	50
141. BEEKEEPERS and other individuals assisted with problems in the care of bees, honey, and honey products.	0
142. FAMILIES assisted with practices incident to production of arts and crafts.	0

SUMMARY OF EXTENSION INFLUENCE—*Interpretation*

It is highly desirable for extension workers to consider the proportion of farms and homes in the county that have been definitely influenced to make some substantial change in farm or home operations during the report year, as a result of the extension work done with men, women, and youth. It is recognized that this information is very difficult for agents to report accurately, so conservative estimates based upon records, surveys, and such other sources of information as are available will be satisfactory.

Estimates for this section should be consistent with the most recent county statistical data. All agents should work together in trying to make these figures reflect as accurately as possible the situation in the county. Adaptation of the factors outlined for items 24 and 59 might be helpful in making these estimates.

A, B, and C. In determining the number of farms or families to be reported in each column, it is suggested that the same approach be used as that outlined for item 125.

143. In this section emphasis is only on the number of farms or families assisted, whereas emphasis has been on individuals in earlier sections of the report. Therefore, it is going to be necessary to eliminate duplications in numbers assisted in changing agricultural practices. For example, when a farmer is assisted with crop-production problems and his son is in a 4-H dairy-calf club, the assistance would be reported as given to one farm family.

144. As outlined in item 143, care should also be exercised in estimating the number of families assisted directly or indirectly in changing homemaking practices.

145. This item should be a total of items 143 and 144 with duplications removed owing to the same farm or family's being assisted in both agricultural and homemaking practices.

SUMMARY OF EXTENSION INFLUENCE

Item	Farm A	Rural nonfarm B	Urban C
	<i>Estimated number</i>	<i>Estimated number</i>	<i>Estimated number</i>
143. Farm, rural nonfarm and urban families assisted directly or indirectly, by the extension program, in making some change in AGRICULTURAL PRACTICES this year	500 15,000	10,000	500
144. Families assisted directly or indirectly, by the extension program, in making some change in HOME MAKING (home economics) practices this year	400	4,000	600 500
145. Total DIFFERENT families assisted by extension programs (items 143 and 144, less duplication)	900 16,000	14,000 8,000	900 400

COOPERATION WITH OTHER PUBLIC AGENCIES—*Interpretation*

The purpose of this section is to bring together in one place the cooperation given to other public agencies working with the people of the county. This information is used for public-relations purposes.

A, B, and C. Days devoted by agents to cooperating with the agencies listed below should already have been reported in the section on Program Emphasis under the appropriate program headings.

D. The meetings to be reported in this column are those devoted to programs of other agencies in the county that extension agents attended. In many instances these meetings already have been reported under item 9, depending upon whether the extension agent held the meeting or attended and actively participated in the program. For example: The county agent is invited to attend the county Production and Marketing Administration staff meeting, where the agricultural program for the coming year is explained. This meeting would be reported in this section. In contrast, the exten-

sion agent holds several meetings in the county where he and PMA committeemen explain the agricultural program to farmers. Those meetings would also be reported in this section as well as in the Extension Teaching Activities section. "Days devoted" in both places would be reported in the appropriate column below and also in the Program Emphasis section.

148. This item should include work with production-credit associations, national farm-loan associations, and district banks for cooperatives; also participation in work with the other Farm Credit district personnel and representatives of its central office in Washington, D. C.

158. Line is left blank so that States, if they desire, may request information about a Federal agency not listed.

165. Line is left blank for State use.

168 and 169. Lines are left blank for State use.

COOPERATION WITH OTHER PUBLIC AGENCIES

Public agency worked with	Days devoted by—			Number of meetings relating to program of agency attended by county extension workers
	Agents doing primarily home demonstration work	Agents doing primarily 4-H Club work	Agents doing primarily agricultural work	
	A	B	C	
FEDERAL AGENCIES				
146. Agricultural Mobilization Committee.....	0	$\frac{1}{2}$	4	12
147. Bureau of Land Management, Bureau of Reclamation.....	0	0	0	0
148. Farm Credit Administration.....	0	0	1	1
149. Farmers Home Administration.....	0	0	0	1
150. Fish and Wildlife Service.....	0	0	0	0
151. Forest Service.....	0	1	2	4
152. Bureau of Indian Affairs.....	0	0	0	0
153. Production and Marketing Administration.....	0	5	8	17
154. Rural Electrification Administration.....	0	2	6	4
155. Selective Service System.....	0	1	5	3
156. Soil Conservation Service.....	0	1	2	2
157. Valley authority (TVA, etc.).....	0	0	0	0
158. Other (specify).....	0	0	0	0
STATE AGENCIES				
159. Health department.....	0	0	0	0
160. Highway department.....	0	0	1	1
161. State department of agriculture and forestry.....	0	0	0	0
162. State department of education; General schools.....	2	0	2	4
163. State employment service.....	0	0	1	2
164. Welfare department.....	4	0	2	14
165. Other (specify).....				
COUNTY AGENCIES				
166. Soil conservation districts.....		0	0	0
167. Vocational-agriculture and home economics departments.....	2	2	0	6
168. Other (specify).....			0	0
169. Other (specify).....				

ILLINOIS YOUR ANNUAL REPORT (HARTBROOK)

The preparation of an annual report setting forth the progress made in the county during the year is of greatest interest and value to you as an extension worker. It provides an opportunity to measure how far you have gone in relation to the goals set forth in the plan of work outlined at the beginning of the year; to check on the effectiveness of the extension program; to consider where improvements can be made; and to decide what things should be handled differently next year. The preparation of an adequate annual report is a stimulating experience.

In addition, your annual report offers an excellent means of building good will and support of the sponsoring group in the county, the county governing body, local extension leaders and other key people, the agencies with which you work or would like to work, and the general public—rural and urban. It helps to build good public relations.

Your annual report is also a record of the year's work put into convenient shape for future reference. It helps new persons joining the county staff to become acquainted with the extension program. It assists State specialists to develop effective supporting programs in their respective subject-matter fields. The State supervisory staff frequently uses the county annual report as a guide in determining an agent's readiness for promotion and suitability to fill vacancies that arise.

The annual report in reality is another chapter in the extension history of your county to be added to the permanent record maintained in the National Archives of the United States Government.

General Directions

From four to six copies of the annual report should be made, depending upon the number required by the State office: One copy for the county officials, one copy for the agent's files, one or more copies for the State extension office, and one copy for the Extension Service, United States Department of Agriculture. The report to the Washington, D. C., office should be sent through the State extension office. When an assistant agent has been employed during a part or all the year, the report of his or her work should be included with the report of the leader of that line of work. When an agent in charge of a line of work has left the county during the year, the information contained in his or her report should be incorporated in the annual report of the agent on duty at the close of the report year, and the latter report so marked.

The Narrative Report

The narrative report should summarize and interpret under appropriate subheadings the outstanding results accomplished in helping rural people to solve their current problems and make adjustments to changing economic and social conditions.

A good narrative report should enable the reader to obtain, for EACH MAJOR line of work undertaken, a comprehensive picture of—

1. WHY the line of work was emphasized; what were the people's problems, situations, or needs warranting attention.
2. WHAT was attempted and what were the objectives and the major things the people were to learn, or do, in connection with this line of work.

3. HOW the work was carried on; principal and new extension teaching methods and activities used and their effectiveness: selection, training, and use of local leaders; and cooperation obtained from other extension workers, rural people, commercial interests, and other public agencies.

4. What RESULTS were obtained, not in terms of the activities carried on but in terms of objectives, or what was attempted at the beginning of the year.

5. HOW next year's work can be strengthened and improved in light of the current year's experience. For minor lines of work, only the results need to be reported to complete the record of the year's work.

The following suggestions may help you prepare a better annual report:

1. Read last year's annual report again, and apply the criteria for a good narrative report discussed above.
2. Prepare an outline with main headings and subheadings.
3. Go over the information and data assembled from various office and field sources during the year.
4. Decide upon a few outstanding pieces of work to receive major emphasis.
5. Employ a newspaper style of writing, placing the more important information first.
6. Observe accepted principles of English composition.
7. Include only those photographs, circular letters, or other exhibits that help to emphasize the points you make in the text. Do NOT make the annual report a scrapbook. (Material of local value may be attached to or filed with your office copy, rather than being made a part of the official report.)

The Statistical Report

When two or more agents are employed in a county, they should submit a single statistical report showing the combined activities and accomplishments of all county extension agents employed in the county during the year. Negro men and women agents should prepare a combined statistical report separate from that of the white agents. In some States a combined white and Negro report may also be requested by the extension director.

County totals are the sums of the activities of all agents minus duplications where two or more agents engage in the same activity. For purposes of reporting, extension results or accomplishments are expressed in numbers of farmers, homemakers, or families assisted in making some improvement or definitely influenced to make a change. Such an improvement or change may be the outcome of any phase of the extension program in agricultural, home demonstration, young men and women's, or 4-H Club work. ONLY THE IMPROVEMENTS OR CHANGES TAKING PLACE DURING THE CURRENT YEAR AS THE RESULT OF EXTENSION EFFORT SHOULD BE REPORTED. Of necessity the information called for in the national statistical report schedule has broad application to extension work as it is conducted throughout the United States. In addition to the information provided for in this report form, some State extension services may need to obtain additional statistical information on programs and activities peculiar to their States.