

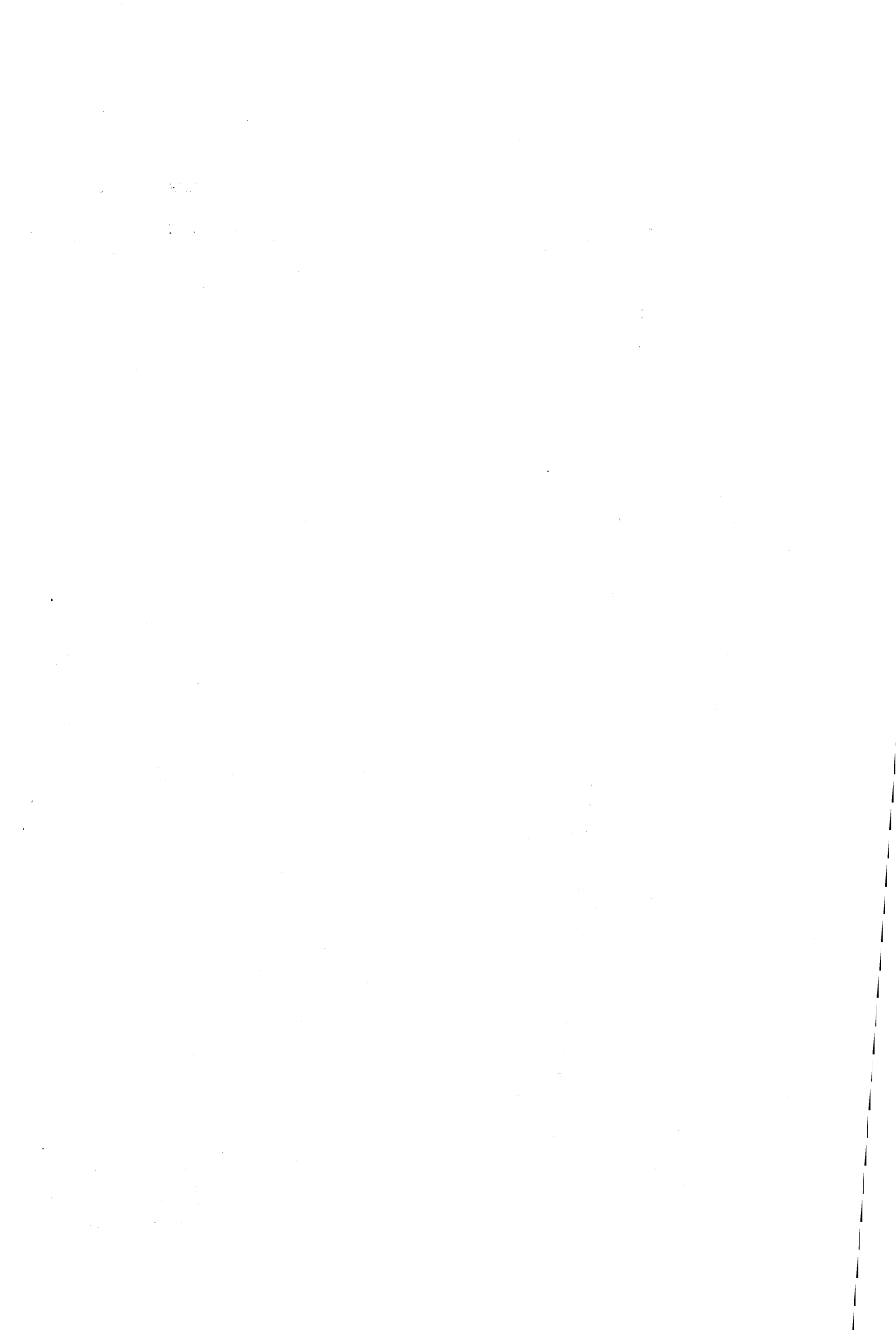
30TH ANNIVERSARY EDITION

A Better Rural Life

Oklahoma Farm Families were more Prosperous and Happy during 1938 because of the Extension Service of Oklahoma A. and M. College

TWENTY-FIFTH ANNUAL REPORT

ERNEST E. SCHOLL, Director



A BETTER RURAL LIFE



A Preliminary Report of the Work of the Oklahoma Extension Service for 1938



ERNEST E. SCHOLL

Director of Extension

A SATISFYING HOME LIFE is one of the essentials of successful farm life.

The production and preservation of food is of primary importance on the farm, and rural Oklahoma's pantry shelves greeted many of the state's 214,000 farm families with 6,500,000 quarts of good food in 1938, due in whole or in part to Extension work. This food was worth \$1,625,000 to these families.

Nearly \$10,000,000 was saved farmers by the Extension insect control program in 1938, by preventing insect damage to crops.

About 235,000 acres of good land was terraced under the supervision of county Extension agents in 1938.

These are just a few of the 1938 accomplishments of the Oklahoma Extension Service through which the Oklahoma A. and M. College and the U. S. Department of Agriculture cooperate in giving practical help to farm people in meeting everyday problems.

The Extension Service, which is a division of the College, is to rural Oklahoma what the faculty of the college is to the resident students. Extension work reaches far beyond the students who can come to the College's formal classrooms; instead, it carries the College to the farms and homes of the state.

For 30 years Extension work has been "taking the College to the farms and homes."

Since the first county Extension agent in Kiowa county in 1908, the growth of the Service has been phenomenal to

observers. Through the uncertain days of the World War, the boom days, economic crises, and now in a period of great agricultural adjustment, its growth has been steady, rapid and far-reaching.

The first idea of the farmers' demonstration, as used in Extension work, was conceived by Dr. Seaman A. Knapp as a part of a campaign against the Mexican boll weevil in the South. Farmers in the plague stricken areas seemed helpless.

By a combination of early cotton varieties, good culture, diversification of crops and self-sustaining farming, Doctor Knapp felt the infested South could continue to grow cotton in spite of the weevil. Time proved him right.

Since then, approved farming practices carried out by farmers as "demonstrations" have formed the basis for Extension work in every county in Oklahoma and every other state in the nation. Farm boys and girls and farm women later were organized into clubs for improvement of farming and homemaking practices.

Work of these county farm and home demonstration agents of today is made possible by the Smith-Lever Act of 1914. For every one dollar that Oklahoma now contributes, the federal government is contributing two dollars.

The year of the 30th anniversary of Extension work, 1938, was the most successful in its history. The growing following and responsiveness of farm people to the work has demanded, even with restricted funds and facilities, an expansion in its operations.

More farm families were reached in 1938 than ever before. New possibilities of service yet to be realized were opened up by these new contacts.

In some way, each of the 214,000 farm families were reached by Extension work.

Various adjustment programs, which have been administered through county agents since their beginning, reach practically every family in some manner. During 1938, practically all farmers were contacted by adjustment pro-

grams in Oklahoma. About 160,000 producers are receiving approximately \$16,000,000 in benefit payments for participation in the 1938 program.

The Extension Service, in administering numerous adjustment and recovery programs within the counties and communities, has continued to coordinate the features of these programs into a stronger long-time Extension program to help farm people.

For this reason, county and home demonstration agents in every county and the state Extension Service have become recognized as the leaders in information concerning all agricultural movements.

County agents during the past year also took a leading part in the educational work and organization of 25 soil conservation districts, provided for in the 1937 legislature, for cooperative battling of soil erosion. They also cooperated with county commissioners in supervision of 402 terracing machines provided by the 1937 legislature, as well as carrying out the Tractor Tax Fund provision recently inaugurated.

Organized Extension work was carried on in about 150,000 farm families and in 26,000 other families.

Each county farm agent has his County Agricultural Advisory council composed of leading farmers and businessmen. Each home demonstration agent has her County Home Demonstration Council of representatives of farm women from the home demonstration clubs, the state organization of which is the State Home Demonstration Council. These county boards meet quarterly and advise with the agents, and discuss county programs, new programs, and help the agents reach and organize new groups of farm people.

Farm women's Home Demonstration Clubs were active in 1938 in more than 2,700 communities, 1,200 volunteer leaders assisting. The 85 home demonstration agents in the 77 counties took to the 30,721 home demonstration club members, and to the 28,000 girls in 4-H Club work and to women and girls in unorganized club work, information to help them meet everyday homemaking problems. Each club member agrees to pass on to some non-member, by actual

demonstration or example, her own training in better home-making.



The production and preservation of food is of primary importance in farm family living.

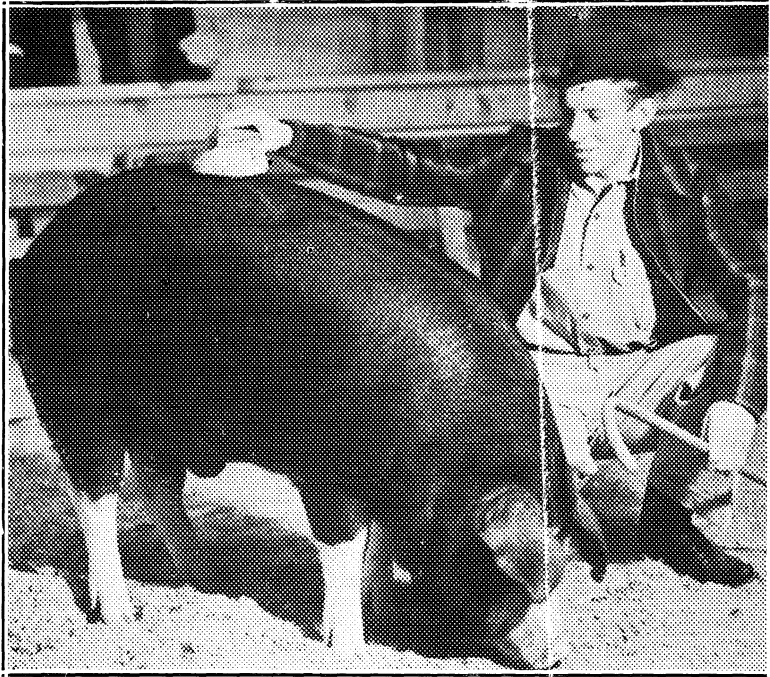
One result of this organization was the nearly 5,000 farm women who improved their gardens and vegetable supplies by enrolling in the state garden contest, conducted through home demonstration agents. About 28,500 farm women and 4-H Club girls were assisted in food preparation problems, and 5,000 carried out nutrition work with improved family health resulting.

Clothing the family in good taste at a minimum cost is always a problem of the farm homemaker, and 8,184 women carried on clothing work, a total of 102,895 garments being made, valued at \$113,184. In addition 27,322 garments were remodeled.

Nearly 10,000 kitchens, living rooms, dining rooms and bedrooms were improved; 1,032 mattresses were made, using 51,600 pounds of home-produced cotton, at a cost of \$3 for each mattress; 6,624 pieces of furniture were refinished, and 1,299 pieces were made in the farm homes, under the guidance of home demonstration agents.

The 60,000 farm youngsters enrolled in 1938 in the 2,000 4-H Clubs by county agents and home demonstration agents established enviable records in national competitive contests open to club members from all states. Winnings included the trophy awarded annually by the President of the United States for boy's project achievement; the Moses trophy for girl's leadership; national food preparation

championship; regional championship in social progress; first in livestock loss prevention demonstration; the prize-winning "best dress" in the nation; the regional canning championship, and many other lesser prizes.



Two champions—an outstanding 4-H Club member and his national champion pig.

It is evident that rural leadership is rising out of the ranks of these Oklahoma farm boys and girls. No other state has had as many winners in most contests as Oklahoma 4-H members.

Sound farming and homemaking come out of the Extension program of balancing and diversifying farm enterprises, keeping up fertility of the soil, improving crops and livestock, business-like keeping of records and forward-looking marketing, raising feed and food at home, making the best family life possible out of home resources, and bringing up boys and girls capable of making and enjoying a good living on the farm.

Reducing cash expenditures necessary for living releases funds for better homes, clothing and education. Here, the home poultry flock, the home garden, the orchard and the production of the home meat supply, made their contributions in the 1938 "live-at-home" program.

The importance of the job of county Extension agents in "helping farm families help themselves" is made more significant when it is realized that the state's cash sales from farm marketings amount to nearly \$200,000,000 yearly. In addition, 13,000,000 to 15,000,000 dollars worth of farm products are used in farm homes.

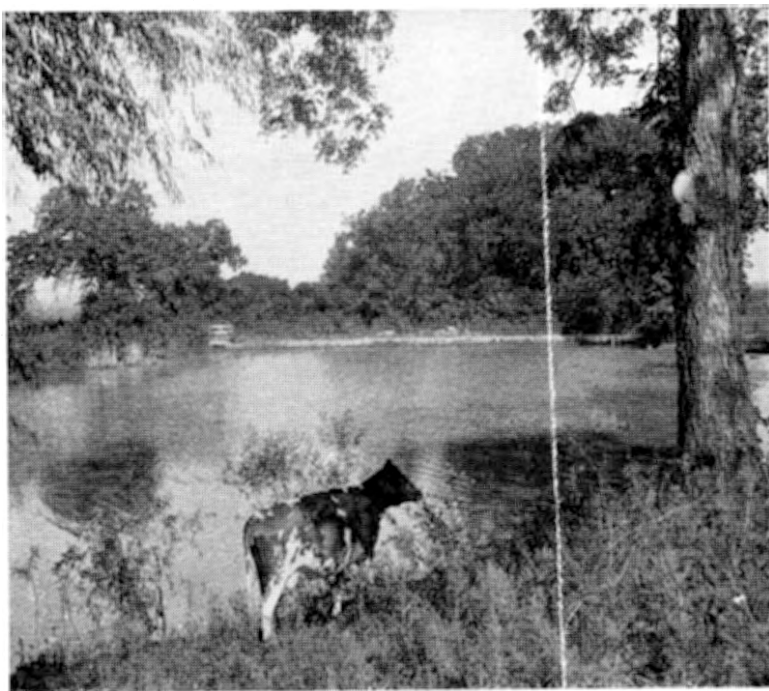
To enable farmers to get the most for their products, 203,000 producers were furnished latest information on marketing trends in 1938.

A total of 22 county livestock shows under the supervision of the Extension Service netted producers \$3,568 in premiums. Three ram sales netted \$2,583. Four district livestock shows and one state show provided many prizes and premium money for producers. There were more county and community horse shows in Oklahoma in 1938 than in any previous year, which is due partly to the use of a dynamometer, owned by the Extension Service, in pulling contests.

One reason the milk, butter, cheese and ice cream produced in Oklahoma is pure is that 1,600 farm women's clubs do home dairy demonstration work in their homes, representing every county in the state. A total of 30,000 persons are cooperating in the home sanitation dairy program, and 2,100 members of 4-H Clubs are enrolled in dairy club work. Supervised tests are being conducted on 4,500 cows. Each county agent is assisting in carrying out the Bang's disease program.

Improvement of the soil through use of various crops, cropping practices, and use of soil building minerals and fertilizers, increased in 1938. Adaptation of crops to different types of soil and climatic conditions was an important problem. Crop disease control, eradication of weeds, and pasture and range management were also included in the Extension program.

One of the most successful phases of the crops program was the approval as to origin of about two-thirds of the alfalfa seed produced in 16 cooperating counties. Approximately 3,000 cotton growers from 25 communities planted nearly 45,000 acres of cotton of a single variety in each community. Increased sales of certified seeds by members of the Oklahoma Crop Improvement Association resulted in considerable improvement in the prestige of the association. A total of 163,110 bushels of 11 crops from 21,038 acres were certified in 1938.



This scenic view represents many phases of Extension work—the conservation of soil, water and wildlife, and the production of quality livestock.

Seed saving was an important phase of the pasture program. Nearly 2,000,000 pounds of rye grass were saved; 500,000 pounds Korean lespedeza; 30,000 pounds side oat grama; 10,000 pounds mixed blue stems. More than 400

tenant farmers were helped to establish pastures for the family cow and to establish permanent pastures.

The Farm Landlord-Tenant Relationship project, created by the 1937 legislature, reached thousands of landlords and tenants in 1938, assisting them in maintaining better relationships. Preliminary surveys have been conducted in every county in the state, with worthwhile information resulting.

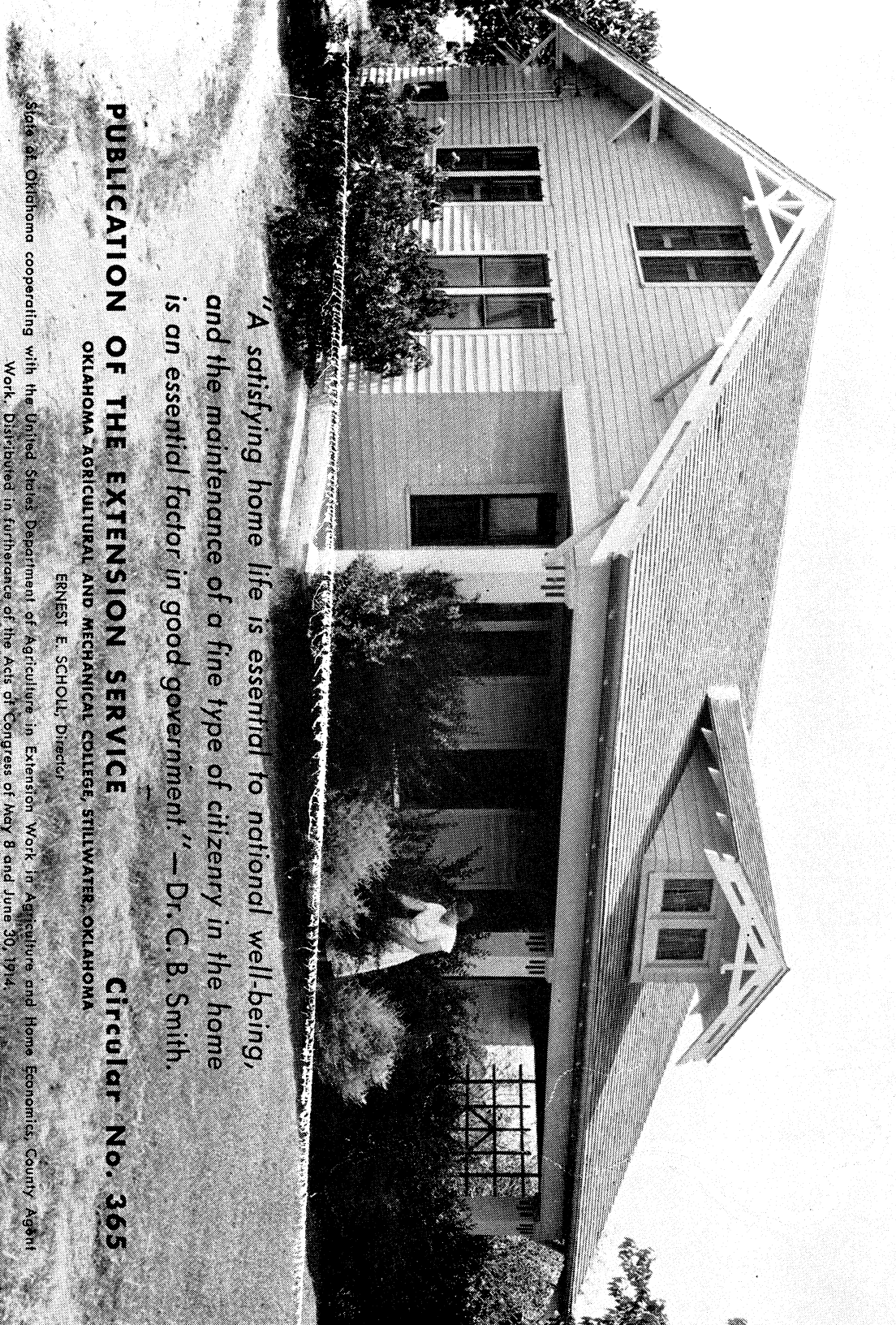
The first annual Landlord-Tenant Day was held during the 1938 Farmers' Week, with nearly 3,500 persons attending, many of them taking part in discussions. Sixty counties have been contacted by the field workers, many of them designating county landlord-tenant committees, made up of both landlords and tenants.

After the committee on landlord-tenant relationships was made a part of the Extension Service, the President of the Oklahoma A. and M. College appointed an advisory committee consisting of the heads of various divisions of the college.

An important phase of Extension work in 1938 was wildlife conservation, carried out primarily through 4-H Clubs, in which 1,396 members were enrolled. For the third year, two wildlife conservation camps were held for club members, with 156 attending. A short course in this phase of work also was held at 4-H Round-Up. In cooperation with the Biological Survey, the Extension Service conducted a survey on crop damage by crows in Oklahoma.

Poultry on 192,000 of the 214,000 farms of the state brought state farmers nearly \$10,000,000 in 1938. Extension poultry work reached in some way or other a large number of these producers by demonstrating to them better practices and more economical methods of operating their poultry business. More than 10,000 poultry club boys and girls in 1938 learned better poultry practices.

This is only a brief report of the accomplishments of the Extension Service of Oklahoma A. and M. College in 1938. However, this summary of achievements well illustrates the far-reaching influence of Extension work in helping Oklahoma's farm families to live better and more prosperous lives.



"A satisfying home life is essential to national well-being, and the maintenance of a fine type of citizenry in the home is an essential factor in good government." — Dr. C. B. Smith.

PUBLICATION OF THE EXTENSION SERVICE
Circular No. 365

OKLAHOMA AGRICULTURAL AND MECHANICAL COLLEGE, STILLWATER, OKLAHOMA

ERNEST E. SCHOLL, Director

State of Oklahoma cooperating with the United States Department of Agriculture in Extension Work in Agriculture and Home Economics, County Agent Work. Distributed in furtherance of the Acts of Congress of May 8 and June 30, 1914.