

SURVEY OF THE LOGAN COUNTY AGRICULTURAL
AGENT'S EDUCATIONAL PROGRAM AND
SUGGESTIONS FOR IMPROVEMENT

By

ALVIN HAROLD CASEY

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Oklahoma Agricultural and Mechanical College

Stillwater, Oklahoma

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AGENT'S EDUCATIONAL PROGRAM AND
SUGGESTIONS FOR IMPROVEMENT

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Thesis Approved:

Don M. Orr

Thesis Adviser

Earl H. Knebel

James Martin

Dean of the Graduate School

349873

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STRAHMORE

CHAPTER I

INTRODUCTION

The purpose of this study is to determine the adequacy of the Logan County agricultural agent's educational program and to obtain suggestions for its improvement. An effort was made to find out which group of farmers with reference to age, formal education, and size of farm operated were participating in the educational activities of the county agricultural agent. The reasons why certain farmers were not participating in these activities were also sought.

The writer wanted to find out which of the various methods used in disseminating agricultural information was reaching the most people. The writer also wanted to find out how effective the various methods used in disseminating agricultural information had been in influencing farmers to adapt a new farming practice or idea.

Certain farm problems were listed which were common to most farmers. The farmers were asked to list their first and second source from which they received specific information.

This study will definitely help the writer to improve his educational program and to more effectively use his time in serving a larger number of people.

CHAPTER II

PURPOSE AND PROCEDURE

Purpose

The purpose of this study is to evaluate the present educational program of the Logan County agricultural agent and to seek suggestions on how the present program can be improved so that a larger group of people may be more effectively served.

Procedure

The writer decided to obtain the information for the study by the use of a questionnaire sent through the mail. To keep the survey unbiased the writer used an up-to-date mailing list of all farm operators and landlords living in Logan County, prepared by the Logan County office manager of the Agricultural Stabilization and Conservation Service. This list had 1725 names on it. Every third person named on the list was sent a questionnaire. A total of 575 questionnaires were sent out and 141 replies were returned. Two of the replies had so little information on them that they were disqualified.

A news story was sent to each of the four papers in the county in order that the farmers would know about the survey that was to be made. This story appeared in all the papers on October 28, 1954. The questionnaires were mailed on October 29, 1954. By November 15, 1954 one hundred thirty-two replies had been received. The last one received was on December 6, 1954.

A letter explaining the questionnaire was sent with each questionnaire. The recipients of the questionnaire were asked not to sign the

questionnaire since frank answers were wanted.

A copy of the news story and the letter sent with the questionnaire will be found in the appendix.

A copy of the questionnaire used is presented on pages four and five.

SURVEY OF THE LOGAN COUNTY AGRICULTURAL AGENT'S EDUCATIONAL PROGRAM AND SUGGESTIONS FOR IMPROVEMENT

During the past 12 months:

How many meetings called by the county agent have you attended? _____
If you have not attended any meetings called by the county agent during the past year, please list the reasons why. _____

How may our meetings be improved so that you will attend them? _____

How many field tours sponsored by the county agent have you attended?
If you have not attended, during the past year, a field tour sponsored by the county agent, please tell me why. _____

How may we improve field tours so that you will attend them? _____

How many times during the past year, have you contacted the county agent at his office _____ or had him to visit your farm? _____

How many times have you called the county agent by phone? _____
If you haven't personally contacted your county agricultural agent by office calls, telephone calls, or by requesting a farm visit, please tell me why? _____

The county agent makes a special effort to stay in his office every Tuesday and Saturday morning for office calls. Are these days satisfactory? _____
If not, what days would you suggest? _____

How many times have you called for bulletins at the county agent's office or requested one from the county agent by mail? _____

If you haven't called for a bulletin at the county agent's office or requested one by mail, please tell why. _____

How can I make our bulletins more easily obtained by you? _____

Through which of the following sources do you receive most of the agricultural information you receive from your county agent? Please rank them in order of first to fifth.

| | |
|-----------------------|--|
| _____ Farm visits | _____ Field tours |
| _____ Office calls | _____ Bulletins |
| _____ Telephone calls | _____ Newspaper articles written by the county agent |
| _____ Meetings | |

Which of the following methods influenced you most in adapting a new farming practice or idea? Please rank from first to fifth.

| | |
|-----------------------|--|
| _____ Farm visits | _____ Field tours |
| _____ Office calls | _____ Bulletins |
| _____ Telephone calls | _____ Newspaper articles written by the county agent |
| _____ Meetings | |

Do you read a daily newspaper published in Logan County? Yes _____ No _____

Do you read a weekly newspaper published in Logan County? Yes _____ No _____

Do you read the county agent's column (The Farmers' Column?)

Regularly _____ Once in awhile _____ Very seldom _____

How can the county agent's regular newspaper column be made more useful to you? _____

What size farm do you operate? 160 acres and under _____
161-320 _____ Over 320 _____

I do not farm, I rent out all of my land _____

What age group are you in? Under 35 _____ 35-54 _____ 54-64 _____ 65 and up _____

How much schooling did you have? 8th grade and less _____ 9-12 grade _____
Some college work _____

How far do you live from the county agent's office (Guthrie) 10 miles or less _____ 10 to 20 miles _____ Over 20 miles _____

When you want specific information on the following subjects, whom do you see? (such as your county agent, vocational agriculture teacher, Soil Conservation Service, feed dealer, seed dealer, fertilizer dealer, neighbor, Agricultural Stabilization Committee, Farmers Home Administration, banker, etc.) Please list both your first and second source.

| | | |
|----------------------------|-------|-------|
| Soil testing | _____ | _____ |
| Kinds of fertilizer to buy | _____ | _____ |
| New varieties of crops | _____ | _____ |
| Pasture improvement | _____ | _____ |
| Controlling insects | _____ | _____ |
| Feeding livestock | _____ | _____ |

Please list on the back of this page any other suggestions you may have on how the county agricultural agent can be of more help to you.

Thank you

CHAPTER III

PRESENTATION OF DATA

In this chapter, the writer has presented the major findings in this study. The more important items have been tabulated and put into tables with complete explanations.

A. General Information on Persons Answering the Questionnaires

TABLE I

GENERAL INFORMATION ON PERSONS ANSWERING THE QUESTIONNAIRES

| | Number Replying | Percent |
|---|-----------------|--------------|
| By size of farm operated | | |
| 160 acres and under | 38 | 27.5 |
| 161 to 320 acres | 34 | 24.7 |
| Over 320 acres | 57 | 41.3 |
| Landlord - do not farm | 9 | 6.5 |
| Total | <u>138</u> | <u>100.0</u> |
| By age | | |
| Under 35 | 31 | 24.4 |
| 35 to 54 | 57 | 44.8 |
| 55 to 64 | 29 | 22.8 |
| 65 and up | 10 | 8.0 |
| Total | <u>127</u> | <u>100.0</u> |
| By schooling | | |
| 8th grade or less | 34 | 25.8 |
| 9 to 12 grade | 64 | 48.4 |
| Some college | 34 | 25.8 |
| | <u>132</u> | <u>100.0</u> |
| By distance from the county agricultural agent's office | | |
| 10 miles or less | 54 | 40.3 |
| 10 to 20 miles | 47 | 35.1 |
| Over 20 miles | 33 | 24.6 |
| Total | <u>134</u> | <u>100.0</u> |

There were 6.5 percent of those answering the questionnaires who were landlords not farming. Several of those owning farms and renting them out came by the office and said that they let their tenant find out the technical information needed to carry on the farming operations. Forty-one and three-tenths of the questionnaires returned were from the group of farmers operating over 320 acres.

Most of those returning questionnaires were in the 35 to 54 years of age bracket. This group returned 44.8 percent while those 65 and up returned only 8.0 percent.

It is interesting to note that the percentage of those with an eighth grade education or less, twenty-five and eight-tenths percent, and of those with some college training, twenty-five and eight-tenths percent, was the same. The largest group returning the questionnaires were in the ninth to twelfth grade. This group returned 48.4 percent of the total number of questionnaires returned.

Those residing within 10 miles of the county agricultural agent's office returned the greatest number of questionnaires. This group returned 40.3 percent while those residing from 10 to 20 miles returned 35.1 percent and those residing over 20 miles returned 24.6 percent of the total number of questionnaires returned.

B. Educational Activities

(a) Meeting

Most of the meetings called by the county agent are meetings which pertain to a certain phase of farming. Among the topics discussed at meetings last year were the 1954 farm program, extension program planning, dairy improvement, poultry production, organizing soil and water conservancy district, Hereford Breeders sale, farm management,

neighborhood improvement, soil and pasture improvement, use of commercial fertilizers, alfalfa seed growers, brush control, land judging contest, and drought hay relief. A total of 38 meetings were held with a total attendance of 1486 for an average attendance of 39.0 farmers per meeting. This does not include the numerous planning meetings held throughout the year.

TABLE II

FARMERS ATTENDING MEETINGS CALLED BY THE COUNTY AGRICULTURAL AGENT

| <u>Size of Farms of Persons Reporting</u> | | | <u>Age of Persons Reporting</u> | | | <u>Schooling of Persons Reporting</u> | | |
|---|------------------------|----------------|---------------------------------|------------------------|----------------|---------------------------------------|------------------------|----------------|
| <u>Size of Farm</u> | <u>No. Replies</u> | <u>Percent</u> | <u>Age</u> | <u>No. Replies</u> | <u>Percent</u> | <u>Grade</u> | <u>No. Replies</u> | <u>Percent</u> |
| 160 acres or less | 12 | 18 | Under 35 | 19 | 29.2 | 8th or less | 14 | 21 |
| 161 to 320 acres | 21 | 32 | 35-54 | 34 | 52.3 | 9 to 12 | 30 | 46 |
| Over 320 acres | 33 | 50 | 55-64 | 11 | 16.9 | Some college | 22 | 33 |
| | | | 65 and up | 1 | 1.6 | | | |
| Totals | 66 | 100 | | 65 | 100.0 | | 66 | 100 |

Seventy out of 139, or approximately 50 percent of those answering the questionnaires, replied that they had attended one or more meetings called by the county agricultural agent during the past twelve months. These 70 reported attending a total of 166 meetings or an average of 2.37 meetings each.

It is interesting to note that 82 percent of those attending meetings farmed over 161 acres. Most of those farming 160 acres or less are part-time farmers. For this group farming is only a sideline. According to the 1950 census of agriculture the size of farms most often found in Logan County is from 260 to 499 acres. There were 459 farms in this category.

Those under 35 years of age comprised 29.2 percent of those attending meetings called by the agricultural agent. These are the young farmer group just out of high school, college, or just returned from military service. This group usually needs considerable assistance to help them get established in the business of farming. The age group under 54 years of age comprises 81.5 percent of those attending meetings. Over one-half of those reporting attendance were in the 35 to 54 years of age bracket.

The highest percent of replies, reporting attendance at meetings, were received from those with high school or college training. Seventy-nine percent of those attending meetings had schooling above the eighth grade. This should be considered in planning the meetings, but we should not forget the 21 percent with an eighth grade education or less.

TABLE III

REASONS FARMERS GAVE FOR NOT ATTENDING MEETINGS CALLED BY THE COUNTY AGRICULTURAL AGENT DURING THE PAST TWELVE MONTHS

| Reason | Number of Replies | Percent |
|--------------------------------------|-------------------|---------|
| Too busy or too much work to do | 16 | 23.2 |
| Didn't know of meeting | 12 | 17.4 |
| Work off the farm | 8 | 11.5 |
| Too lazy or lack of interest | 5 | 7.2 |
| Not interested in subjects discussed | 4 | 5.8 |
| Ill health or sickness in family | 3 | 4.3 |
| Too old | 3 | 4.3 |
| Forgot meeting | 2 | 2.9 |
| Get information from bulletins | 2 | 2.9 |
| No comment | 2 | 2.9 |
| <u>Miscellaneous reasons</u> | 12 | 17.4 |
| Total | 69 | 100.0 |

The miscellaneous reasons given for not attending meetings and the number reporting are as follows: live out of the county, one; small children prevented attendance, one; too far to Guthrie, one; transportation cost, one; no transportation, one; weather too bad, one; too tired, one; other plans made, one; not convenient, one; careless, one; raise turkeys and farm very little, one; and found out about meeting too late to attend, one.

It is significant to observe that only 5.8 percent were not interested in the subjects being discussed at the meetings. Need for more

publicity concerning meetings is indicated by the fact that 17.4 percent of the farmers who replied indicated that they did not know of the meetings. Mailing lists must be kept up to date. Newspaper, radio and television services must be used to the fullest extent to inform people about the meetings.

About one-fourth, twenty-three and two-tenths percent, of those who replied stated that they were too busy or had too much work to do to attend the meetings called by the county agricultural agent. This is quite a challenge to the agent to motivate this hard working group to realize that meetings will provide them with useful information. It is reasonable to assume that some of this group had full-time employment off the farm. There were 11.5 percent who reported that they worked off the farm. The 1950 census reported 22 percent of the farm operators working 100 days or more off the farm.

The next question on the survey was "How may our meetings be improved so that you will attend them?" Of the 139 replies received, 91 made no comment on this question.

TABLE IV

FARMERS' SUGGESTIONS AS TO HOW THE COUNTY AGRICULTURAL AGENT'S MEETINGS COULD BE IMPROVED SO THAT THEY WILL ATTEND THEM

| | Number of Replies | Percent |
|--|----------------------|---------|
| Present meetings are well planned and are very good | 21 | 43.8 |
| Have meetings at night | 5 | 10.4 |
| Avoid dates conflicting with other meetings | 3 | 6.2 |
| Have something new or different | 3 | 6.2 |
| More advance notice of meetings | 2 | 4.2 |
| Hold meeting in local town or community | 2 | 4.2 |
| Miscellaneous suggestions | 12 | 25.0 |
| Total | 48 | 100.0 |

The miscellaneous suggestions given by the farmers for improving meetings so that they will attend them and the number reporting are as follows: hold meetings in daytime, one; meet on time, one; more free meals, one; have meetings on Saturday mornings, one; get neighbors to invite one another to the meetings, one; better speakers, one; distribute bulletins at meetings for study during and after the meeting, one; more round-table discussions, one; show what the average farmer can do, not those already fixed up, one; get the boys interested so that they will bring their parents, one; having not attended any of the meetings, I have no suggestion, one; and write the boys about the meetings, one.

Forty-three and eight-tenths percent of the respondents that made suggestions were well pleased with the meetings called by the county agricultural agent. Only 6.2 percent were somewhat critical by saying that they wanted something new or different. Although 10.4 percent wanted meetings at night, twenty of 38 meetings held between the period of November 1, 1953 and October 31, 1954, were night meetings. Fifteen out of the 38 meetings were held at places in the county other than Guthrie. Only 4.2 percent expressed a desire that more meetings should be held in the local town and communities. Although fifty-six percent of the 48 respondents who commented on how the meetings could be improved, felt that they were not wholly pleased with the meetings, a total of 91 of the 139 replies had no comment on this question. It is reasonable to assume that a majority of the 91 farmers who failed to make suggestions on how to improve the meetings were generally satisfied with the present meetings.

(b) Field tours

During the past twelve months before this study was made a total of seven tours was sponsored by the county agricultural agent. Total attendance on the tours was 355 persons. The average attendance on each tour was 50.7.

TABLE V

FARMERS ATTENDING TOURS SPONSORED BY THE COUNTY AGRICULTURAL AGENT

| Size of Farms of Persons Reporting (48 Replies) | | | Age of Persons Reporting (48 Replies) | | | Schooling of Persons Reporting (48 Replies) | | |
|--|-----|---------|--|-----|---------|--|-----|---------|
| Size of Farm | No. | Percent | Age | No. | Percent | Grade | No. | Percent |
| 160 acres or less | 14 | 29.2 | Under 35 | 14 | 29.2 | 8th or less | 11 | 23 |
| 161 to 320 acres | 15 | 31.2 | 35 - 54 | 22 | 45.8 | 9 to 12 | 25 | 52 |
| Over 320 acres | 19 | 39.6 | 55 - 64 | 10 | 20.8 | Some college | 12 | 25 |
| | | | 65 and up | 2 | 4.2 | | | |
| Totals | 48 | 100.0 | | 48 | 100.0 | | 48 | 100 |

Forty-eight farmers reported that they had attended a total of 74 field tours sponsored by the Logan County Agricultural Agent. This is an average of 1.54 tours per farmer attending tours. By observing Table V one notes that 70.8 percent of those reporting attending tours farmed 161 acres or over. Thirty-nine and six-tenths of those reporting attending tours operated over 320 acres. Of those reporting attending tours, 75 percent were under 55 years of age, while those over 55 years of age comprised 25 percent of those reporting attending tours. About as much interest in tours was shown by the eighth grade group as by the group with some college training.

TABLE VI

REASONS LOGAN COUNTY FARMERS GAVE FOR NOT ATTENDING TOURS
SPONSORED BY THE COUNTY AGRICULTURAL AGENT

| Reason | Number Answering The Questionnaire | Percent |
|----------------------------------|---------------------------------------|---------|
| Too busy or important work to do | 27 | 34.6 |
| No comment | 14 | 18.0 |
| Working off the farm | 12 | 15.3 |
| Fail to take advantage of tours | 6 | 7.7 |
| Don't care for field tours | 4 | 5.1 |
| Didn't know about the tour | 3 | 3.8 |
| Sickness in family | 2 | 2.6 |
| Bad weather | 2 | 2.6 |
| Too old | 2 | 2.6 |
| Miscellaneous reasons | 4 | 5.1 |
| Total | 78 | 100.0 |

The miscellaneous reasons given for not attending tours and the number reporting are as follows: do very little farming, one; don't take a daily or weekly paper, one; too lazy, one; and could not make it, one.

Thirty-four and six-tenths percent of the farmers answering this question stated that they were too busy or had important work to do which prevented them from attending field tours. Eighteen percent did not comment on this question. Working off the farm was the reason advanced by 15.3 percent. This compares with 11.5 percent who gave this as the reason for not attending meetings. More part-time farmers can attend meetings since over half of them are held at night, whereas all field tours are in the daytime. Only 5.1 percent stated that they did not like field tours.

TABLE VII

SUGGESTIONS FROM FARMERS AS TO HOW THE FIELD TOURS COULD
BE IMPROVED SO THAT THEY WILL ATTEND THEM

| Suggestions | Number Suggesting | Percent |
|--------------------------------|----------------------|---------|
| No comment or don't know | 92 | 66.2 |
| Satisfactory or very good | 25 | 18.0 |
| More publicity before the tour | 8 | 5.8 |
| Miscellaneous suggestions | 14 | 10.0 |
| Total | 139 | 100.0 |

The miscellaneous suggestions for improving field tours and the number reporting are as follows: show farmers that it is to their advantage to attend, two; too many tours on the same farms, one; have no conflicts, one; have them closer, one; show not only the successful projects but the failures and explain why, one; have tours for actual farmers not city farmers, one; have tours on average farms, not those that have money for everything, one; more variety on tours, two; better

judges for livestock tours, one; have tours early in the spring, one; have tours during Christmas vacations, one; and help me do my work, one.

Sixty-six and two-tenths percent of people returning questionnaires had no specific suggestions to make as to how the field tours could be improved so that they would attend them. Although farmers were not requested to comment on whether or not the tours were satisfactory, eighteen percent stated that the tours were well organized and that they got useful ideas by attending. By referring to Table VII, one observes that actually only 22, out of the 139 returning questionnaires, had made definite suggestions for improving field tours. Eight of these 22 thought that more publicity about the tours would improve attendance of the tours.

(c) Office calls

TABLE VIII
 FARMERS CONTACTING THE COUNTY AGRICULTURAL AGENT
 AT HIS OFFICE

| | Number Answering | Percent |
|--|---------------------|-------------|
| By size of farm | | |
| 160 acres and under | 25 | 24.6 |
| 161 to 320 acres | 33 | 32.3 |
| Over 320 acres | <u>44</u> | <u>43.1</u> |
| Total | 102 | 100.0 |
| By age | | |
| Under 35 | 25 | 25.0 |
| 35 to 54 | 48 | 48.0 |
| 55 to 64 | 20 | 20.0 |
| 65 and up | <u>7</u> | <u>7.0</u> |
| Total | 100 | 100.0 |
| By schooling | | |
| 8th grade or less | 27 | 26.0 |
| 9th to 12th grade | 47 | 45.1 |
| Some college work | <u>30</u> | <u>28.9</u> |
| Total | 104 | 100.0 |
| By distance from the county agents office | | |
| 10 miles or less | 43 | 42.2 |
| 10 to 20 miles | 35 | 34.3 |
| Over 20 miles | <u>24</u> | <u>23.5</u> |
| Total | 102 | 100.0 |

A total of 105 persons reported that they had visited the county agricultural agent at his office for a total of 564 times or for an average of 5.4 times each. The largest percentage of those calling at the county agricultural agent office were those who farm over 320 acres. The largest group attending meetings and field tours also were those who farm over 320 acres. Table VIII shows that 73 percent of those calling on the county agent at his office were under 55 years of age. Those over 65 comprised 7.0 percent compared to the same age

group attending meetings which was 1.4 percent and attending field tours 4.2 percent.

Those with over an eighth grade education comprised 74 percent of the office calls. Twenty-six percent of those under 35 years of age reported making office calls. In this same age group 21 percent reported attending meetings and 23 percent reported attending field tours.

Over 42 percent of the office callers lived within 10 miles of Guthrie. Thirty-four percent of the office calls were by persons living within 10 to 20 miles of Guthrie. There was a sharp decrease when the distance was over 20 miles; however, the area of the county over 20 miles distance from Guthrie is considerably smaller than the other two areas.

TABLE IX

FARMERS REPORTING FARM VISITS BY THE COUNTY AGRICULTURAL AGENT

| | Number Reporting Visits | Percent |
|--|----------------------------|-----------|
| By size of farm | | |
| 160 acres and under | 4 | 20 |
| 161 to 320 acres | 5 | 25 |
| Over 320 acres | <u>11</u> | <u>55</u> |
| Total | 20 | 100 |
| By age | | |
| Under 35 | 3 | 15 |
| 35 to 54 | 11 | 55 |
| 55 to 64 | 5 | 25 |
| 65 and up | <u>1</u> | <u>5</u> |
| Total | 20 | 100 |
| By schooling | | |
| 8th grade or less | 7 | 35 |
| 9th to 12th grade | 10 | 50 |
| Some college work | <u>3</u> | <u>15</u> |
| Total | 20 | 100 |
| By distance from the county agents office | | |
| 10 miles or less | 10 | 50 |
| 10 to 20 miles | 6 | 30 |
| Over 20 miles | <u>4</u> | <u>20</u> |
| Total | 20 | 100 |

Twenty-one persons reported a total of 60 farm visits by the county agent. This was an average of 2.86 visits per farm. The 21 farmers who reported being visited comprised 15.1 percent of the farmers returning the questionnaires. It is interesting to note that 55 percent of the farmers visited by the county agent were farming over 320 acres. The 1950 Census of Agriculture reported 26 percent of the farmers in Logan County in this category. This group was visited more often than the other group because they are more aggressive businessmen than the other groups. Practically all the farm visits made by the writer are made only upon request by the

farmer. The group farming over 320 acres made more requests and were visited more often.

The largest group, by age, of those reporting visits by the writer were in the 35 to 54 years of age bracket. This group represented 55 percent of the total number reporting farm visits. This group also had an age span of 20 years which was greater than any of the other groups. Twenty-five percent of those reporting farm visits by the county agent were in the 55 to 64 years of age group. Fifteen percent of those reporting farm visits were under 35 years of age. In this age group were several who were taking agricultural instruction under the veterans agricultural training program, and many who were in the vocational agriculture out-of-school youth program.

Table IX indicates that farmers with only an eighth grade education or less were more inclined to request visits to their farm than they are to attend meetings. Thirty-five percent of the total reporting farm visits were in this group, but only 21 percent reporting attendance at meetings were in this group. While 33 percent of those with some college training attended meetings, only 15 percent requested farm visits. This group by their formal training can apply new information or ideas with a minimum of further instructions.

While 42.2 percent of those visiting the county agent's office lived within 10 miles of the office, this group comprised 50 percent of those visited by the county agent. Those living 10 to 20 miles from the county agents office were 34.3 percent of the office callers and were visited by the county agent 30 percent of the total visits. Farmers living over 20 miles from the agent's office represented 23.5 percent of the callers and 20 percent of the farmers who reported

visits by the county agent. Those living closer to the county agent's office made more office calls, requested more farm visits, and were visited more frequently by the county agricultural agent.

(e) Telephone calls

TABLE X
FARMERS TELEPHONING THE COUNTY AGRICULTURAL AGENT

| | Number Reporting | Percent |
|---|---------------------|-------------|
| By size of farm | | |
| 160 acres and under | 13 | 31.7 |
| 161 to 320 acres | 10 | 24.4 |
| Over 320 acres | <u>18</u> | <u>43.9</u> |
| Total | 41 | 100.0 |
| By age | | |
| Under 35 | 13 | 33.4 |
| 35 to 54 | 17 | 43.6 |
| 55 to 64 | 6 | 15.4 |
| 65 and up | <u>3</u> | <u>7.6</u> |
| Total | 39 | 100.0 |
| By schooling | | |
| 8th grade or less | 10 | 24.4 |
| 9 to 12 grade | 20 | 48.8 |
| Some college | <u>11</u> | <u>26.8</u> |
| Total | 41 | 100.0 |
| By distance from the county agent's office | | |
| 10 miles or less | 27 | 65.8 |
| 10 to 20 miles | 9 | 22.0 |
| Over 20 miles | <u>5</u> | <u>12.2</u> |
| Total | 41 | 100.0 |

Table X shows that a total of 41 farmers reported telephoning the county agricultural agent a total of 190 times. This is an average of 4.7 calls per person reporting calling the county agent.

The largest percent of the farmers calling the county agricultural agent by telephone were within 10 miles of his office. Most of those living within this area are on lines which do not require a toll fee. When the distance is from 10 to 20 miles, the greatest percentage of the calls are toll calls. Most of the farmers living in the area of long-distance call to Guthrie would defer calling and would plan to take care of their business the next time they were in Guthrie.

Only 28 farmers gave reasons why they didn't contact their agricultural agent at his office, call him by telephone, or request a farm visit. There were no particular groupings of the reasons given. Some of the comments made were: just neglected, no reason, felt no need to contact the agent, have not had any problems that required his presence, don't have a phone, too old, didn't think about having him out, and need him but thought it was too much trouble.

(f) Office days

The county agent reserves Tuesdays and Saturday mornings for office calls. A community sale is held in Guthrie each Tuesday. Many farmers attend this sale and while in Guthrie call on the county agent. There are more office calls on Tuesdays than on any other day of the week. A special effort is made to stay in the office on these days and to acquaint the people with the fact that these days are reserved for office calls.

TABLE XI

FARMERS OPINION AS TO THE DAYS RESERVED BY THE
COUNTY AGRICULTURAL AGENT FOR OFFICE CALLS

| Satisfactory | | Not Satisfactory | |
|----------------|---------|------------------|---------|
| Number Replies | Percent | Number Replies | Percent |
| 129 | 97 | 4 | 3 |

An overwhelming majority, ninety-seven percent of the farmers who answered the question, were well pleased with the days set aside for office calls. Two reported Tuesdays as not being satisfactory and two reported they liked Thursdays best. Three commented that the days set aside would be satisfactory if the public was informed about them.

(g) Bulletins

One hundred and twenty-three farmers, or 92.8 percent of the 139 farmers replying, reported that they had received a total of 387 bulletins from the county agricultural agent. This is an average of 3.14 bulletins received for each person reported receiving bulletins.

TABLE XII

FARMERS REPORTING THAT THEY HAD RECEIVED BULLETINS
FROM THE COUNTY AGRICULTURAL AGENT

| | Number of Replies | Percent |
|---|----------------------|-------------|
| By size of farm | | |
| 160 acres and under | 28 | 28.0 |
| 161 to 320 acres | 31 | 31.0 |
| Over 320 acres | <u>41</u> | <u>41.0</u> |
| Total | 100 | 100.0 |
| By age | | |
| Under 35 | 24 | 24.7 |
| 35 to 54 | 42 | 43.3 |
| 55 to 64 | 25 | 25.8 |
| 65 and up | <u>6</u> | <u>6.2</u> |
| Total | 97 | 100.0 |
| By schooling | | |
| 8th grade or less | 25 | 25.2 |
| 9th to 12th grade | 46 | 46.5 |
| Some college | <u>28</u> | <u>28.3</u> |
| Total | 99 | 100.0 |
| By distance from the county agricultural agent | | |
| 10 miles or less | 44 | 44.4 |
| 10 to 20 miles | 37 | 37.4 |
| Over 20 miles | <u>18</u> | <u>18.2</u> |
| Total | 99 | 100.0 |

Although 123 farmers reported receiving bulletins, only 100 filled in the question about the size of farm operators, only 97 filled in the question concerning their age, and only 99 answered the amount of school they had or the distance from the county agent's office.

Seventy-two percent of the farmers receiving bulletins farmed 161 acres or more. Farmers 54 years old and under comprised 68 percent of those receiving bulletins. Twenty-five and two-tenths percent of the farmers reporting receiving bulletins had an eighth grade or less education. Twenty-eight and three-tenths of those reporting receiving

bulletins had some college training.

No general summary could be made to the 23 replies to the question on why they hadn't called for bulletins or requested them by mail. Among the reasons given for not requesting bulletins and the number reporting are as follows: get farm information from farm newspapers and farm magazines, three; don't need any, three; you probably don't have the address of every farmer, but mailing them would be most convenient for me, two; have a large supply of my own, two; have a good collection of bulletins as a result of four years on the G. I. agricultural training program, two; I write the Extension Division of Oklahoma A. and M. College, one; obtained same bulletins elsewhere, one; tenant takes care of the farming business, one; didn't think about asking for one, one; has a boy in F.F.A. that brings home bulletins, one; have farmed most of my life and know most of the problems and answers, one; keep a variety of bulletins in small town libraries, one; and no problem, one.

Of the 118 replies to the question on how the county agricultural agent could make the bulletins more easily obtained by the farmer, 92 or 78 percent of the 118 replies to this question reported that the present method is satisfactory. Among the suggestions for making bulletins more easily obtained by farmers and the number of suggesting are as follows: by sending them in the mail, four; by putting more of them at banks, feed stores and elevators, four; by informing the public what and when they are available, three; mail out a list of new bulletins quarterly or seasonally, three; mail to the farmers you personally know are interested in the bulletin subject, two; you have a good display and by looking for what I want I see several others I need, two; list

all your bulletins in your regular newspaper column and let farmers underline those they want and send it to the county agricultural agent's office, two; bring more to the meetings, one; list bulletins in your column, one; drop a card to farmers, one; recommend bulletins more often, one; and write monthly newsletter, one.

(h) Newspaper column

The only daily published in Logan County is the Guthrie Daily Leader. The Guthrie Register-News is published each Thursday and Sunday, the Logan County News is published at Crescent on Thursdays, and the Marshall News is published at Covington on Thursdays.

TABLE XIII
PAPERS READ BY RESPONDENTS

| <u>Daily</u> | | | <u>Weekly</u> | | | <u>Both Daily and Weekly</u> |
|--------------------|-----------|----------------|--------------------|-----------|----------------|------------------------------|
| <u>131 Replies</u> | | | <u>128 Replies</u> | | | |
| | | <u>Percent</u> | | | <u>Percent</u> | <u>Number Reporting</u> |
| <u>Yes</u> | <u>No</u> | <u>Reading</u> | <u>Yes</u> | <u>No</u> | <u>Reading</u> | |
| 95 | 36 | 72.6 | 103 | 25 | 80.5 | 75 |

It is interesting to note that 72.6 percent of the respondents reported reading the daily paper and 80.5 percent reported reading one or more of the three weekly papers. There were 75 persons who reported that they read both daily and a weekly.

Of the 124 replies on how often the people read the county agricultural agent's regular newspaper column 84 or 67.8 percent reported reading the column regularly, 33 or 26.6 percent, reported reading the column once in a while and seven or 5.6 percent, reported reading the column very seldom. With over two-thirds of the farmers indicating that they regularly read the county agricultural agent's newspaper

column, the writer feels that this is a very important method in disseminating agricultural information. More people are more regularly reached through this column than by any other method. It is an economical and fast way of reaching large groups of people.

TABLE XIV

CLASSIFICATION OF FARMERS REGULARLY READING THE COUNTY
AGRICULTURAL AGENTS NEWSPAPER COLUMN

| | Number of Replies | Percent |
|---------------------|----------------------|-------------|
| By size of farm | | |
| 160 acres and under | 22 | 26.8 |
| 161 to 320 acres | 29 | 35.4 |
| Over 320 acres | <u>31</u> | <u>37.8</u> |
| Total | 82 | 100.0 |
| By age | | |
| Under 35 | 18 | 22.5 |
| 35 to 54 | 32 | 40.0 |
| 55 to 64 | 24 | 30.0 |
| 65 and up | <u>6</u> | <u>7.5</u> |
| Total | 80 | 100.0 |
| By schooling | | |
| 8th grade or less | 23 | 28.7 |
| 9th to 12th | 39 | 47.8 |
| Some college | <u>18</u> | <u>22.5</u> |
| Total | 80 | 100.0 |

The largest group, thirty-seven and eight-tenths percent, reading the newspaper column regularly were those who operated over 320 acres. Sixty-two and five-tenths percent of the readers were under 54 years of age. There were more with an eighth grade education or less who reported regularly reading the column than there were those with some college training who reported regularly reading the column.

When the farmers were asked how the county agricultural agent's newspaper column could be made more useful to them, 93 out of 139 made

no comment. Of the remaining 46 who did make comments, 18 said that the column was good or outstanding. There were 28 suggestions for improving the column. The suggestions and number of persons making each suggestion were as follows: write more, nine; keep new things in it, three; publish it in all papers in the county, two; useful if written of current problems and local conditions, two; by using farmers' names and location of farm as much as possible so one may see for himself if he desires to do the practice, two; put column on front page, one; by reading it more regularly, one; I don't take the Guthrie paper, one; answer questions written by the farmers, one; write more articles about "now is the time to do so and so", one; cover a larger range of subjects, one; show films on television, one; more information suited to our rainfall, one; more information on wheat and oat varieties, one; and tell us when new bulletins or yearbooks are available and where to send for them, one.

C. Farmers' Opinions as to the Source Through Which They Received Most of the Agricultural Information From Their County Agricultural Agent.

TABLE XV

FARMERS' OPINIONS AS TO THE SOURCE THROUGH WHICH THEY RECEIVED MOST OF THE
AGRICULTURAL INFORMATION FROM THEIR COUNTY AGRICULTURAL AGENT

| Source of Information | First Source | | Second Source | | Third Source | | Fourth Source | | Fifth Source | |
|-----------------------|--------------|---------|---------------|---------|--------------|---------|---------------|---------|--------------|---------|
| | No. | Percent | No. | Percent | No. | Percent | No. | Percent | No. | Percent |
| Farm visits | 5 | 4.7 | 2 | 2.4 | 4 | 5.0 | 5 | 7.6 | 4 | 7.4 |
| Office calls | 42 | 39.6 | 16 | 17.6 | 7 | 8.6 | 6 | 9.1 | 7 | 13.0 |
| Telephone calls | 2 | 1.9 | 8 | 8.9 | 5 | 6.2 | 5 | 7.6 | 3 | 5.5 |
| Meetings | 5 | 4.7 | 19 | 21.1 | 13 | 16.0 | 13 | 19.6 | 7 | 13.0 |
| Field tours | 8 | 7.6 | 8 | 8.9 | 12 | 14.8 | 10 | 15.2 | 12 | 22.2 |
| Bulletins | 11 | 10.4 | 22 | 24.4 | 20 | 24.7 | 13 | 19.7 | 10 | 18.5 |
| Newspaper articles | 33 | 31.1 | 15 | 16.7 | 20 | 24.7 | 14 | 21.2 | 11 | 20.4 |
| Total | 106 | 100.0 | 90 | 100.0 | 81 | 100.0 | 66 | 100.0 | 54 | 100.0 |

Office calls were given first preference by 42 farmers and second preference by 16 farmers as a means of securing information from the county agent. A larger percentage, thirty-nine and six-tenths percent, of the farmers reported that they received more agricultural information from their county agent from office calls than from any other way.

Newspaper articles were given first preference by 33 farmers and second preference by 15 farmers as a means of securing information from the county agent. Thirty-one and one-tenth percent of the farmers reported that they received more agricultural information from their county agent through newspaper articles than from any other way.

Eleven farmers, or 10.4 percent of those reporting indicated that they received more information from their county agent from bulletins than from any other source. It is interesting to note that sources directly related to the office such as office calls, telephone calls, bulletins, and newspaper articles (since the newspaper articles are written in the office), constituted 83 percent of the replies as being the first source of agricultural information from the county agent. The sources outside the office which includes farm visits, meetings and field tours amounted to only 17.0 percent of the replies as being the first source of agricultural information received from the agent.

Field tours were given first preference by 8 farmers and second preference by 8 farmers as a means of securing information from the county agent.

Meetings ranked high as second and third sources of information. Thirty-seven farmers gave meetings first, second, or third source.

D. Farmers' Opinions as to the Methods Which Influenced Them Most in Adapting A New Farming Practice or Idea.

TABLE XVI

FARMERS' OPINIONS AS TO THE METHODS WHICH INFLUENCED THEM MOST
IN ADAPTING A NEW FARMING PRACTICE OR IDEA

| Method | First Method | | Second Method | | Third Method | | Fourth Method | | Fifth Method | |
|--------------------|--------------|---------|---------------|---------|--------------|---------|---------------|---------|--------------|---------|
| | No. | Percent | No. | Percent | No. | Percent | No. | Percent | No. | Percent |
| Farm visits | 13 | 10.3 | 6 | 7.7 | 1 | 1.5 | 4 | 6.9 | 4 | 7.7 |
| Office calls | 21 | 16.7 | 9 | 11.5 | 12 | 17.9 | 13 | 22.4 | 7 | 13.4 |
| Telephone calls | 2 | 1.6 | 1 | 1.3 | 5 | 7.4 | 4 | 6.9 | 3 | 5.8 |
| Meetings | 16 | 12.7 | 15 | 19.2 | 9 | 13.4 | 10 | 17.2 | 12 | 23.1 |
| Field tours | 28 | 22.2 | 8 | 10.3 | 7 | 10.5 | 7 | 12.1 | 5 | 9.6 |
| Bulletins | 16 | 12.7 | 22 | 28.2 | 19 | 28.4 | 6 | 10.4 | 9 | 17.3 |
| Newspaper articles | 30 | 23.8 | 17 | 21.8 | 14 | 20.9 | 14 | 24.1 | 12 | 23.1 |
| Total | 126 | 100.0 | 78 | 100.0 | 67 | 100.0 | 58 | 100.0 | 52 | 100.0 |

More farmers believed that the information they obtained from newspaper articles written by the county agent influenced them more in adapting new farming practices or ideas than any other method. There were 23.8 percent who gave this answer. Twenty-two and two-tenths percent of the farmers in indicating the method which influenced them most in adapting a new farming practice, listed field tours, 16.7 percent office calls, 12.7 percent meetings, 12.7 percent bulletins, 10.3 percent farm visits and 1.6 percent telephone calls.

Bulletins ranked high as a second method which influenced farmers to adapt a new farming practice or idea.

TABLE XVII

A COMPARISON OF THE OPINION OF LOGAN COUNTY FARMERS AS TO THE SOURCE THROUGH WHICH THEY RECEIVED MOST OF THE AGRICULTURAL INFORMATION FROM THEIR COUNTY AGENT AND AS TO THE METHOD WHICH INFLUENCED THEM MOST IN ADAPTING A NEW FARMING PRACTICE OR IDEA

| Source of Information | | Method That Influenced Them Most | |
|-----------------------|---------|----------------------------------|---------|
| First Choice | Percent | First Choice | Percent |
| Farm visits | 4.7 | Farm visits | 10.3 |
| Office calls | 39.6 | Office calls | 16.7 |
| Telephone calls | 1.9 | Telephone calls | 1.6 |
| Meetings | 4.7 | Meetings | 12.7 |
| Field tours | 7.6 | Field tours | 22.2 |
| Bulletins | 10.4 | Bulletins | 12.7 |
| Newspaper articles | 31.1 | Newspaper articles | 23.8 |

It is interesting to note that the sources of information outside of the county agent's office, which includes farm visits, meetings, and field tours, was listed by only 17 percent of the farmers as their first choice of sources of agricultural information; yet, 45 percent of the farmers reported that these same methods influenced them most in adapting a new farming practice or idea. While 7.6 percent of the farmers reported receiving most of the agricultural information they receive from the county agent by attending field tours, twenty-two and two-tenths percent reported that this method influenced them most to adapt new farming methods. Meetings were listed by 4.7 percent of those reporting as being their most-frequently-used source of information, yet 10.3 percent of those reporting stated that the meetings influenced them most in adapting a new idea. Farm visits were given by 4.7 percent as their most-frequently-used source of information from the county agent, and 10.3 percent reported that the farm visits influenced them most. Bulletins as the most frequently used source of information were reported by 10.4 percent of the farmers reporting, but the bulletins were listed by 12.7 percent as the method of receiving information which influenced them most in adapting new farming practices.

Although office calls were listed by 39.6 percent of the farmers as the most-frequently-used source of information, they were listed by only 16.7 percent as the method which influenced them most. Newspaper articles as a source of information were listed by 31.1 percent of the farmers reporting and by only 23.8 percent as the method influencing a decision to adapt new practices. Telephone calls were insignificant both as a source of agriculture information and as a method of influencing farmers to try new farming practices.

E. Sources From Which Farmers Receive Specific Information on Specified Subjects.

The writer wanted to find out where the farmers sought specific information on six subjects. The subjects listed were soil testing, kinds of fertilizer to buy, new varieties of crops, pasture improvement, controlling insects and feeding livestock. Those who received the questionnaires were asked to list their first and second source of information on each of the six subjects.

TABLE XVIII

FARMERS' OPINIONS AS TO THE SOURCE FROM WHICH THEY RECEIVED SPECIFIC INFORMATION ON SOIL TESTING

| Source of Information | First Source | | Second Source | |
|--------------------------------|--------------|---------|---------------|---------|
| | No. Replies | Percent | No. Replies | Percent |
| County agent | 122 | 94.5 | 2 | 4.4 |
| Soil Conservation Service | 3 | 2.3 | 19 | 41.3 |
| Fertilizer dealer | 1 | .8 | 7 | 15.2 |
| Farmers Home Administration | 1 | .8 | 3 | 6.5 |
| Oklahoma A. and M. College | 1 | .8 | 6 | 13.0 |
| Farmer (soil testing kit) | 1 | .8 | 1 | 2.2 |
| Vocational agriculture teacher | 0 | 0 | 6 | 13.0 |
| Seed Dealer | 0 | 0 | 1 | 2.2 |
| Neighbor | 0 | 0 | 1 | 2.2 |
| Total Number Replies | 129 | 100.0 | 46 | 100.0 |

The county agent was by far the most-frequently-used source for specific information in soil testing. A total of 94.5 percent of those answering this question listed the county agent as first choice. The county agent has operated the county soil testing laboratory since July 1, 1950. This laboratory provides a complete analysis of the chemical content of the soil. Soil samples are analyzed for organic matter, phosphorus, potassium, calcium, and free carbonates. A copy of the soil test with fertilizer recommendations are sent to each farmer having a soil sample analyzed.

The second most-commonly-used source for specific information on soil testing was the Soil Conservation Service with 2.3 percent.

Many of the respondents failed to indicate a second choice on this subject. The number indicating first choice was 129 while those indicating second choices dropped to 46.

Forty-one and three-tenths percent of the 46 farmers stating a second most-frequently-used source for specific information on soil testing listed the Soil Conservation Service.

TABLE XIX

FARMERS' OPINIONS AS TO THE SOURCE FROM WHICH THEY RECEIVED
SPECIFIC INFORMATION ON KINDS OF FERTILIZERS TO BUY

| Source of Information | First Source | | Second Source | |
|---|--------------|---------|---------------|---------|
| | No. Replies | Percent | No. Replies | Percent |
| County agent | 82 | 72.5 | 7 | 12.7 |
| Fertilizer dealer | 19 | 16.8 | 26 | 47.3 |
| Own experience | 6 | 5.3 | 0 | 0 |
| Neighbor | 2 | 1.8 | 3 | 5.5 |
| Soil Conservation Service | 2 | 1.8 | 7 | 12.7 |
| Bulletins | 1 | .9 | 0 | 0 |
| Oklahoma A. and M. College | 1 | .9 | 2 | 3.6 |
| Agricultural Stabilization Committee | 0 | 0 | 4 | 1.8 |
| Farmers Home Administration | 0 | 0 | 2 | 3.6 |
| Veterans Agriculture Instructor | 0 | 0 | 1 | 1.8 |
| Vocational Agriculture Teacher | 0 | 0 | 3 | 5.5 |
| Total Number Replies | 113 | 100.0 | 55 | 100.0 |

The county agent was listed by 72.5 percent of the 113 farmers who replied to this question as being the most-frequently-used source for specific information on the kinds of fertilizer to buy. Sixteen and eight-tenths percent of those stating their most-frequently-used source of information on kinds of fertilizer to buy listed the fertilizer dealer. Over forty-seven percent of the 55 farmers listing a second most-frequently-used source of information on kinds of fertilizer to buy

listed the fertilizer dealer.

In planning an education program on the use of commercial fertilizers, the importance of the fertilizer dealer in providing information to the farmers should be taken into consideration.

TABLE XX

FARMERS' OPINIONS AS TO THE SOURCE FROM WHICH THEY RECEIVED
SPECIFIC INFORMATION ON NEW VARIETIES OF CROPS

| Source of Information | First Source | | Second Source | |
|---|----------------|---------|----------------|---------|
| | No. Replies | Percent | No. Replies | Percent |
| County agent | 76 | 76.8 | 6 | 9.4 |
| Seed dealer | 5 | 5.1 | 22 | 34.4 |
| Neighbor | 5 | 5.1 | 10 | 15.6 |
| Oklahoma A. and M. College | 3 | 3.0 | 4 | 6.3 |
| Farm papers or bulletins | 3 | 3.0 | 6 | 9.4 |
| Vocational agriculture teacher | 2 | 2.0 | 3 | 4.7 |
| Watch demonstrations | 2 | 2.0 | 0 | 0 |
| Experiment | 1 | 1.0 | 0 | 0 |
| Farmers Home Administration | 1 | 1.0 | 3 | 4.7 |
| Soil Conservation Service | 1 | 1.0 | 8 | 12.5 |
| Agricultural Stabilization Committee | 0 | 0 | 1 | 1.5 |
| Veterans agriculture instructor | 0 | 0 | 1 | 1.5 |
| Total Number Replies | 99 | 100.0 | 64 | 100.0 |

There were 76.8 percent of the 99 farmers who answered this question that listed the county agent as their most-frequently-used source for specific information on new varieties of crops. Thirty-four and

four-tenths percent of the 64 farmers who listed a second most-frequently-used source for specific information on new varieties of crops listed the seed dealers.

A special effort should be made to invite the seed dealers to all the crop meetings conducted by the county agent.

TABLE XXI

FARMERS' OPINIONS AS TO THE SOURCE FROM WHICH THEY RECEIVED
SPECIFIC INFORMATION ON PASTURE IMPROVEMENT

| Source of Information | First Source | | Second Source | |
|---|----------------|---------|----------------|---------|
| | No. Replies | Percent | No. Replies | Percent |
| County agent | 57 | 57.6 | 18 | 32.1 |
| Soil Conservation Service | 32 | 32.3 | 17 | 30.3 |
| Agricultural Stabilization Committee | 4 | 4.1 | 1 | 1.8 |
| Oklahoma A. and M. College | 2 | 2.0 | 3 | 5.4 |
| Vocational agriculture teacher | 1 | 1.0 | 3 | 5.4 |
| Farmers Home Administration | 1 | 1.0 | 3 | 5.4 |
| Magazines and bulletins | 1 | 1.0 | 3 | 5.4 |
| Watch demonstrations | 1 | 1.0 | 1 | 1.8 |
| Neighbor | 0 | 0 | 4 | 7.1 |
| Seed and fertilizer dealer | 0 | 0 | 2 | 3.5 |
| Father | 0 | 0 | 1 | 1.8 |
| Total Number Replies | 99 | 100.0 | 56 | 100.0 |

Fifty-seven and six-tenths percent of the 99 farmers who reported their most-frequently-used source for specific information on pasture improvement specified the county agricultural agent. Thirty-two and

three-tenths percent of the farmers reporting stated that the Soil Conservation Service was their most-frequently-used source of information on this subject. Thirty-two and one-tenth percent of the 56 farmers indicating their second most-frequently-used source of information on pasture improvement listed the county agent as compared to 30.3 percent for the Soil Conservation Service.

TABLE XXII

FARMERS' OPINIONS AS TO THE SOURCE FROM WHICH THEY RECEIVED
SPECIFIC INFORMATION ON CONTROLLING INSECTS

| Source of Information | First Source | | Second Source | |
|---------------------------------|----------------|---------|----------------|---------|
| | No. Replies | Percent | No. Replies | Percent |
| County agent | 76 | 77.7 | 9 | 16.4 |
| Feed dealer or elevator manager | 8 | 8.2 | 20 | 36.4 |
| Neighbor | 3 | 3.1 | 3 | 5.5 |
| Vocational agriculture teacher | 2 | 2.0 | 11 | 20.0 |
| Dusting or spraying company | 2 | 2.0 | 0 | 0 |
| Oklahoma A. and M. College | 2 | 2.0 | 3 | 5.5 |
| Bulletins or farm magazines | 2 | 2.0 | 1 | 1.8 |
| Druggist | 1 | 1.0 | 1 | 1.8 |
| Veterinarian | 1 | 1.0 | 1 | 1.8 |
| Watch demonstrations | 1 | 1.0 | 0 | 0 |
| Soil Conservation Service | 0 | 0 | 4 | 7.2 |
| Farmers Home Administration | 0 | 0 | 2 | 3.6 |
| Total Number Replies | 98 | 100.0 | 55 | 100.0 |

Seventy-seven and seven-tenths percent of the 98 farmers reporting listed the county agricultural agent as their most-frequently-used source for specific information on controlling insects. Thirty-six and four-tenths percent of the 55 farmers listing their second most-frequently-used source of information on controlling insects listed the feed dealers and elevator managers as the second source. Twenty percent listed the vocational agriculture teachers as their second most-frequently-used source of specific information on controlling insects.

It is very important to see that the county agents, feed dealers, elevator operators and vocational agriculture teachers receive the latest information on insect control at all times.

TABLE XXIII

FARMERS' OPINIONS AS TO THE SOURCE FROM WHICH THEY RECEIVED
SPECIFIC INFORMATION ON FEEDING LIVESTOCK

| Source of Information | First Source | | Second Source | |
|---|--------------|---------|---------------|---------|
| | No. Replies | Percent | No. Replies | Percent |
| County agent | 47 | 51.1 | 6 | 9.7 |
| Feed dealers | 15 | 16.3 | 26 | 42.0 |
| Vocational agriculture teacher | 7 | 7.6 | 6 | 9.7 |
| Feed books, bulletins | 6 | 6.5 | 3 | 4.8 |
| Own experience | 5 | 5.5 | 0 | 0 |
| Oklahoma A. and M. College | 3 | 3.2 | 3 | 4.8 |
| Neighbor | 3 | 3.2 | 11 | 17.8 |
| Veteran agriculture instructor | 2 | 2.2 | 0 | 0 |
| Banker | 2 | 2.2 | 1 | 1.6 |
| Agricultural Stabilization Committee | 1 | 1.1 | 1 | 1.6 |
| Farmers Home Administration | 1 | 1.1 | 3 | 4.8 |
| Soil Conservation Service | 0 | 0 | 1 | 1.6 |
| Father | 0 | 0 | 1 | 1.6 |
| Total Number Replies | 92 | 100.0 | 62 | 100.0 |

It is interesting to note that the sources for information on feeding livestock were more varied than any of the other subjects. The most-frequently-used source for specific information on feeding livestock was the county agent with 51.1 percent of the 92 replies. Forty-two percent of the 62 farmers indicating a second most-frequently-used source of specific information on feeding livestock listed the feed dealers.

In developing an educational program on livestock feeding, the use of all means of disseminating information must be used in order to reach most of the people assisting farmers with their livestock feeding program. Special emphasis must be placed in reaching the feed dealer with the latest information on feeding.

CHAPTER IV

SUMMARY AND CONCLUSIONS

The purpose of this study was to evaluate the present educational program of the Logan County agricultural agent and to seek suggestions on how the present program can be improved.

Questionnaires were sent to representative farmers of the county, not only from a geographic standpoint but economic and social as well. Every third person named, on an up-to-date mailing list prepared by the county office manager of the Agricultural Stabilization and Conservation Service, was sent a questionnaire. This list had on it all the farm operators and landlords living in Logan County. A total of 575 questionnaires were mailed to farmers, and one hundred and forty-one of them were returned. Two of those returned contained so little information that they were discarded.

The 139 questionnaires used in the survey were thought to constitute a large enough proportion of the farmers to indicate definite tendencies or trends.

Fifty-two and one-tenth percent of the farmers who returned questionnaires operated farms of less than 320 acres. Forty-one and three-tenths percent of those answering operated farms of more than 320 acres and 6.5 percent were landlords who were not actively engaged in farming.

Almost 25 percent of the respondents were under 25 years of age, about 45 percent were from 35 to 54; 22.8 percent 55 to 65; and 8 percent 65 years of age and older.

It is interesting to observe that twenty-five and eight-tenths percent of those returning questionnaires had only an eighth grade education or less. The same percent, twenty-five and eight-tenths, reported some college training. Almost 50 percent of those answering questionnaires reported educational attainments ranging from the ninth to twelfth grade.

Over 40 percent of the respondents lived within ten miles of the county agent's office, 35 percent from ten to twenty miles, and about 25 percent over twenty miles.

Approximately 50 percent of those returning questionnaires had attended one or more meetings called by the county agricultural agent during the past twelve months. Each attended an average of 2.37 meetings. Eighty-two percent of those attending meetings operated farms over 161 acres in size. The age group under 54 years of age comprised 81.5 percent of those attending meetings. Seventy-nine percent of those attending meetings have had formal schooling above the eighth grade.

The three most common reasons given by farmers for not attending meetings were, (1) too busy or too much work to do, (2) didn't know of meetings, and (3) work off the farm. Only 5.8 percent reported that they were not interested in the subjects being discussed at the meetings. Publicity on the meetings has been good since only 17.4 percent said that they did not know about the meetings.

Fifty-six percent of the 48 respondents who commented on how the meetings could be improved felt that they were not wholly pleased with the present meetings. Ninety-one of the 139 farmers who returned questionnaires had no comment on this question. Only six and two-tenths

percent of those answering this question indicated some criticism of the present meetings by suggesting that they wanted something new or different.

Thirty-four and five-tenths percent of the farmers returning questionnaires reported that they had attended an average of 1.54 tours each. The largest group, thirty-nine and six-tenths percent of the persons attending tours, farmed over 320 acres. Of those that attended tours 45.8 percent were in the 35 to 54 years of age group. Seventy-seven percent of those attending tours had more than an eighth grade education. Too busy or more important work to do were the main reasons farmers gave for not attending field tours. Only 5.1 percent stated that they did not like field tours.

Sixty-six and two-tenths percent of the farmers returning questionnaires did not comment on the question as to how field tours could be improved so that they would attend them. Of the forty-seven who commented on this question, 53.2 percent reported the tours were satisfactory or very good. Only 22 of those returning questionnaires made definite suggestions on how to improve the tours.

Thirty-six and four-tenths percent of the 139 farmers returning questionnaires reported that they had visited the county agent at his office for an average of 5.4 times each. The largest percentage of those calling at the county agent's office were those who farm over 320 acres. Seventy-three percent of those making office calls were under 55 years of age. Seventy-four percent of the office calls were made by persons with more than an eighth grade education. The distance from the farm to the county agent's office had little bearing on the percentage of office callers until the distance was more than 20 miles. The

area of the county that lies outside of a twenty-mile radius from Guthrie is about one-half the area within 10 miles of Guthrie.

Approximately 15 percent of the farmers who returned questionnaires reported being visited by the county agent on their farm. Fifty-five percent of those visited operated farms of more than 320 acres. Fifty-five percent of the farmers visited were in the 35 to 54 years of age group. Half of those visited had from a ninth to twelfth grade education and lived within a ten-mile radius of Guthrie.

Over one-third of the farmers reported telephoning the county agent an average of 4.7 calls each. The largest percent of those calling lived within 10 miles of Guthrie. No telephone toll fee is required for calls within this range of the county seat.

Ninety-seven percent of the farmers were well pleased with the days set aside for office calls. Three commented that the days set aside would be satisfactory if the public knows about them.

Over ninety percent of the 139 replying reported that they had received an average of 3.1 bulletins each from the county agricultural agent. Over three-fourths of the 118 who replied to this question said that they were well pleased with the present method of supplying bulletins.

Seventy-two and six-tenths percent of the 131 farmers replying to this question reported reading a daily newspaper published in Logan County. Eighty and five-tenths percent of the 129 farmers replying to this question reported reading one of the three weekly papers published in the county. Over two-thirds of the 124 replies to this question reported that they regularly read the weekly column written by the county agent. Over one-fourth of the 124 farmers replying to this ques-

tion reported reading the column once in awhile. Only 5.6 percent of the 124 replying reported that they seldom read the column.

Only 46 respondents made comments on how the weekly newspaper column could be improved. Over 39 percent of the 46 making comments, said the column was good or outstanding. Over 19 percent suggested that the county agent write more frequently and on more topics.

Of the 106 farmers indicating the source through which they received most of the agricultural information from their county agricultural agent, 39.6 percent listed as their first source office calls, 31.1 percent listed as their first source newspaper articles written by the county agent, and 10.4 percent listed as their first source bulletins.

Twenty-three and eight-tenths percent of the 126 farmers replying to this question, reported that the information they obtained from newspaper articles written by the county agent influenced them most in adapting a new farming practice or idea. Twenty-two and two-tenths of the farmers indicating the method which influenced them most in adapting a new farming practice listed field tours and 16.7 percent listed office calls. It is important to note that the sources of information outside the county agent's office which included farm visits, meetings, and field tours amounted to only 17 percent of the most-frequently-used sources of agricultural information; yet, these same methods influenced over 45 percent of the farmers to adapt new practices.

Ninety-four and five-tenths percent of the 129 farmers replying reported their agent as the most-frequently-used source for specific information on soil testing. The Soil Conservation Service was listed by 3 percent of the farmers as the most-frequently-used source for

information on soil testing.

Specific information on kinds of fertilizer to buy was obtained by 72.5 percent of the farmers from the county agent. The fertilizer dealers were listed by 16.8 percent as the most-frequently-used source of information on kinds of fertilizer to buy.

Information on new varieties of crops was provided to 76.8 percent of the farmers by the county agent. The seed dealers were listed by five and one-tenth percent of the farmers as their most-frequently-used source of information and by 34.4 percent of the respondents as the second most-frequently-used source of information on new varieties of crops.

Fifty-seven and six-tenths percent of the farmers reported their most-frequently-used source of information on pasture improvement was the county agent, but only 32.3 percent reported the Soil Conservation Service as their first source of information on the subject. Thirty-two and one-tenth percent reported the county agent as their second most-frequently-used source of information on pasture improvement while 30.3 percent reported the Soil Conservation Service as their second most-frequently-used source of specific information on pasture improvement.

When seeking specific information on controlling insects 77.7 percent reported the county agent as their most-frequently-used source of information and 8.2 percent reported the feed dealers or elevator managers as their most-frequently-used source of information on controlling insects.

Over one-half of the farmers reported the county agent as their most-frequently-used source of information on feeding livestock, while

16.3 percent reported the feed dealers as their most-frequently-used source of information on feeding livestock.

In conclusion, on the basis of the finding of this survey, there are several facts and suggestions that should be given attention in developing the county agricultural agent's program of work. These conclusions are listed as follows:

1. Time spent in writing the weekly newspaper column is very profitably spent.

2. Use all mass media of disseminating information in publicizing meetings, field tours and new bulletins.

3. New features should be incorporated in the meetings and field tours supervised by the county agent so as to keep up interest and increase attendance.

4. Certain days should be reserved for office calls and that these days be frequently publicized to keep the public informed about them.

5. Special effort should be made to eliminate certain routine office work in order that more time could be available for farm visits.

6. When new bulletins are received the fact that they are available should be widely publicized.

7. Information in the regular newspaper column should be kept new, interesting, varied and practical.

8. The editors of the newspaper using the county agent's column should be informed of the attitude of readers concerning the column.

9. Field tours and field demonstrations are very effective methods in stimulating farmers to adapt new farming practices and ideas.

10. Schedule meetings and field tours so as to avoid conflicts with meetings of other groups.

11. The county agent should keep himself informed on the latest developments in agriculture so that farmers will continue to seek his counsel as their most-frequently-used source of agricultural information.

12. All the miscellaneous suggestions in this report should be kept in mind when planning the county agricultural agent's educational program.

APPENDIX

A P P E N D I X

STRATFORD BRIDGE

100% U.S.A.

APPENDIX A

Copy of the letter sent with the questionnaire

COOPERATIVE EXTENSION WORK
IN AGRICULTURE AND HOME ECONOMICS
State of Oklahoma
Guthrie
October 29, 1954

Dear Farm Friend:

The Logan County Agricultural Agent needs your help. He is trying to get information from the farmers as to the service he is now providing and suggestions on how the present service can be improved. You can help by filling in the enclosed form and returning it in self-addressed envelope which requires no postage.

This questionnaire is being sent to only a sample of all farm operators in Logan County. We are not writing to everyone. Instead of using the complete list of farmers in the county, we have selected 500 names. Yours came up! You are a part of a "sample". You are one out of 3 chosen at random. This makes it 3 times as important that you give me your answers.

You need not sign this questionnaire. Will you please return it at your earliest convenience? Your cooperation will be sincerely appreciated.

Very truly yours,

Harold Casey
County Agent
Logan County

APPENDIX B

A copy of the news story that appeared in the Guthrie Daily Leader, Guthrie Register-News, Logan County News at Crescent, and the Marshall News on October 28, 1954. The questionnaires were mailed the following day.

A survey of the Logan County agricultural agent's educational program is now being made, Harold Casey, County Agent, announced today. This survey will try to find out how the county agent can do a more effective job in getting the latest scientific agricultural information to more people.

Other things that will be covered in the survey are the farmers preference for office days for the county agent, where they seek specified agricultural information, how many are reading the county agent's weekly column in the newspapers and other suggestions for improving the efficiency of the county agent's work.

This survey is being mailed to only 1/3 of the farmers in Logan County. This list was compiled by using every third name on the complete mailing list of all farmers and landowners in the county.

Approximately 500 letters will be mailed on October 29 to those selected at random from the complete list.

This information secured by this survey will be used to help make the county agricultural agent's work more useful to the people of Logan County.

The effectiveness of this survey will be determined by the number of surveys returned. Casey said he hoped that most of those receiving the surveys would return them since only 1/3 of the total number of farmers and landowners were sent the survey forms.

VITA

Alvin Harold Casey
candidate for the degree of
Master of Science

Thesis: SURVEY OF THE LOGAN COUNTY AGRICULTURAL AGENT'S EDUCATIONAL PROGRAM AND SUGGESTIONS FOR IMPROVEMENT

Major: Agricultural Education

Biographical:

Born: March 9, 1915 at Stigler, Oklahoma

Undergraduate Study: Oklahoma Agricultural and Mechanical College, 1937-1941

Graduate Study: Oklahoma Agricultural and Mechanical College, 1952-1955; Colorado Agricultural and Mechanical College, Summer 1953

Experience: Taught vocational agriculture at Helena, Oklahoma, 1941-1943; United States Navy in South Pacific, 1943-1946. Since 1946 the writer has been employed as the county agricultural agent for Logan County, Oklahoma.

Member of Oklahoma Association of County Agricultural Agents, and the National Association of County Agricultural Agents.

Date of Final Examination: May, 1955

THESIS TITLE: SURVEY OF THE LOGAN COUNTY AGRICULTURAL
AGENT'S EDUCATIONAL PROGRAM AND
SUGGESTIONS FOR IMPROVEMENT

AUTHOR: Alvin Harold Casey

THESIS ADVISER: Don M. Orr

The content and form have been checked and approved by the author and thesis adviser. The Graduate School Office assumes no responsibility for errors either in form or content. The copies are sent to the bindery just as they are approved by the author and faculty adviser.

TYPIST: Pauline Hinrichs