

CHAPTER III

FROM HOLDEN TO THE WORLD WAR, 1912-1917

As the elections of 1912 began to approach, Holden voluntarily resigned as superintendent of the Extension Department in order to run for governor on the Republican ticket. His letter of resignation was dated January 3, 1912, and it was accepted by the State Board of Education at its next meeting. (48, pp. 103-104.) Holden made a good race but was defeated in the June primaries. Soon after this, he became associated with the extension department of the International Harvester Company, Chicago, and has continued in that work to the present time. In the interim between Holden's leaving the Extension Department and the selection of a new superintendent (January 3, 1912, to July 1, 1912), R. K. Bliss acted in that capacity.

The new superintendent finally chosen by the State Board of Education upon the recommendation of Dean Curtiss and the Faculty Committee was W. J. Kennedy. Mr. Kennedy had for a number of years served the College as head of the Animal Husbandry Department. He was given the title "Temporary Director." (48, p. 361.)

On May 12, 1914, Mr. Kennedy resigned as head of the Extension Department, and the State Board of Education accepted his resignation the same day. His appointment had never been made permanent. From that time until the first of the following September, Paul C. Taff was made "Acting Director." (48, p. 534.)

About the time Kennedy came into the Extension Department at Iowa State College, Bliss accepted a position as head of the Animal Husbandry Department of the University of Nebraska. He had made a very good record in extension work at Iowa State College and, consequently, was the logical choice of President Pearson when it became necessary to select a new director to take the place of Kennedy.

Bliss assumed his new duties September 1, 1914, and has served as director continuously to the present time. He has enjoyed a great deal of administrative freedom in directing his work, and has had liberal financial support. Under his leader-



R. K. BLISS
Director of Extension Service 1914-

ship the Extension Service has developed greatly in scope, has taken on new relationships, and has attracted considerable attention nationally.

1. ORGANIZATION OF THE EXTENSION SERVICE

From 1906 to 1912 the extension work of the College was organized as a department of the Division of Agriculture. The head of this department was responsible, at least nominally, to the dean of agriculture. Under Kennedy's administration, and upon the recommendation of President Pearson, this was changed. The Third Biennial Report of the State Board of Education reports this change (50, p. 322):

"By action of the Board of Education, the extension work of the College, which now relates to all of the Divisions of the College, was placed under the immediate supervision of the President. As far as possible it is carried on in coöperation with the deans and staffs of the different divisions."

This action of the Board was considered advisable partly because veterinary medicine had been added to the extension program; but especially because home economics, which had been a major extension activity from the beginning, was in 1912 removed as a department from the Division of Agriculture and made a separate and independent division of the College. The thought was that the dean of agriculture should not administer extension work in fields which, in resident teaching and in research, came under the administration of other deans.

The second statement in the foregoing quotation of the Board's report should be noted: "As far as possible it [extension work] is carried out in coöperation with the deans and staffs of the different divisions."

This suggests coöperation, and there has been coöperation, but the Board gave the head of the extension work a great deal of administrative freedom and power.

At the time the work was thus reorganized, the title of the man in charge was changed from "Head of the Extension Department" to "Director of the Extension Department." About eight years later (1920-1921) the term "Department" was dropped and the work was called "Extension Service." This change seems to have come through common usage and agreement rather than by official action.

2. THE COUNTY UNIT PLAN

As the extension work of the agricultural colleges of the United States grew in extent and in variety it was necessary to organize

it more extensively. At first the resident teachers did the extension teaching, but by 1911 (1906 in Iowa) forty-three colleges reported the assignment of an officer to have charge of this work; and 35 colleges had 345 men giving the whole or part of their time to extension service. The next major step in the development of extension work was the assignment of an agent to each county. (53, p. 101.)

a. The County Agent in the United States

County agricultural agent work had its beginning in the southern states. When the ravages of the cotton boll weevil began to make serious inroads upon the cotton industry in 1904, the United States Department of Agriculture, aided by the General Education Board, undertook to combat this pest through farm demonstrations of improved methods of farming.

This system was devised by Dr. S. A. Knapp, second president of Iowa State College, but then an employee of the United States Department of Agriculture. Dr. Knapp's methods proved so successful that the work grew rapidly. The first county agent, W. C. Stallings, in Smith County, Texas, was appointed November 12, 1906.

Dr. Knapp had at first tried having his man work in from ten to twenty counties each, but he later concluded that there should be one man to a county. In his report to the United States Department of Agriculture in 1908, he said (58, p. 7):

"A few demonstration farms scattered throughout the county—say five or six, such as would be the case where one agent had charge of seven or eight counties—do not create sufficient public sentiment and moral force to change the long-established usages of the masses. There must be at least five or six demonstration farms and quite a number of coöperators in each township so that practically we reach every neighborhood, arouse interest and competition everywhere, and arouse the whole community. To do this requires at least one agent in each county."

The county agricultural agent and the demonstration method of teaching farmers better practices have been called by O. B. Martin, "Dr. Seaman A. Knapp's contribution to civilization." In speaking of Dr. Knapp, the Honorable A. F. Lever once said: "He stands out toweringly among a bare half dozen really great agricultural leaders in the history of our country." (58, Introduction.)

The South had employed county agents for five years and had a total of 580 agents when the first northern state, New York,

employed her first agent in 1911. At first men only were employed, but soon the interests of the farm home were included and women agents were added to the force. Likewise, boys' and girls' clubs were inaugurated and, in some counties, special club leaders were employed. By June 30, 1914, there were in 42 of the 48 states approximately 1,350 men and women agents employed in county extension work (62, p. 40.)

b. The County Agent in Iowa

While Dr. S. A. Knapp was developing the county demonstration work in the South, certain significant events were taking place in Iowa.

In September, 1911, Holden called a state-wide meeting on the State Fair grounds in Des Moines to consider the formation of "a state organization of clubs for mutual help and advancement." Soon after this meeting, the county agent idea gained notice, and sentiment for it developed rapidly. Consequently, in August, 1912, another meeting was held in Des Moines to consider this new proposal. Uncle Henry Wallace presided at that meeting and his account of it is found in *Wallaces' Farmer* for August 9, 1912. (44, pp. 6-7.)

"We had the pleasure of presiding at a meeting in Des Moines on August 1st, which we believe will prove the most important meeting or convention that has been held in Iowa this year. It was held for the purpose of organizing an agricultural society with broader scope than any other one agricultural society that has heretofore been organized.

"The object of the society is to organize the state for better farming and everything that tends thereto, which involves better schools, better churches and a better social life in the open country. It aims to so organize the counties that each one will in time have an agricultural adviser, employed for a term of years, resident in the county.

"There was but one point on which any great difference of opinion was manifested. One of the delegates from Dubuque County told how they had rejected the offer of a thousand dollars from Mr. Rosenwald, representing a Chicago mail order house, because they believed it was tainted money and that this hundred thousand dollar grant for the development of agriculture was purely for the advertising of the company. . . . The general sentiment seemed to be that this money having originally come from the farmers, was not at all tainted and that they were

only getting back their own when they accepted the proposed gift."

This meeting appears to have been very significant in promoting the county agent movement in Iowa, and it also prepared the way for the formation of the farm bureau a little later.

The first county agents in Iowa were employed in Scott and Clinton counties to begin work September 1, 1912. These were followed in a few months by Black Hawk, Montgomery, and Muscatine counties. On July 1, 1915, Iowa had 11 county agents; on July 1, 1916, there were 16 county agents; at the time the United States entered the war in 1917, there were 24 county agents; and on March 1, 1918, every county in the state had a county agent.

The Extension Department employed J. W. Coverdale January 22, 1913, to conduct educational campaigns, and to help the counties set up the necessary organization for the employment of agents. His appointment was in accordance with an agreement with the United States Department of Agriculture in which each paid a portion of the salary of the county organizer. (48, p. 269.) Mr. Coverdale seems to have been a good organizer since Iowa was one of the first states to employ an agent in every county. (44, pp. 9-16.)

Six of the first counties employing agents accepted gifts of \$1,000 each for one year from a fund provided by Julius Rosenwald. This money was given only to initiate the work in any county, and was given "without any conditions other than that the work should be organized under plans approved by the United States Department of Agriculture, the agricultural colleges in the states where the counties are located, and the organization of the farmers and business men in each county." (44, p. 18.) The passage of the Smith-Lever Act (Appendix 2) by Congress in 1914 helped to promote the county agent movement much more, however, than the contributions of Mr. Rosenwald. His last contribution in Iowa was made August 1, 1913. (44, p. 23.)

At first, county agents in Iowa were often called "farm advisers" and sometimes "county experts," but the terms "adviser" and "expert" were not considered to be so descriptive nor so tactful as the term "agent." Dr. S. A. Knapp is said to have been the first to use the latter term in connection with the county representative of the Extension Service.

While the county agent movement did not originate in Iowa, she has been one of the leading states in developing this phase

of extension work. From 1918 to 1932 there has been an agent in every county of the state¹—one county, Pottamattamie, having two. There were, on July 1, 1932, in addition to the 100 county agents, 24 home demonstration agents, 6 club agents, and 4 special agents. (44, pp. 48-58.)

c. The Organization of Farmers for Extension Work

Iowa has always made use of local people in carrying on her extension program. This policy goes back as far as the first farmers' institutes in the 70's and was enlarged upon later in connection with local short courses and county farm demonstrations. Few states today make such extensive use of local leadership and local farm organizations.

The need for some form of organization is indicated by the fact that the county as a unit for extension work involves from 12 to 28 civil townships with an average of 16 per county; it involves 2,008 farms; an average rural population of 10,285; and an average urban population of 14,150. One early county agent said (44, p. 25), "A county agent without an organization to back him is like a lone jack rabbit in front of a pack of hungry hounds—just a question of which hound catches him first."

When county agent work started in Iowa in 1912, only a very small percentage of farm families were members of any farm organization. There were, however, a few scattered farmers' clubs, local granges, farmers' elevator groups, creameries, county fair associations, and short course associations. These enrolled perhaps not more than five to ten percent of all the farmers in the state.

At first an effort was made by the Extension Department to use some of the existing farm organizations to aid in carrying out their work. An old Grange organizer, J. W. Johnson, was employed before the first county agent was elected to try to revive and extend the Grange throughout the state. A live local Grange was organized on the College campus with Holden as Master. (44, p. 7.) A need was soon recognized, however, for a specific non-secret organization composed of farm families who were interested primarily in extension work. The clearing house idea prevailed. An effort was made to bring together representatives of the existing local farm organizations.

Out of this effort some of the first counties employing agents, formed what were known as "County Crop Improvement Asso-

¹Johnson County was without an agent during the years 1927 and 1928.

ciations." A little later the county organizations sponsoring the work of the agents were known as "County Farm Improvement Associations." These organizations flourished between 1912 and 1917. They were legalized by the Iowa General Assembly in 1913. (20.)

About 1910 there was developing at Binghamton, New York, an organization for farm improvement which also employed a county agent and was based upon the principles of local control and local responsibility. This organization, which was put into full operation March 20, 1911, is given credit for being the first farm bureau. (55, pp. 96-97.)

The county crop improvement associations and the county farm improvement associations in Iowa were very similar in their purpose and in their organization to the farm bureau which originated in New York. The term "farm bureau" soon became widely used throughout the United States and, consequently, after the beginning of the war in 1917, most of the Iowa counties adopted that name. "The farm bureau grew up around the county agent," says Dr. Carl C. Taylor.

The Iowa law which permits the employment of county agents and the appropriation of county funds for their work was passed in 1913, several years before the term "farm bureau" had made its way generally into the state. This act was amended in 1919 and again in 1927, but it does not mention the farm bureau by name. It designates "Farm Aid Associations" as the beneficiaries of the appropriation. The farm bureau qualifies, however, as a farm aid association and is the only recipient in Iowa. (20.)

3. THE SMITH-LEVER ACT

The Smith-Lever Act was passed by Congress in 1914. This law represented a new departure in extension work in that it required coöperation between the land-grant colleges and the United States Department of Agriculture in carrying on their programs in agriculture and home economics. The suggestion for the law came from the Association of American Agricultural Colleges and Experiment Stations in 1908, through its Committee on Extension, of which Kenyon L. Butterfield was chairman. A portion of this committee's report is given herewith. (62, pp. 40-41.)

"It is the belief of your committee that the chief means of stimulating the proper recognition and adequate organization of extension work in agriculture in our land-grant colleges is a

federal appropriation for the work. . . . But there are fundamental reasons, so it seems to your Committee, why we have a right, and, indeed, a duty, to ask Congress to appropriate money for this purpose. Extension work in the land-grant colleges differentiates itself sharply from research work on the one hand, and from the instruction of resident students on the other. There is little chance for argument upon the proposition that the organization of resident instruction in agriculture through the Morrill and Nelson acts and the organization of research and experimentation through the Hatch and Adams acts is chiefly responsible for the progress in agricultural education that has been made during the past few decades. . . . We can think of no argument that has ever applied or does now apply to federal appropriations for agricultural colleges and experiment stations that does not equally apply to extension work, which is organic and vital in the development of the functions of the institutions which we represent."

The Smith-Lever Act provided:

a. That extension work in agriculture and home economics should be carried on by the land-grant colleges in coöperation with the United States Department of Agriculture.

b. That the extension work should consist of giving instruction and practical demonstrations to persons not attending or resident in a land-grant college.

c. That each state was to receive \$10,000 of federal funds annually, and additional amounts on the basis of its rural population from a federal fund of \$600,000 at first, increasing by \$500,000 annually for seven years and thereafter continuing at a total of \$4,100,000.

d. These additional amounts of federal funds must be offset by appropriations by the state legislature or by contributions "provided by the state, county, college, local authority, or individual contributions from within the state."

A committee of the Agricultural College Association conferred with the federal secretary and assistant secretary of agriculture regarding the organization and administration of work under the Smith-Lever Act. This led to a statement by Assistant Secretary Galloway, March 15, 1914, regarding what would be required to put this measure in operation and the use of the funds. This statement included the following summary (65, pp. 116-117):

"(1) When the Smith-Lever bill becomes a law, each state must give its assent to its provisions and designate the college

or colleges which are to receive its benefits. A treasurer must be designated to receive and disburse the funds granted under this measure and he must be certified to the Secretary of the Treasury.

“(2) Each college must submit to the Secretary of Agriculture a series of projects covering the \$10,000 appropriated in the Smith-Lever bill for the fiscal year beginning July 1, 1914.

“(3) An Office of Extension Work will be created in the Department of Agriculture for carrying on the business connected with the administration of the Smith-Lever fund and for coördinating this new work with the extension work already undertaken by the department under existing legislation.

“(4) The farm demonstration work in the South and the county advisory work in the North, now conducted under the Bureau of Plant Industry, will be continued but will be transferred to the Office of Extension Work.

“(5) A States Relations Service will be created and this will include the present Office of Experiment Stations (exclusive of the drainage, irrigation, and nutrition investigations), and the new Office of Extension Work.

“(6) Each college should create an extension division and put at its head an administrative leader or director who will have charge of all the agricultural extension work in the State.

“(7) The department funds used for extension work in the several states and the Smith-Lever funds should be administered separately, though the work supported by both funds is under the same extension director.

“(8) The work under the Smith-Lever bill must consist of ‘instruction and practical demonstrations in agriculture and home economics,’ and the ‘imparting’ of ‘information on said subjects through field demonstrations, publications, and otherwise,’ and shall not include ‘college-course teaching, lectures in colleges, promoting agricultural trains.’

“(9) It is expected that approximately 75 percent of the Smith-Lever fund will be spent for field demonstrations and the practical instruction immediately connected therewith. Twenty-five percent may be spent in conducting such enterprises as movable schools, study clubs, or boys’ and girls’ clubs, and in the preparation, printing, and distribution of popular publications, though it is expressly provided that ‘not more than 5 percent of each annual appropriation shall be applied to the printing and distribution of publications.’

“(10) Only such meetings of farmers and other persons should be considered as coming within the provisions of the Smith-Lever bill as are held directly under the supervision of the extension divisions of the colleges receiving the benefits of this act and are included in the projects for the extension work of the colleges approved by the Secretary of Agriculture. Farmers' institutes should continue to be maintained with state funds and not be included in the program of work under the Smith-Lever bill.

“(11) Expenses for the establishment and maintenance of permanent 'model' or demonstration farms will not be considered proper charges against the Smith-Lever fund.

“(12) When the Smith-Lever bill becomes a law, the Secretary of Agriculture will issue definite instructions regarding the duties of the States and colleges under the law and will pass upon the details involved in its construction and administration from time to time as the necessity arises.”

In his annual report to President Pearson dated January 1, 1916, Director R. K. Bliss made this statement (35, p. 2-3):

“July 1, 1914, marked the beginning of permanent government aid for agricultural extension work under the provisions of a law known as the Smith-Lever legislation. The past year, \$10,000.00 was received by the state and this amount is added to yearly for a period of eight years until the total amount available from the Federal Government amounts to \$138,428.00. It is necessary for the state to provide a similar amount (not including the first appropriation of \$10,000.00) in order to secure the Federal money.

“By coöperative agreements, the U. S. Department of Agriculture has generously supported the county agent work and the boys' and girls' club work. These agreements or projects, as they are called, are carefully drawn up and agreed to by both parties. The work of carrying out the plan is entrusted to the Agricultural Extension Department.”

4. BOYS' AND GIRLS' CLUB WORK

The work of boys' and girls' clubs has come to occupy an important place in the Extension Service of Iowa State College. Its history and growth parallels that of the other extension activities and has always been closely connected with them.

a. Early Development of Club Work

Between the years 1900 and 1915 the farmers' institutes in the United States (earlier in Iowa) reached the peak of their influence. They broadened their scope and enlisted the coöperation of county superintendents of schools in instructing farm boys and girls in agriculture and homemaking. The county superintendents of schools were usually closely identified with the development of farmers' institutes in their respective counties at that time. (10, p. 11.)

A suggestion of the modern club idea appeared in 1899 when Will B. Otwell, of Macoupin County, Illinois, hit upon a happy idea to revive his farmers' institute. After two attempts to draw a crowd, he offered to supply a small amount of high-grade seed corn to every boy or girl in the county who would promise to plant the seed and make an exhibit at the farmers' institute. The small packages were distributed to 500 boys and girls. When the institute opened in the courthouse, 500 farmers attended and nearly as many boys and girls were waiting to place their exhibits. The fame of Will Otwell and his corn contest spread, and by 1909 corn contests were being held in Texas, Iowa, Minnesota, and Ohio. (10, p. 11.)

The first boys' club in Iowa was formed by C. E. Miller, county superintendent of schools in Keokuk County, in March, 1904, and soon had 335 members. It held meetings, visited the State College, and conducted school fairs in 147 school districts and 16 townships. (65, p. 39.)

The contribution of another Iowa county superintendent of schools is interesting. O. H. Benson became superintendent of Wright County in 1904 and in 1905 introduced club work in his schools. Each school had its organized club, and regular club meetings were held by the teacher. Each member had a demonstration at his home. Exhibits were held in each township during the fall under a large tent furnished by the county superintendent. Labels with a three-leaf clover were used to mark packages of seed corn offered for sale by the youthful corn growers. (10, p. 12.)

It is generally conceded, however, that 4-H club work first took real form and definite direction in the South. Dr. S. A. Knapp of the United States Department of Agriculture, one-time president of Iowa State College, and the father of so many extension ideas, was its promoter. Dr. Knapp was assigned the task of helping the southern farmers to fight the boll weevil,

which had become a serious menace. His work was to introduce better practices in the South and he felt that his efforts were more or less futile until he hit upon the idea of getting the young as well as the older people to follow his advice. The club idea spread immediately, and within a few years the work was going in every state. (10, pp. 13-15.)

The objectives of these clubs were stated by Dr. Knapp as follows (65, p. 65):

“(1) To place before the boy, the family, and the community in general an example of crop production under modern scientific methods.

“(2) To prove to the boy, his father, and the community generally that there is more in the soil than the farmer has ever gotten out of it; to inspire the boy with the love of the land by showing him how he can get wealth out of it by tilling it in a better way and keeping an expense account of his undertaking.

“(3) To give the boys definite worthy purposes at an important period in their lives and to stimulate a friendly rivalry among them.

“(4) To furnish an actual field example in crop production that will be useful to rural teachers in vitalizing the work of the school and correlating the teaching of agriculture with actual practice.”

One of the first girls' clubs, as we know them today, was organized in 1910 by Miss Marie Cromer of Aiken County, S. C. Miss Cromer was a school teacher who, after hearing a talk on boys' club work, decided to organize girls' clubs in her county. The first work for her club was the growing and canning of a tenth-acre of tomatoes. Agents were later employed for the organization of girls' clubs and training leaders for them. From this work with the girls grew a demand from adult farm women for help on their problems. This resulted in the home demonstration work for women which was begun in 1912 or 1913. (74, p. 2.)

The Smith-Lever Act, which went into effect on July 1, 1914, provided funds on a coöperative basis and promoted the expansion of the county system. As a result of this act, state and county club leaders were made available and the program was expanded. At present, the promotion and supervision of 4-H Clubs is regarded as an important part of the extension program in all of the 48 states.

b. Origin of the Name "4-H"

The boys' and girls' clubs sponsored by the extension services of the various states have come to be known as "4-H Clubs." Their emblem is a four-leaf clover with an *H* on each leaf which stand for Head, Heart, Hand, and Health.

The origin of the name "4-H" is in dispute. O. H. Benson, while county superintendent of schools in Wright County, Iowa, used a three-leaf clover as a label to mark packages of seed corn offered for sale by the youthful corn growers enrolled in his clubs. Some hold that from this trade mark was developed the four-leaf clover that has become the accepted emblem throughout the United States. (10, p. 13.) The idea of using a four-leaf clover and adding a new *H*, however, seems to belong to O. B. Martin, a former assistant of Dr. S. A. Knapp's and the first man placed in charge of club work when it was organized in the United States Department of Agriculture.

In his book, *The Demonstration Work*, Mr. Martin makes the following statement relative to the origin of the name "4-H" (58, pp. 77-78) :

"In 1911, a former county superintendent of education from Iowa, Mr. O. H. Benson, was brought into the Washington Office to help with the Club Work, which had been in existence for years, and was then developing very rapidly. He had already used a badge with his boys and girls in Iowa. It was a three-leaf clover. The idea of using a four-leaf clover and adding a new *H* was suggested by another assistant of Dr. Knapp's [O. B. Martin], who had been in charge of the Club Work since its organization in the Department of Agriculture. After the girls began to make exhibits of canned tomatoes and other high-class vegetables and fruit products at the fairs and put them on the market, a suggestion came in from Mrs. Jane S. McKimmon, State Agent of North Carolina, that there should be a special brand name for all of these products which should come up to standard requirements. She had realized this need when she took the matter up with some of the leading grocers in her state. The idea was passed on to various state agents with the request that suggestions for a brand name be sent into headquarters. Quite a number of suggestions were made, but none seemed to meet with general approval. It was at the Conference for Education in the South, in Richmond, Virginia, in 1913, that the idea of using the figure 4 in front of the *H* came to the author of this volume [O. B. Martin] as the solution of the problem. It was during

the course of a meeting while listening to an address. As soon as the meeting was over he called together the state agents who were present and said: 'I have it.' When the suggestion was submitted to the agents it met with unanimous approval. It soon appeared on an artistic tomato label which was used all over the country. From that it was extended to other labels, not only in the Girls' Work, but on the boxes of potatoes, seed corn, and other such things which the boys had to sell. Then began the systematic campaign to raise and maintain standards in order that the 4-H brand might become favorably known. Since then this design has been used upon myriads of badges, caps, aprons, pennants, flags and standards in all lines of club work."

This story indicates that the four-leaf clover with its four *H*'s was developed for and was at first used as a trade-mark for the products which club members had to sell. The use of the term 4-*H* as a general name for the various boys' and girls clubs sponsored by the extension services of the various states, did not come into general usage until after the war.

c. Early Club Work in Iowa

An important step in the early development of the club idea in Iowa was the inauguration of a seed corn contest for boys by *Wallaces' Farmer*. John P. Wallace has given a brief description of this project as follows (73):

"In 1902 *Wallaces' Farmer*, which was owned equally by Henry Wallace, my father, Henry C. Wallace, my brother, and myself, inaugurated a seed corn contest for boys, furnishing them the best seed available such as Reid's Yellow Dent, Boone County White, Pride of the North, etc., adapted to the region in which they were located. We offered prizes for the best corn grown, and through the boys, greatly increased the interest of their fathers in improved seed corn. . . . Holden judged the boys' Seed Corn Contest in 1904 and pronounced it one of the best corn shows he had ever judged."

From 1905 to 1910 a number of Iowa counties were carrying on a type of club work with the rural school children. Page, Wright, Clinton, and Keokuk counties were some of the leaders. Jessie Field, county superintendent of schools in Page County, did some remarkable club work at this time. According to Mr. Bliss, this was conducted much as club work is conducted now. She had the school children put on milk-testing demonstrations before farmers' institutes; she enrolled about 200 boys in a corn

growing club in the spring of 1909; she had the children judge and test corn; and she introduced agriculture into the schools.

In 1908 the Extension Department of Iowa State College (no county agents existed in Iowa until 1912) initiated what was then called "Junior Work." This began as a sort of correspondence course organized with county superintendents and teachers. In 1909 the Extension Department, under its Schools Section, organized the Iowa Agricultural Union which enrolled boys and girls between the ages of 10 and 18 years. The purpose of this organization was declared to be (46, p. 1) "to assist in extending the benefits of the Agricultural College to the young people and to interest them in farm life by practical courses of study, organizations and competitive contests."

In 1909 nearly 500 boys and girls were enrolled by mail, mostly in corn clubs. This work was similar to the 4-H clubs of today; however, the members were not enrolled in groups or clubs and most of them were not under the direction of leaders. Literature and instructions were sent from the state extension office.

Following closely after the plan of the corn clubs, projects with girls in bread making were begun in 1910. Many other projects for both boys and girls were added in the next few years. Pig projects started in 1912 and calf projects in 1913; canning work began in 1912.

It should be said that real club work as it is known today did not start until 1914. At that time, local groups began to be formed, local leaders came into existence, and club meetings began. The first idea of club work was largely to teach better practices; the broader idea of service to others through demonstrations and training the boy or girl for leadership came several years later. (43, p. 4). In fact, the greatest development has come since 1920 and under the direction of Paul C. Taff and co-workers.

5. PROGRAM OF ACTIVITIES

The work of the Extension Department expanded during the period from 1912 to 1917. The following lines were begun before 1912: farm crops, soils, animal husbandry, home economics, horticulture, dairying, and school work. From 1912 to 1917 the following lines were either added or strengthened to the degree that they became major activities: veterinary medicine, agri-

cultural engineering, dairy manufactures, truck crops, agricultural economics, agricultural education, club work, dairy testing association work, and farm bureau organization and supervision. (34, p. 2.)

A summary of the extension activities for the year July 1, 1915, to June 30, 1916, will present a fair picture of the work of the Department for the period covered by this chapter.

During that year 6,433 meetings were held, 5,457 lectures given, 3,356 demonstrations conducted, and 1,037 exhibits judged; and 8,261 farmers were visited on their farms. For every working day of the year, the Department held an average of 20 meetings, delivered 17 lectures, conducted 11 demonstrations, judged 3 exhibits, visited 25 farmers on their farms, mailed out 31 farm building plans, reached 1,986 people, and traveled 1,915 miles. (36, p. 1.)

During the year 575,000 copies of bulletins and circulars, and 650,000 pages of mimeograph work were printed; 86,000 posters were sent out; and 468 long distance calls were received. Each working day of the year an average of 226 first-class letters were received while 117 first-class letters were mailed out. The number of county agents increased 45 percent and the number of dairy testing associations 77 percent. A seed corn campaign was conducted which reached every township in 33 counties. A follow-up system was inaugurated in the boys' and girls' club work, and many short courses, demonstrations, and other meetings were held.

During the year there were 11 different kinds of boys' and girls' clubs which were directed by 910 local leaders and which enrolled a total of 10,834 members. The extension staff consisted of 41 full-time men and women working out of the central office, and 16 county agents. In addition to these, there were 22 full-time men engaged in cow testing association work, and 13 full-time clerks. The state appropriation was \$90,000 and the Smith-Lever, federal, appropriation was \$28,781.