

## CHAPTER VI

### STATUS OF THE EXTENSION SERVICE IN 1930

The curve which represents the growth of the extension idea and its realization in Iowa for over three-quarters of a century turned ever upward. The present depression may or may not mark the peak of this curve. We are now too near it to evaluate the changes which have come in its wake. It seems certain, however, that the beginning of the depression marks the end of the post-war period in the history of the Extension Service of Iowa State College and marks the beginning of a new era.

The status of the Service for the year 1930 is given in this chapter rather than a later date because it was the last normal year in the post-war period. It represents, to a degree, the culmination of all the influences which helped to create the Extension Service in the beginning and to develop it to the present time.

#### 1. ADMINISTRATIVE ORGANIZATION AND FINANCE

Under this heading is given a brief description of the relationships of the Agricultural Extension Service of Iowa State College in 1930 with the United States Department of Agriculture, its relationships to the rest of the College, its internal organization, and its income and expenditures.

##### a. Relationships with the United States Department of Agriculture

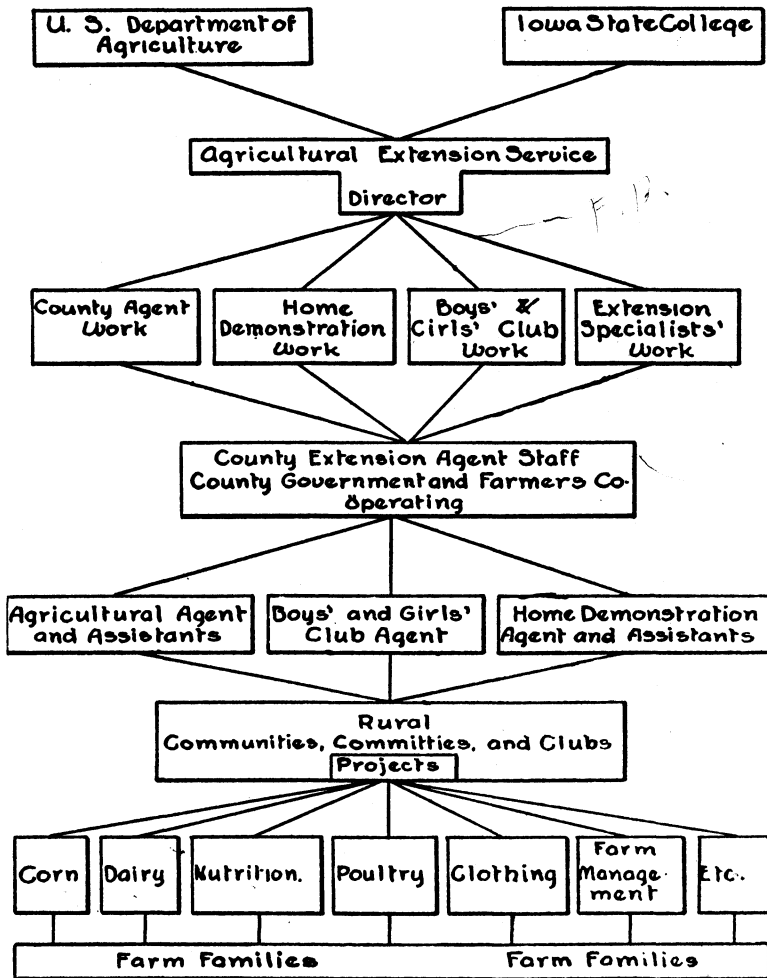
Before the passage of the Coöperative Agricultural Extension Act (Smith-Lever Act and Acts supplementary thereto) in 1914 the Extension Service in Iowa was largely state supported and state controlled. This Act has been interpreted by the federal Secretary of Agriculture as implying a single extension system covering both what the federal government had for the farmer and what the agricultural colleges had to offer. (62, pp. 114-115.)

That this interpretation is generally regarded as correct is evidenced by the fact that extension work in agriculture and home economics is often referred to by the states as "Coöperative Extension Work" or as "Smith-Lever Extension." On most of the official publications of the Iowa Extension Service is to be found, prominently displayed, the following: "IOWA STATE COLLEGE OF AGRICULTURE AND MECHANIC ARTS, U. S. DEPARTMENT OF AGRICULTURE, AND COUNTY FARM BUREAUS COÖPERATING."

Some of the salient features of the coöperative arrangement between the federal Department of Agriculture and the Iowa State Extension Service are:

- (1) The state must off-set nearly all the federal funds by providing an equal amount.
- (2) All state work for which Smith-Lever moneys are to be used must be approved by the federal Secretary of Agriculture. Plans are to be submitted annually.
- (3) State plans are to take into consideration what the federal Department of Agriculture has to extend on the same subject.
- (4) Federal funds can be spent only for purposes stated in the federal laws.
- (5) Annual reports must be made covering project records and finances.
- (6) All extension employees in Iowa, including county agents, working on approved projects are given appointments in the United States Department of Agriculture. This appointment carries with it the franking privilege of using the mails for official business.
- (7) The federal office of Coöperative Extension Work has a corps of extension specialists who visit the various states and keep informed as to the success of their coöperative projects. While this coöperative relationship gives the federal Secretary of Agriculture a great deal of administrative direction of the extension work in the states where Smith-Lever funds are used, it must be said that this power has never been abused. The federal policy has been to learn what the states wanted to do in the way of extension work and then help them to do it in so far as the law would permit. (62, pp. 114-115.)

## b. Plan of Organization Showing Coöperative Relationships



## c. Relationships with the College in 1930

The work of Iowa State College is divided into three large functions: resident teaching, research, and extension.

The extension work of the College is divided into two distinct organizations. These are Engineering Extension and the Exten-

sion Service in Agriculture and Home Economics. The latter is often referred to as Agricultural Extension or Smith-Lever Extension.

Engineering Extension and Agricultural Extension are administered by different directors, they are supported by different funds, and they cover different fields. The point where they come closest together is in their joint administration of the radio station, the visual instruction service, and agricultural engineering extension. Since Agricultural Extension, including home economics, is the subject of this study, the reader will understand that it is this field that is meant when a reference is made to extension work.

The Extension Service in Agriculture and Home Economics of Iowa State College is administered by a "Director" who is responsible only to the president and occupies a position coordinate with the deans of resident instruction, or the director of the experiment station. The staff members, for the most part, spend all their time on extension work. The machinery for the appointment of extension specialists is as follows: They are nominated by the heads of subject-matter departments, approved by the dean of the division concerned, and recommended by the director of the Extension Service subject to the approval of the president and the State Board of Education.

#### d. Internal Organization of the Extension Service in 1930

For administrative purposes the work of the Extension Service is divided into three main divisions. These are (1) general and office, (2) field work, and (3) subject matter.

(1) GENERAL AND OFFICE ADMINISTRATION. The Extension Service is housed in a building to itself (Morrill Hall) and has one central office where all clerical and accounting work is done. The Director, R. K. Bliss, has direct charge of the general and office administration. This work consists of the following (31, p. 64):

- (a) "Supervising and employing staff members.
- (b) "Supervising finances, including budgets, accounts, appointments and purchases.
- (c) "Preparing annual and special reports, summarizing, tabulating, analyzing and filing staff reports.

- (d) "Supplying information through publicity, radio and bulletins.
- (e) "Supervising office administration with Secretary [W. L. Harper] in charge of central office for whole department; scheduling of staff members; accounting; filing of correspondence.
- (f) "Checking bills and travel accounts."

(2) **FIELD WORK ADMINISTRATION AND SUPERVISION.** The Extension Service considers that it is necessary for it to give a great deal of attention to the administration and supervision of its field work because of the complexity of its program, the scope of its activities, and the relative inexperience of some of the county agents. This phase of the work is in direct charge of an assistant director, Murl McDonald. Directly under McDonald are five district agents who supervise the field work in twenty counties each (Pottawattamie County has two farm bureaus). These district supervisors are Fred Clark, H. L. Eichling, E. F. Graff, J. W. Merrill, and L. T. Nutty. In addition to these, there are three supervisors of home demonstration agents consisting of Neale S. Knowles (state leader), Mrs. Mary Gregg, and Mrs. N. May Larson. Finally, there are six supervisors of 4-H club work. These are Mrs. Josephine Bakke, Mrs. Edith Barker, Miss Florence Forbes, Miss Lulu Tregoning, Mr. J. S. Quist, and Mr. F. P. Reed. Mr. P. C. Taff directs the club work.

The duties of the assistant director in charge of field work are as follows (31, p. 64):

- (a) "Making administrative contacts with county farm bureaus.
- (b) "Making administrative contacts with marketing organizations.
- (c) "Assisting with organization of field work.
- (d) "Reviewing state and county plans for work.
- (e) "Following up work in counties by surveys, analyses, conferences and correspondence.
- (f) "Selecting and appointing personnel.
- (g) "Reviewing finances for counties.
- (h) "Reviewing reports and summarizing data.
- (i) "Supervising work of district agents who will help in above program."

(3) **SUBJECT MATTER ADMINISTRATION.** In addition to the administrators and supervisors employed by the Extension Service,

there is an other group known as "extension specialists." This group teaches technical subject matter such as marketing, dairy husbandry, foods and nutrition, or farm crops. The development of the specialist staff in Iowa has steadily increased from 1906 to 1930. At the latter date it numbered 44 members employed for 12 months, 15 employed between 9 and 12 months, and 14 employed for less than 9 months. (64, pp. 53-54.)

The administration of the subject matter staff and program is in direct charge of an assistant director, P. C. Taff. His duties are as follows (31, p. 64) :

- (a) "Making administrative contacts with specialists not specifically retained by Director.
- (b) "Assisting in preparation of projects and programs.
- (c) "Assisting specialists in organizing subject matter work.
- (d) "Supervising preparation and distribution of publications and literature.
- (e) "Reviewing budgets and budget revisions.
- (f) "Preparing required plans of work and projects for federal office.
- (g) "Studying methods and results.
- (h) "Assuming responsibilities in general administration as assigned by Director."

#### e. Income and Expenditures

The Extension Service receives financial support from four sources—federal appropriations, state appropriations, county appropriations, and farm bureau memberships. The two tables which follow give the amounts received from each of the sources from their beginning. It will be noted that state and federal funds are appropriated for year July 1 to June 30, while membership dues are paid and county appropriations are made for calendar year.

It will be noted from the following tables that in 1930 the income from federal appropriations, state appropriations and farm bureau memberships were approximately equal. The county appropriations were about 40 percent larger than the average of the other three.

The expenditures were distributed approximately as follows: administration, 2 percent; publications, 5 percent; specialists, 22 percent; and county extension work, 71 percent. This is about the national average excepting that less is spent on administration in Iowa.

(1) STATE AND FEDERAL FUNDS FOR EXTENSION WORK IN IOWA  
(31, p. 72)

Year	State appropri- ations	Federal appropri- ations
1906-07	\$ 15,000	
1907-08	27,000	
1908-09	27,000	
1909-10	32,000	
1910-11	32,000	
1911-12	50,000	
1912-13	50,000	
1913-14	73,000	
1914-15	85,200	\$ 10,000.00
1915-16	90,000	28,781.18
1916-17	90,000	44,432.16
1917-18	84,300	60,083.14
1918-19	84,300	75,734.12
1919-20	116,500	138,338.04
1920-21	116,500	153,989.02
1921-22	176,500	161,674.41
1922-23	176,500	170,596.43
1923-24	191,500	170,596.43
1924-25	191,500	170,596.43
1925-26	192,096	170,596.43
1926-27	192,096	170,596.43
1927-28	238,000	170,596.43
1928-29	238,000	198,775.89
1929-30	253,000	213,599.17
1930-31	253,000	237,599.17

(2) MEMBERSHIP AND COUNTY FUNDS FOR EXTENSION WORK  
IN IOWA (31, p. 73)

Year	Farm Bureau Memberships	County Appropri- ations
1918	\$125,766.00	\$ 66,645.89
1919	130,560.00	239,027.92
1920	437,174.00	295,527.39
1921	385,020.00	319,518.95
1922	293,292.00	322,202.13
1923	290,164.00	323,103.31
1924	250,440.00	327,379.09
1925	246,788.00	328,014.00
1926	242,260.00	329,824.00
1927	233,368.00	323,410.00
1928	231,520.00	323,990.00
1929	240,672.00	331,801.62
1930	246,952.00	343,879.00

## 2. RELATIONSHIPS WITH THE FARM BUREAU IN 1930

The same relationships established with the farm bureau at the time the state federation was formed in 1918 held, for the most part, in 1930.

The only official connection which the Extension Service of Iowa State College had with the Iowa Farm Bureau Federation was that the director, R. K. Bliss, and the county agent leader, Murl McDonald, were ex-officio members of the executive committee without right to vote. The legal connection between the Extension Service and the farm bureau was confined wholly to the county farm bureaus.

The Iowa Farm Bureau Federation, like other state farm bureau federations, was in 1930 more of a class organization and more actively engaged in commercial and economic activities than the county farm bureaus had been before the formation of the state federation in 1918. The Extension Service, however, kept clearly away from these activities of the state farm bureau and confined its efforts strictly to educational programs in the counties. It still used the county farm bureau as the local arm for what it had to extend to the farmer and his family.

### a. Farm Bureau Membership

In 1930 there were in Iowa 100 county farm bureaus (Pottawattamie County had two). These enrolled 61,738 members, or about one-third of all the farm families in Iowa. The five dollar membership fee was still in force. Four dollars of this fee remained in the county, fifty cents went to the Iowa federation and fifty cents went to the American federation. A single membership charge continued to enroll all the members of a family. Women were always admitted on the same basis as men. Membership was open to any citizen in any county of the state or to any non-resident owning land in the county whenever he paid his dues and complied with the articles of incorporation and by-laws. Membership was neither discriminative nor restrictive. A large percentage of farm bureau members were also members of other farm organizations, including coöperative associations and the like.

The status of non-members was described by Murl McDonald as follows (56, p. 9):

"They [the non-members] are at all times welcome to become members of the Farm Bureau. All they contribute toward the support of the work conducted by the Farm Bureau in a county



is thru the taxes they pay, but no county tax money is available until a sufficient number of members have been secured and the necessary organization has been incorporated as required by law. Farm Bureau members pay their share of the tax money the same as non-members, and contribute a substantial sum (five dollars each per year) as membership dues. The farmer who belongs to the Farm Bureau pays several times as much as the farmer who is not a member yet there has been no discrimination between members and non-members in carrying out the educational program."

#### b. Administration of the County Farm Bureau

Serving as connecting links between the Extension Service of the College and the county farm bureaus in 1930 were 100 agricultural agents, 21 home demonstration agents, 14 club agents, and two special agents.

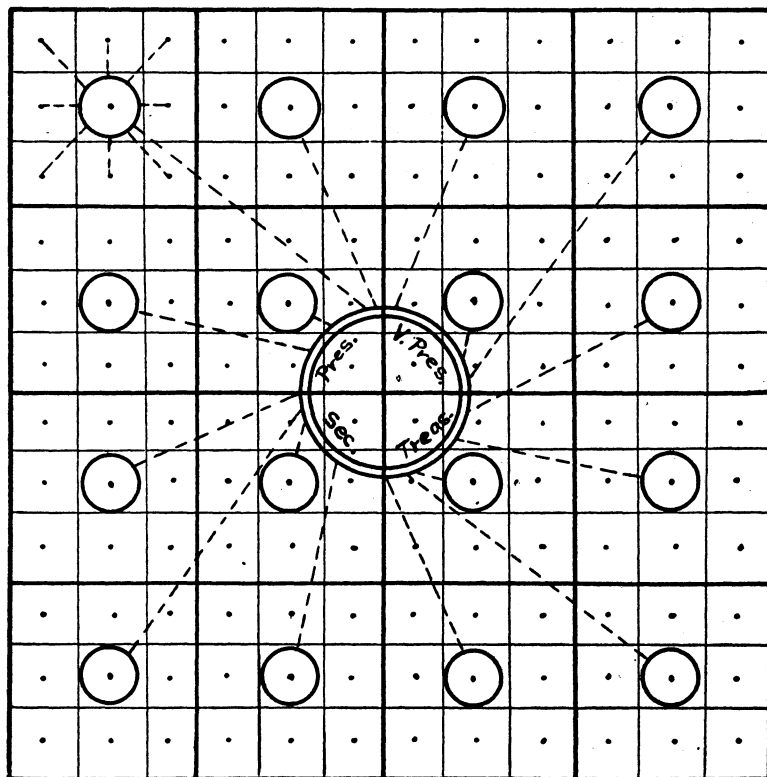
The field of work for the average county agent was a county consisting of 16 townships; 2,140 farms; 10,267 rural people; and 14,442 urban people. To assist him he had a farm bureau organization with a president, a vice-president, a secretary, a treasurer and a board of directors. These officers and directors employed the necessary agents in coöperation with the Extension Service; they developed a program of work each year; and they handled all county funds, membership dues, and other local moneys. (56, p. 10.)

The county was divided into smaller units. There was a director in each township, a coöperator in each four square miles, and other local leaders and committees, making a total of about 200 active helpers in every county. The chart on the opposite page illustrates the organization within the county.

#### c. Making the County Farm Bureau Program

The county farm bureau officers and other leaders meet during September and October each year to formulate their program of work for the following year. An attempt is made to develop a long-time program in each county, subject to modification with changing conditions.

## d. Organization of a Typical Iowa County in 1930 (56)



16 Townships  
 2,140 Farms  
 10,267 Rural people  
 14,442 Urban people

County farm bureau officers: President, vice-president, secretary, treasurer

A director in each township

A coöperator in each four square miles

Committees and other leaders

An average of about 200 active leaders

Murl McDonald had this to say relative to the county programs of work (56, p. 10) :

"Each county farm bureau program includes at least one county-wide project dealing with crops, soils and livestock problems, one county-wide home project, boys' and girls' club work and some project dealing with coöperative marketing and farm management. In addition to these major projects many other activities are included thru demonstrations and meetings such as insect pest and plant disease control, educational help with livestock diseases, feeding and management, horticulture, landscape architecture, agricultural engineering, farm management, educational service to coöperative marketing associations, cow testing associations, etc."

e. A Typical County Farm Bureau Program (41, Black Hawk County)

The program given herewith was adopted at a meeting of the board of directors of the Black Hawk County Farm Bureau on September 17, 1929. It is a typical county program. The directors had available in making up this program a list of the offerings of the Extension Service of the College.

(1) MAJOR PROJECTS

Organization

Home Management

Boys' and Girls' Clubs

Marketing

Weed eradication

Limestone, legumes, and fertilizers

(2) ORGANIZATION. In order to provide the necessary finances and organization for carrying out the program the following is recommended:

Strengthen the farm bureau in every possible way.

Conduct a county-wide membership campaign in October to secure new members. Goal—1,000 members paid in 1930.

Present membership checks to the banks for collection during the first two weeks in January and call on all delinquents for their dues before February 15.

Conduct township meetings in October to elect officers; to formulate township programs and appoint leaders for carrying out the program.

Hold regular township meetings.

Develop the exchange of programs between townships.

Hold county and township picnics.

Set up a county-wide rural dramatic organization.

Continue to coöperate with the Iowa and American Farm Bureau Federations.

Coöperate with other organizations working toward goal of the farm bureau.

Coöperate with the Dairy Cattle Congress.

Coöperate with the county institute committee in holding farmers' institutes.

Conduct a Black Hawk County tour to Ames to visit our agricultural college and to study the agricultural experiments.

(3) **HOME MANAGEMENT.** The second year home management project will be conducted in the seven months' leadership plan. The home demonstration agent and two leaders from each township will attend the specialist training schools. These township leaders, with the assistance of the home demonstration agent, will then train local leaders in their respective townships. The local leaders will hold follow-up meetings in their own school districts.

The following subjects will be presented at the training schools:

- (a) House cleaning methods.
- (b) Kitchen planning.
- (c) Finishes and furnishings.
- (d) Dooryard improvement.
- (e) Kitchen tour.
- (f) House and garden pests.
- (g) Water, sewage disposal, and lighting.

The purposes of the project are: To make homes more beautiful and convenient; to be able to appreciate beauty in the home and dooryard; to appreciate the advantages of good planning and good equipment and to inspire a desire for improvement; to improve sanitary and health conditions; to increase interest in farm bureau membership; to develop spirit of coöperation in home and community.

The goals of the project are: To have each township try for a high record on the township score basis; to have each township meet the requirements of the standard township; to have each woman who takes up the project work report at least five new methods used; to retain our present number of clubs and memberships and to increase both; to have running water in 25 percent of the homes reached by this project.

(4) **BOYS' AND GIRLS' CLUBS.** Complete the county club organization with county committees. Organize the communities for club work by having a boys' and girls' club in each township. Provide a leader for each club.

Conduct baby beef, lamb, dairy calf, pig, poultry, and canning clubs.

Train judging and demonstration teams and make provision for taking them along with the club exhibits to the fairs.

Hold club rally and achievement days.

Make each club responsible for providing the program for one monthly farm bureau township meeting.

Conduct a health contest to select the champion health girl from Black Hawk County.

Hold county-wide boys' and girls' banquets.

(5) **MARKETING.** Coöperate with the Federal Farm Board in its plan to improve agricultural conditions.

Coöperate with the creameries in carrying on the cream scoring project, if interested.

Assist with organizing new coöperative enterprises where conditions warrant.

Conduct the farm bureau exchange so as to bring buyer and seller together.

(6) **WEED ERADICATION.** Hold a series of weed meetings to discuss the weed problem; to learn methods of eradicating weeds and to explain the weed and pure seed law.

Continue the demonstrations in various parts of the county to eradicate Canada thistle, quack grass, and other noxious weeds. This will include the chemical treatment of weeds.

Conduct contests in the identification of weed seeds and also the identification of weed plants.

Coöperate with rural and consolidated schools in conducting various weed contests.

Render service in testing samples of grass and clover seed so as to detect the presence of seeds of noxious weeds.

(7) **LIMESTONE, LEGUMES, AND FERTILIZERS.** Test samples of soil for acidity and assist farmers in securing limestone. Test samples of lime rock for purity. Assist with the running of limestone trains.

Conduct test plots to show the effect of using commercial fertilizers in growing crops in Black Hawk County.

Hold a county-wide meeting to discuss the use of fertilizers in Black Hawk County.

Continue the demonstrations in alfalfa production and establish others.

(8) **FARM BUREAU SERVICE PROJECTS.** In addition to the major projects, the farm bureau will conduct the following general service projects.

- (a) Corn diseases: Establish a demonstration showing the relative yielding capacity of diseased and disease-free seed corn and also test the value of different seed corn treatments.
- (b) Farm crop service: Render service in the control of field crop disease and insects.
- (c) Pruning and spraying: Hold a series of pruning and spraying demonstrations.
- (d) Rodent control: Conduct rat and ground hog control demonstrations.
- (e) Vaccination schools: Hold hog cholera vaccination schools, if requested.
- (f) Farm meats: Conduct butchering demonstrations to show methods of killing, cutting, and curing meat on the farm.
- (g) Colt breaking: Conduct colt-breaking and horse-hitching demonstrations.
- (h) Livestock service: Render service in the feeding, breeding, and management of livestock.
- (i) Cow test association: Coöperate with the three cow test associations and assist with the organization of new associations where conditions warrant.
- (j) Poultry show: Coöperate with the Waterloo Poultry Association in conducting a poultry show.
- (k) Poultry service: Render service in feeding, culling, housing, and management and disease control of poultry.
- (l) Farm accounting and farm organization: Continue the farm accounting and farm organization record work already started and urge use of the standard farm account book.
- (m) Labor bureau: Continue the farm labor bureau.
- (n) Farm leases: Distribute the standard farm leases.

#### f. Functions of the County Agent in Iowa

The functions of the county agent in 1930 were as follows (56, p. 12):

- (1) To serve as a local representative of the United States Department of Agriculture and Iowa State College.
- (2) To learn his county, its people, its agriculture, and its problems.

- (3) To aid the people in his county to develop a definite program of work and to perfect the necessary organization in carrying out such a program.
- (4) To enlist the coöperation of farmers in conducting demonstrations.
- (5) To train leaders.
- (6) To make personal contacts with farmers, to attend meetings, to prepare publicity, etc.
- (7) To maintain an office where farmers might call on him, or write to him, or where he could be reached by telephone.
- (8) To work with local organizations and other agencies in the county.

The way the average Iowa county agent spent his time in 1930 is indicated by the following summary for 1929 (56, p. 13) :

Soils .....	19 days
Farm crops .....	27 days
Horticulture .....	6 days
Forestry .....	1 day
Rodents .....	1 day
Animal husbandry (including club work) .....	40 days
Dairy husbandry .....	18 days
Poultry .....	13 days
Rural organization .....	2 days
Agricultural economics (largely marketing).....	31 days
Home project work .....	14 days
Community activities—	
Membership and finances .....	21 days
Township meetings .....	19 days
Other community activities .....	74 days
Days spent in the field .....	167
Days spent in office .....	127
Number farm visits made .....	530
Number office callers .....	2,923
Number letters written .....	1,798
Number meetings held .....	175
Attendance .....	11,623
Miles traveled by auto .....	8,982

g. County Agent Appointments, Transfers and Reinstatements  
from 1912 to 1930, inclusive (56, p. 18)

Year	New county agents appointed	County agents transferred	Former county agents reinstated	Total changes in personnel
1912	3			3
1913	4			4
1914	3			3
1915	2			2
1916	12	1		13
1917	19	0		19
1918	82	3		87
1919	17	4	11	32
1920	28	5	2	35
1921	17	1	2	20
1922	20	6	2	28
1923	15	7	3	25
1924	9	10	3	22
1925	13	4	3	20
1926	17	5	3	25
1927	20	6	0	26
1928	14	5	2	21
1929	14	4	0	18
1930	15	3	5	23
Total	324	64	38	426

### 3. RELATIONSHIPS WITH OTHER ORGANIZATIONS

In the *Survey of Land-Grant Colleges and Universities* (69, p. 498) may be found this statement:

"The very essence of extension service requires that a variety of relationships be established and maintained with both official and private organizations. Attempting, as it does, to aid and influence rural people in their every day economic and social relationships, Smith-Lever extension must function with, rather than upon, its clientele."

The following lists give the groups with which the Iowa Extension Service and the county farm bureaus coöperated during 1930:

a. Organizations Supported by Private Membership and  
Assessments

- (1) Iowa State Farm Bureau Federation
- (2) Iowa Coöperative Livestock Shippers' Association
- (3) Iowa Farmers' Grain Dealers' Association
- (4) Iowa Creamery Secretaries' and Managers' Association
- (5) Iowa Poultry Improvement Association
- (6) Iowa Buttermakers' Association



- ( 7 ) Iowa State Brand Butter Marketing Association
- ( 8 ) Iowa Fleece Wool and Sheep Growers' Association
- ( 9 ) Iowa Beekeepers' Association
- (10) Iowa Vegetable Growers' Association
- (11) Iowa State Grange
- (12) Iowa Farmers' Union Locals
- (13) Livestock breeders' associations
- (14) Iowa State Bankers' Association
- (15) Commercial, civic, community, and luncheon clubs
- (16) Women's club
- (17) Rural churches
- (18) Parent-teachers associations

#### b. Institutions Receiving Tax Support

- ( 1 ) County, district, and state fairs
- ( 2 ) Iowa State Department of Agriculture
- ( 3 ) Iowa State Dairy Association
- ( 4 ) Iowa Corn and Small Grain Growers' Association
- ( 5 ) Iowa Beef Producers' Association
- ( 6 ) Iowa Draft Horse Producers' Association
- ( 7 ) Iowa State Horticultural Society
- ( 8 ) Public schools, including Smith-Hughes schools
- ( 9 ) State University of Iowa
- (10) Iowa State Teachers College
- (11) Iowa State Department of Health
- (12) Public libraries

### 4. PERSONNEL IN 1930

The entire personnel of the Extension Service of Iowa State College, excluding the county agents and the clerical help, numbered 89 in 1930. This number was made up of 3 administrators, 5 county agent supervisors, 74 specialists in subject matter fields, 6 club supervisors, and 1 publicity agent. Of the entire staff 59 were employed for 12 months, 15 were employed from 9 to 12 months, and 15 were employed less than 9 months. Their tenure of service averaged about 8 years.

Total days in field all workers.....	11,087.9
Total days in office all workers .....	10,717.4
Total days of service all workers .....	21,805.3
Average days in field full-time workers .....	146.3
Average days in office full-time workers .....	139.1
Percentage of time in field all workers .....	51.5

## 5. OBJECTIVES OF THE EXTENSION SERVICE

A recent publication of the Extension Service (56, pp. 11-12) declared its objectives to be as follows:

- (a) "To increase the net income of the farmer through more efficient production and marketing and the better use of capital and credit.
- (b) "To promote better homes and a higher standard of living on the farm.
- (c) "To develop rural leaders.
- (d) "To promote the mental, social, cultural, recreational, and community life of rural people.
- (e) "To implant a love of rural life in farm boys and girls.
- (f) "To acquaint the public with the place of agriculture in the national life.
- (g) "To enlarge the vision of rural people and the nation on rural matters.
- (h) "To improve the educational and spiritual life of rural people."

## 6. PROGRAM OF WORK FOR 1930

Under this heading is given an outline of the Extension Service work at Iowa State College for the year 1930. This outline includes the divisions in the College represented, the names of the projects undertaken, and a brief description of the work done. It is adapted largely from an outline (45, pp. 1-6) prepared by members of the Extension Service staff. Quotation marks are omitted by permission in order to avoid confusion.

### a. Outline of Extension Service Work

#### Brief Explanation of Work

#### (1) GENERAL ADMINISTRATION

General organization and administration including finances, reports, programs, and correlation of work with various farm groups and other agencies.

## (2) AGRICULTURAL DIVISION

## (a) Agricultural Economics (conducted jointly with Industrial Science Division)

- |                         |   |
|-------------------------|---|
| (1) Livestock Marketing | Management, accounting and organization problems in connection with livestock marketing associations. Development of plan for selling livestock on grade.                   |
| (2) Dairy Marketing     | Work with creameries on accounting systems and management problems.   |
| (3) Grain Marketing     | Management, organization and accounting problems with elevators and grain grades.   |
| (4) Poultry Marketing   | Improvement in quality of product. Buying eggs on grade, accounting and management problems. Opening up markets for Iowa eggs.  |
| (5) Farm Management     | Accounting and management records with several hundred farmers coöperating. Conduct outlook work. Publish Agricultural Economic Facts monthly. Leasing and rental problems. |
| (6) Rural Organization  | Development of program material for general farm organizations, coöperatives, rural groups, schools and churches.   |

- |                            |   |
|----------------------------|---|
| (b) Agricultural Education | Work with high schools and teacher training schools along agricultural lines. |
|----------------------------|---|

- |  |   |
|--|---|
| (c) Agricultural Engineering (conducted jointly with Engineering Division) | Farm building construction, terracing, water and sewage systems, drainage, machinery repair work, etc.  |
| (d) Animal Husbandry   | Care, feeding, breeding and management of cattle, hogs, sheep and horses. Meat killing, cutting and curing demonstrations.  |
| (e) Dairy Husbandry  | Organization and direction of 60 self-supporting dairy test associations. Conduct dairy care, feeding and management schools. Official cow testing work.                |
| (f) Dairy Industries   | Improvement in quality of butter and milk, creamery management problems. Assistance to Iowa State Brand Creamery Marketing Association and Iowa Coöperative Creameries. |
| (g) Farm Crops   | Better farm seeds, soil preparation, cultivation, rotation of crops, growing more clover and less grain, pasture improvement, etc.                                      |
| (h) Soils  | Soil conservation and soil improvement, organization of soil improvement association. Soil testing, fertilizers and treatment of various types of soils.                |
| (i) Fruit Crops—Tree and Bush  | Spraying, pruning and management of fruit trees and fruit bushes. Grading and marketing of horticultural crops.   |

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| (j) Truck Crops              | Growing potatoes, cabbages, onions, beets and other vegetable crops and marketing same. Home gardens, etc.  |
| (k) Landscape Architecture   | Beautification of farm homes, school grounds, parks. Includes one full-time man furnished to the State Park Board in accordance with a resolution of the legislature. |
| (l) Poultry Husbandry        | Care, feeding and management of farm poultry. Work with Record of Performance Flocks.   |
| (m) Publicity and Journalism | Material for Better Iowa. Sending publicity to daily and weekly papers relative to important college and experimental work.   |
- (3) HOME ECONOMICS DIVISION
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| (a) Foods and Nutrition | Nutrition problems. Proper and efficient use of food in connection with feeding the family. Suggestions to relief organizations as to use of milk, meat, lard, corn, wheat and other foods. Canning and food conservation campaigns. |
| (b) Clothing            | Selection, designing and construction of clothing, Special help to relief organization in remodeling and repairing garments.   |
| (c) Home Management     | Organization of home tasks to save time and labor. Accounting, budgeting the family income, etc.   |

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| (d) Home furnishing                              | Adaptation of color and design. Selecting appropriate furniture. Repairing and renovating old furniture.        |
| (e) Child Care and Training                      | Care, feeding and management of children. About 3/5 of total amount paid from other than State Extension funds. |
| (f) Training Schools for Girls' 4-H Club Leaders | Subject matter in clothing, nutrition and house furnishing for girls' 4-H club leaders.                         |

(4) INDUSTRIAL SCIENCE DIVISION

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| (a) Entomology  | Insect control, such as outbreaks of grasshoppers, armyworms, chinch bugs. General information on control of insects and rodent pests. |
| (b) Beekeeping  | Care and management of bees. Honey marketing. One man employed to clean up foulbrood under state laws.                                 |
| (c) Plant Disease   | Weed and plant disease control service to counties. Seed testing laboratory for benefit of farmers and seedsmen.                       |
| (d) Agricultural Economics (see Agriculture — conducted jointly with Agricultural Division) |  |
| (e) Wild Life Conservation  | In coöperation with State Board of Conservation to conserve and develop wild life, game, fish, etc.                                    |

(5) VETERINARY DIVISION

- (a) General Information    Animal sanitation and disease prevention. Educational service to farmers. Hold hog cholera schools as required by law. Some extra help employed for schools.
- (6) ENGINEERING DIVISION
- (a) Radio Broadcasting    Market reports of livestock, grain, poultry, butter, eggs, weather reports, book reviews, general information, educational farm and home programs.
- (b) Visual Instruction    Educational slides and films to farm organizations, schools, Y. M. C. A.'s and special groups.
- (c) Agricultural Engineering (see Agriculture, conducted jointly with Agricultural Division)
- (7) SUPERVISION OF FIELD WORK
- (a) County Agent Supervisors    Supervision of 100 county agents, development of educational programs, etc. For the past ten years \$240,000 per year has been raised from farm bureau memberships for county extension activities.
- (b) Home Demonstration Agent and Home Economics Supervision    Supervision of women agents. Development of programs in counties without agents and supervision of same. Includes all Iowa counties.
- (c) Boys' and Girls' Club Organization and Supervision    In coöperation with farm bureaus, organization of, and development programs for 27,000 4-H farm boys and girls. Includes all counties in Iowa.

- (8) COUNTY AGRICULTURAL AGENTS      County agents carry on a general educational program in agriculture and home economics designed to reach men, women, and children. Much attention given to special emergency problems. This program is supported by a special service from the college as indicated in the foregoing statements.
- (9) COUNTY HOME DEMONSTRATION AGENTS      Carry on a special program in nutrition, home management, clothing, house furnishing and child care and training for farm women and girls. Special helps given in relief work. Also, organize and conduct girls' 4-H clubs.
- (10) FARM MANAGEMENT AND FOUR-COUNTY SOILS AGENTS      These men are stationed out in the state, and are giving full time to soils and farm management problems in their respective districts. In farm management work all expenses and part of salaries are paid by local people.
- (11) COUNTY CLUB AGENTS      Organize and conduct 4-H club work with farm boys and girls.

"Field agents conduct a general informational and contact service thus making it possible for each community to get literature, educational helps and sometimes special help from the Iowa State College and the U. S. Department of Agriculture. They also give special emergency help, such, for example, as helping on feed and seed loans, mortgage difficulties, drouth or flood troubles, insect pests and in the relief work for the unemployed." (45, p. 6.)