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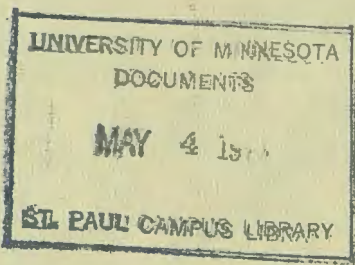
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# Reaching People with information...

press  
publications  
radio  
television  
visual aids

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

April 30, 1970



\*\*\*\*\*  
 Please read, check, and circulate  
 Extension Agent   
 Extension Home Economist   
 Assoc./Ass't. Extension Agent   
 Other   
 Secretary for Filing   
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**COMMUNICATIONS TRAINING STEPPED UP**--The Department of Information and Agricultural Journalism has embarked on an expanded program of communications training. We hope we'll be able to help agents and other faculty with workshop sessions more frequently than in the past. We had an enjoyable time working with new agents April 27-May 1 and look forward to seeing many of you during the professional improvement conference in mid-May with sessions on writing, speech-radio, and visuals.

We'll try to tailor-make workshops in special topics for groups of interested counties. Work through your district supervisor in arranging for sessions. --Harold B. Swanson

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**WHAT INTERESTS FARMERS?** --William Miller of Montsano Chemicals tells of a technique used by some of our biggest advertisers in introducing the new chemical "Lasso" recently. Members of the company and its agency spent considerable time asking farmers, "What do you want to know about chemicals?" and "What are you looking for in pesticides?" The ad writers then answered the questions farmers asked and played up the advantages farmers saw in their ads. In spite of a falling market Lasso made real advances relating to what farmers want and need. Perhaps a little questioning will make our radio programs, news articles, columns, and newsletters more meaningful and interesting to our listeners and readers. --Harold B. Swanson

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**STAY IN TOUCH** with your radio station. Those few minutes you spend at the station with the farm director, news director, or program manager may be the most important part of your day's work.

If everyone is busy, shake hands and clear out. You don't have to "sell" something every time. Your friendly call will pay off in how you, Agricultural Extension, and your "stuff" are received. --Ray Wolf

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RADIO TAPES FOR EXTENSION HOME ECONOMISTS -- "Youth, Drugs, and Society" will be the subject of a series of four tapes which will be sent monthly to the extension home economists on the list to receive the long tapes. The tape for May is an interview with Ron Pitzer, extension family life education specialist, on "Our Drug-Using Society." It runs 15 minutes. If there are some of you not on the mailing list who would like the tape for use at meetings, let me know right away so I can have enough copies dubbed.

The short tapes for May include interviews with Mrs. Suzanne Hendricks, assistant professor of home economics, on creativity in sewing (3:15); with Edith Quaglin, consumer education director for the Clorox Bureau of Bleaching, on enzymes in the laundry; and with Dr. Suzanne Davison, professor of Textiles and clothing, on labeling. --Jo Nelson

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INFORMATION CONTEST ENTRIES SHOW NEW IDEAS -- Radio entries by Burton Olson (Benton) and Clayton Grabow (Mille Lacs) in the third annual NACAA Public Information Awards program may suggest new approaches to other agents.

Both use radio regularly and send their recordings to their local stations. Grabow's entry--an interview with an agricultural instructor--showed good working relationships between extension and vo-ag. Olson's solo program started with a catchy introduction, including sound effects, and continued as a two-voice (both Burton's) interview cleverly put together to tell listeners where to get information on controlling fruit pests.

Grabow, by the way, entered five of the six classes in the information contest. It seems to me that more agents should enter their material in this national contest to have it evaluated and possibly win an award.

The score card for the radio contest and tips for better tapes are given elsewhere in this publication. Use them for evaluating and improving your radio programs. --Ray Wolf

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RADIO TOPICS FOR MAY -- University Farm Hour (KUOM-770) programs for May include: Preventing wire cuts in horses, selecting for crossbred performance in swine, pointers on disposing of pesticides, landscape planning, farm management tips, pollution, the soil moisture situation, mineral supplements for beef on pasture, cultivating corn and soybeans, growth regulators for fruit production, iron removal in the water supply, diseases of ornamentals and care of mare and foal.

Most of these topics will also be sent to 55 radio stations. They may give you ideas for your own radio work. --Ray Wolf

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LACK ENGINEERING SKILLS? --I came across a bit of verse recently that seemed to be meant for me and some of the predicaments I get into. Perhaps some of you, too, will enjoy it for the same reason. The verse was written by Jim Wynn:

"What a story, what a scoop,  
It's just made to order!  
What a shame I can't recall  
How to work this tape recorder!"

--Jo Nelson

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WORD CORNER: SHARPEN UP! --Have you noticed how some words or phrases are used over and over again until they become almost meaningless? They are described as clichés. Such expressions as these may once have seemed original and clever but have been so overused they are now clichés: far and wide, cool as a cucumber, rack and ruin, bag and baggage. "Many of them just fill the vacancies of thought and speech," says Bergen Evans in commenting on clichés.

A word in current use should be added to the list of clichés: hopefully. Some day count the number of times you hear hopefully used in speech and see it written. Its overuse should prompt you to quit saying or writing hopefully again! --Jo Nelson

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TIPS FOR BETTER TAPES --A few suggestions to those of you who are making your own tape recordings for radio broadcast:

1. Keep your machine in good condition. At the first sign of trouble or poor recording, take it to a competent repairman and let him check it over. Sometimes your radio station engineers will be glad to give your machine minor servicing.
2. Stopping and starting the recorder in the middle of a taped program nearly always results in distracting noises and variations in the recording level. When you start the recording, be prepared to keep at it. If you must stop, don't touch the volume dial or the next part of the tape will be recorded at a different level.
3. Be sure your microphone does not rest on the same table as the recorder. The vibrations and recorder noise will carry through onto the tape. Put the recorder on a chair on the floor and put the mike on the table.
4. Never splice a tape with transparent sticky tape. It will make your tapes sticky and will gum up the recording heads. Use the tape that is especially made for splicing magnetic tape--it's cheap and you will avoid some trouble. Keep the recording heads clean with a cotton swab soaked in Methanol Technical--the fluid used to clean mimeograph machines--or alcohol.
5. Time your recordings accurately. A stopwatch is almost a necessity, but a kitchen timer or a clock with a sweep second hand will do the job. --Ray Wolf

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CHECK YOUR RADIO PROGRAM

	<u>Possible Points</u>	<u>Points Given</u>
<b>1. CONTENT</b>		
A. Informational Value . . . . .	20	_____
Is the subject matter practical and educational, presented clearly and concisely?		
B. Timeliness . . . . .	10	_____
Was there a good reason for discussing selected subjects at the time the program was recorded?		
C. Intended Audience . . . . .	10	_____
Is subject matter mainly aimed at a farm and home audience, but also appealing to the general public?		
Is it pertinent to the locality?		
<b>2. FORMAT</b>		
A. Opening . . . . .	5	_____
Do opening remarks attract the attention of the audience and arouse their interest?		
B. Transitions . . . . .	5	_____
Do questions or topics discussed flow freely, smoothly, and naturally into those that follow?		
C. Organization . . . . .	5	_____
Do topics follow one another in logical sequence?		
D. Closing . . . . .	5	_____
Is the "close" friendly and direct? Does it prompt the listener to "tune in tomorrow or next week?"		
<b>3. STYLE</b>		
A. Personality . . . . .	20	_____
Does the entire show have sparkle? Is the agent enthusiastic about his subject? Does the agent get information across to the audience?		
B. Ease of listening . . . . .	10	_____
Does the agent have enough variation in voice quality and "mood" to keep the show from becoming monotonous?		
<b>4. TECHNICAL QUALITY</b>		
A. Recording Quality . . . . .	10	_____
Does the technical quality of tape meet broadcast standards? Is the recording crisp and clear, not garbled? Was the recording level properly set and maintained?		
Total points		100
TOTAL POINTS EARNED		_____

## Publications and Direct Mail

### NEW PUBLICATIONS

The Challenge for Change in Rural Chile, A Study on Diffusion and Adoption of Agricultural Innovations. Miscellaneous Report 89. Dario Menanteau--Horta. Reports results of a study to determine how new ideas and technology are accepted and adopted by Chilean farmers. 52 pages. Available.

Soil Fertility Investigations of Grass Seed Production in Northwestern Minnesota. Miscellaneous Report 91. John Grava, G. W. Randall, D. M. Larsen, and R. S. Farnham. Contains localized data on soils, grass species and varieties, fertilization practices, chemical properties of soils, and related discussions. 12 pages. Available.

Growing Trees from Seed. Extension Folder 249. William R. Miles and James H. Smith. Explains the process of growing trees, from collecting the seed to the final transplanting of the seedling. 12 pages. Available.

Organic Soil Conditioners. Soils Fact Sheet 11. C. J. Overdahl and W. E. Fenster. Discusses the comparative value of commercially-prepared organic soil conditioners, as opposed to natural organic materials, for soil-improvement qualities. 2 pages. Available.

Building a Compost Heap. Soils Fact Sheet 12. C. J. Overdahl and L. D. Hanson. Offers instructions on the construction and maintenance of a compost heap for use in improving garden soils. 2 pages. Available. *not available yet* ✓

Dwarf Apple Trees. Horticulture Fact Sheet 21. Leonard B. Hertz. Describes full dwarf, semi-dwarf, and slightly dwarf varieties of apple trees. 2 pages. Available.

Outdoor Conservation Classes for Youth. Extension Program Report 22. Clifton Halsey. Discusses extension's role in programs to inform elementary school children about conservation of our natural resources. 2 pages. Available.

The Time in Your Life -- Leader's Guide. HM-50. Mary Frances Lamison. Provides lesson purposes, arrangements, and references for use in presenting the material in HM-51, The Time in Your Life, before an audience. 2 pages. Available.

The Time in Your Life. HM-51. Mary Frances Lamison. Lesson material for use in a panel discussion on time management. Contains suggestions for homemakers on how best to utilize time in achieving specific goals. 10 pages. Available. *check 5/7* ✓

Organization: A Key to the "Good Life." HM-52. Mary Frances Lamison. Contains both leader's guide and lesson for use with visual aids. Designed to help the individual develop systematic procedures in planning work, with suggestions on how families can best divide work around the home. 5 pages. Available.

Is Your Housekeeping Adequate? HM-55. Mary Frances Lamison. Examines differences in housekeeping standards according to family member's age, location, etc., and suggests guidelines to reasonable standards of housekeeping with emphasis on effective management. 4 pages. Available.

### REVISED PUBLICATIONS

Insecticides and Their Uses in Minnesota -- 1970. Extension Bulletin 263. P. K. Harein, D. M. Noetzel, and L. K. Cutkomp. Updates information on insecticides, both in descriptive material and in tables suggesting dosages for field crop insects; household, livestock, and poultry pests; tree, shrub, and lawn insects; stored grain insects; and greenhouse and floricultural pests. Recommendations should not be used beyond 1970. 40 pages. Available.

The Dutch Elm Disease. Extension Folder 211. D. W. French, J. A. Lofgren, and A. C. Hodson. Explains the symptoms, cause, and control of the Dutch elm disease. 8 pages. Available.

Planting Trees in Minnesota. Extension Bulletin 350. William R. Miles, Marvin E. Smith, and Dayton M. Larsen. Describes how to choose, plant, and care for a plantation of trees. 12 pages. Available.

1970 Weed, Insect, and Disease Control Guide for Commercial Vegetable Growers. Special Report 5. Orrin C. Turnquist, Phillip K. Harein, David M. Noetzel, and Howard L. Bissonnette. Recommends controls for weeds, insects, and diseases common in commercial production of vegetable crops. 24 pages. Available. *2*

1970 Weed, Insect, and Disease Control Guide for Commercial Fruit Growers. Special Report 6. Leonard B. Hertz, Herbert G. Johnson, and John A. Lofgren. Recommends controls for weeds, insects, and diseases common in commercial apples, raspberries, strawberries, and stone fruits. 24 pages. Available. *ordered 54*

Minnesota Ticks and Their Control. Entomology Fact Sheet 27. L. K. Cutkomp. Describes the common ticks found in Minnesota, offers suggestions for removing ticks from man or animal, and suggests control measures. 2 pages. Available.

#### REPRINTED PUBLICATIONS

Illustrate Your Publications. Information Service Series 26. Eldon E. Fredericks and Dianne C. Swanson.

Today's Fibers. Extension Folder 218. Athelene Scheid.

To Produce Sediment-Free Milk. Food Science and Industries Fact Sheet 4 (formerly Dairy Industries Fact Sheet 11). V. S. Packard, Jr.

Grafting Fruit Trees. Extension Bulletin 273. T. S. Weir.

Selecting and Constructing Upright Farm Silos. M-131. D. W. Bates and C. K. Otis.

Portable Cone Silage Bunk. M-148. Donald W. Bates.

How to Upholster Overstuffed and Occasional Chairs. Extension Bulletin 326.

So You're Going on Television. Information Service Series 2. Jo B. Nelson and Ray Wolf.

Disposing of Empty Pesticide Containers. Agricultural Chemicals Fact Sheet 3. John Lofgren and Gerald Miller.

The Home Lawn. Extension Folder 165. Donald White.

Barbecuing Poultry for Large Groups. Extension Folder 221. Robert W. Berg and Milo H. Swanson.

USDA Publications Mention DDT -- Nine additional USDA publications were added to the list to withdraw from circulation and discard because they contain recommendations for use of DDT. The titles and numbers of the publications are:

- AB 254 Tree Diseases of Eastern Forests and Farm Woodlands
- AH 203 Tomato Diseases and Their Control
- AH 225 Bean Diseases -- How To Control Them
- AH 236 The Japanese Beetle in the U. S.
- FPL 75 Beech Bark Diseases
- G 66 Growing Iris in the Home Garden
- G 88 Growing the Flowering Dogwood
- PA 831 Get Rid of Bedbugs
- PS 4 Japanese Beetle

If you have copies of these publications in your office please discard them.

--Eldon E. Fredericks

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June 29, 1970

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ADVERTISING EXPERTS CAN HELP EXTENSION -- Several speakers at the recent 11th annual Farm Marketing Seminar in New York made observations that have real pertinence to us in Extension. Here are a few:

\*No Fuzzy Objectives--A good job of communicating (educating) requires a clear statement of objectives. We need clear, not "fuzzy," objectives and then carry through.--Richard Jacob, director of magazine promotion, Farm Journal.

\*1,500 Selling Messages Daily--Modern communications is subjecting people to 1,500 selling messages daily. We need to work if we are to make a few stick. So be different.--Sherwood W. Stumpf, account executive, McManus, John I. Adams, Inc., the ad agency handling Dow Chemical advertising.

\*Average Farmer Not "HIP"--The average farmer is not "HIP." Any trips he takes will be with his wife. The average age of the influential farmer advertisers are trying to reach today is 39.2 years. The average age of all farmers is 51 today and will be 44 in 1980. These figures are important in communicating. Much of your audience isn't youth when you are speaking to farmers.--Louis A. Magnani, vice president and creative director, Marsteller, Inc. (ad agency), New York.

\*Be Straight With Me--Younger farmers insist that communicators be straight with them. They want believable messages--not "groovy" copy. The best creativity is based on common sense. It can't be based on the latest fad--such as "opt" art, fade outs, etc. Your communications must be based on ideas not fads or styles. It must have honest appeal.--Magnani.

\*Look at the Buyer--In planning communications, look at what the receiver takes away from your message, not what you put into it. The product or message is more important by "light years" than the way you deliver the message . . . . Today you can't make something and then market it. You must look first to people's needs, make the product, and then market it.--James McCaffrey, chief executive office, LaRoche, McCaffrey, McCall, Inc., New York.

\*Don't Teach Your Grandmother--Many times communicators (and Extension educators) try to "teach" those who know the answers. Remember the old expression, "Don't try to teach your grandmother to suck eggs."--McCaffrey.

\*CATV, Wave of Tomorrow?--New communications tools such as Cable Antenna TV (CATV) could change our communications methods overnight, especially in rural areas.--McCaffrey

\*2,000 Farmers Produce One-half of Our Beef--Ray Goldberg, Harvard University. -- Harold B. Swanson

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TAPES FOR COUNTY EXTENSION HOME ECONOMISTS FOR JULY--

The long tape (15 min.) is the third interview in the series of four on "Society, Youth and Drugs" with Ron Pitzer, extension specialist in family life education. Subject of this tape is "Effects of Drug Use and Abuse."

The short tapes include two spots made by Verna Mikesh, extension nutritionist, on 1) using a meat thermometer, (1 min. and 10 sec.) and 2) freezer wraps for meat, (1 min., 20 sec.). The first is open-ended, with no identification of the speaker. At the end of the spot on freezer wraps, Verna identifies herself.

Two interviews complete the tape--one an interview on barbecuing chicken with Mel Hamre (3:55), the other with Eugene Allen on barbecuing red meats (5:30). Both men are associate professors of animal science.

And don't forget to send your tapes back as soon as you've used them, please! -- Jo Nelson

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SUMMER RADIO LISTENING--Radio listening is particularly strong in the summer. Mobility allows it to go anywhere. People listen to more transistors and car radios during summer months. According to Radio Advertising Bureau, more than 62 million transistor radios were sold in the past two years, 80 million cars have radios and there's an average of more than four radios in American households. So make your summer programs good! Remember, broadcasts that notify and explain "why" seem to be more in keeping with the purpose of modern radio than the "how to do it" type of broadcast. -- Ray Wolf

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TV TIPS--The recent TV programming trend toward use of a panel instead of detailed production has good and bad points. A panel of experts, well known individuals or those with interesting first hand knowledge or experience with a topic is fine. But individuals must fit these categories well before viewer interest can be sustained throughout a program.

What I'm trying to say is this: television utilizes sight, sound and motion to be effective. If panel members are not visually appealing (well known, knowledgeable, or enthusiastic) the program material might better be presented on radio.

Demonstrations--where you show procedure or techniques is excellent TV fare. Camera close-ups can offer more definition and insight than many face-to-face situations.

- more-



Illustrated presentations are better than a straight talk or lecture on a topic. Use slides, photographs or movie film--if available. For visual variety, movement and the sake of interest, use from 4 to 6 slides per minute. Without variety, movement and interest you'll lose your audience.

Nothing beats the real object for an effective visual. If the real thing can't be brought into the studio, substitute with models, film (movies), slides, pictures or drawings.

Retain and use the two elements of TV that make it an effective educational-informational tool--sight and motion. --Norm Engle

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SOME TIPS ON RADIO SPEAKING - -

1. Be your self--let your personality show.
2. Have an opening that'll be "ear catching."
3. Use a variety of material.
4. Keep heavy subject matter to a minimum.
5. Avoid difficult words and long sentences.
6. Try to stimulate interest in--not exhaust--a subject.
7. Present timely-localized material.
8. Remember your audience.

-- Ray Wolf

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SPANISH - ENGLISH PUBLICATIONS AVAILABLE - - Several bilingual publications are now available for those working with Spanish speaking people. In some cases the Spanish language publication is separate, and in other cases, both the Spanish and English are side-by-side. You may order the following on the regular A-16 Order Form and send it to Leona Nelson, 453 Coffey Hall.

Español 1	Leche (Milk)
Español 2	Buena Comida (Good Food)
Español 3	Ventas De Ropa Usada (Sales of Used Clothing)
Español 4	El Casamiento (Marriage Is a Partnership)
Español 5	Estimados Padres (Dear Parents)
PA 912	Good Foods Coloring Book
PA 912-S	El Libro Colorante De Las Comidas Buenas
FNS 5	You and Food Stamps
PA 691	Food For Young Families Series: Key Nutrients
PA 691-S	Elementos Nutritivos Esenciales
PA 692	Principles of Cookery
PA 692-S	Principios básicos en la preparación de alimentos
PA 693	Feeding Young Children
PA 693-S	Como alimentar a los niños
PA 694	Eat to Live Better
PA 694-S	Coma bien para vivir mejor
PA 695	Meal Planning Made Easy
PA 695-S	Cómo planear comidas fácilmente
PA 696	Selecting and Buying Food
PA 696-S	Selección y compra de alimentos

You will hear about other publications available this summer in future issues of Reaching People. -- Lee Nelson

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WORD CORNER--SHARPEN UP! -- If you were to grade yourself on the business letters you write, would you rate an A--or a C or D? Have you weeded out of your letters such wordy and stilted phrases as: in reference to your letter, in reply to your letter please be informed, in compliance with your request, reference is made to your letter, yours of recent date, this will acknowledge receipt of your letter?

According to the Dartnell Institute of Business Research, each business letter you write costs \$2.74. Multiply that figure by the number of letters you write every working day or week--and you'll find that correspondence carries a high price tag!

Here are some comments worth noting from Ellis Gladwin, editor of Connecticut Mutual Life Insurance Company's Letter Logic: "There are two reasons why many letters cost more than they should: 1) the use of wordy . . . English and 2) carelessness. Once old-style business English becomes part of a writer's vocabulary, it is hard to stop using it.

"Carelessness causes letters to be written that should not have been necessary. I refer to the letters written because the first writer was not clear, or forgot to include requested information. This happens too often--even in the best places . . . roughly 15 percent of the letters written in many companies wouldn't have been written if the initiator of the correspondence had been careful.

"When word comes down the line that overhead must be cut, the people who write the letters can show the way. While saving money for the company, they'll be writing better letters."

-- Jo Nelson

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RADIO TOPICS FOR JULY -- Subjects discussed on the University Farm Hour (KUOM-770) during July may be helpful in your radio planning. They include: Farm Safety Week, July 19-25; preparing livestock for showing, summer garden care, shelter belt planning, soil moisture conditions, improving dairy and beef breeding practices, harvesting malting barley, seeding of forage crops, corn drying systems, fertilizing pastures, corn leaf diseases, and raising poultry as a hobby.

The printed schedule of topics for Highlights in Homemaking and Farm Hour for July-September should reach you soon--and may contain other ideas for programs.

-- Ray Wolf

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THE EFFECTS OF TELEVISION -- John W. Macy, Jr., President of the Corporation for Public Broadcasting, told management personnel at a recent meeting in the Twin Cities about the power of television.

He cited figures on youth's influence from the "electronic cyclops"--by the time a youngster graduates from high school he will have spent from 3 to 4 times as long in front of the TV set as he will have spent in the classroom.

Sponsors were encouraged to utilize their commercial messages and influence to direct programming toward enlightenment and information--especially for environmental and social concerns. Entertainment is demanded by the public, but look how Sesame Street has taken the country by storm. This is a prime example of using entertainment techniques for education.

-- Norm Engle

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## Publications and Direct Mail

### NEW PUBLICATIONS

Price-Quality Relationships in Spring Wheat. Technical Bulletin 267. John D. *here* Hyslop. Discusses (in two parts) measured quality factors determining official grades for wheat and the demand for hard wheat protein, the factor the market regards as primary to bread-making quality. 32 pages. Available.

Iron in Drinking Water. M-154. Roger E. Machmeier. Describes presence of iron in both ferrous and ferric forms and suggested treatments for eliminating these problems. 6-page railroad folder. Available early July.

Potato Fertilization on Irrigated Soils. Soils Fact Sheet 13. C. J. Overdahl and C. P. Klint. Discusses the application of potassium, magnesium, phosphorus, and nitrogen, and gives suggestions for quantities under various soil and seasonal conditions. 2 pages. Available early July.

Perspective on the 70's. Gives schedule for half-hour weekly television program that focuses on modern issues and problems. 6-page railroad folder. Available.

Forestry in Itasca County's Economy: An Input-Output Analysis. Miscellaneous Report 95. Jay M. Hughes. Describes, within an input-output framework, the interdependence of activities within the county and the rest of the world. A 39 by 39 sector input-output model of the county's economy in 1966 was constructed, and multipliers useful for estimating short-run impacts of possible changes were developed from it. Forestry-related sectors are emphasized. 100 pages. Available.

1969 Annual Report, Southwestern Minnesota Farm Management Association. Economic Information Report R70-2.

NOTE: Copies of the last publication are not available from the Bulletin Room. Order them from: Department of Agricultural Economics, 212 Haecker Hall, University of Minnesota, St. Paul, Minnesota 55101.

### REVISED PUBLICATIONS

Carpet Beetles and Clothes Moths. Entomology Fact Sheet 18. J. A. Lofgren and D. M. Noetzel. Suggests control measures for troublesome household pests. 2 pages. Available late June. *here*

Radio for City and Country. July-September 1970. Quarterly list of topics for "Highlights in Homemaking" and "University Farm Hour" on KUOM radio. 8-page railroad folder. Available.

Town and Country. July-September 1970. Quarterly list of topics for "Town and Country" on KTCA-TV and several commercial stations throughout the state and in neighboring states. 6-page railroad folder. Available.

Fire Blight. Plant Pathology Fact Sheet 17. Herbert G. Johnson. Describes the symptoms of this bacterial disease and suggests control measures. 2 pages. Available. *here*

REPRINTED PUBLICATIONS

Broiling. HS-6. Verna A. Mikesh and Leona S. Nelson.

Home Storage. HS-7. Mary L. Mueller, Mary F. Lamison, and Leona S. Nelson.

Daily Food Guide. HS-9. Grace D. Brill and Leona S. Nelson.

Hamburger. HS-13. Verna A. Mikesh and Leona S. Nelson.

Milk. HS-14. Verna A. Mikesh and Leona S. Nelson.

Pots and Pans. HS-16. Wanda W. Olson and Leona S. Nelson.

Cutting Up and Cooking a Chicken. HS-18. Verna A. Mikesh, Melvin L. Hamre, and Leona S. Nelson.

Hair Styling. HS-20. Athelene H. Scheid and Leona S. Nelson.

Eggs. HS-21, Verna A. Mikesh and Leona S. Nelson.

Laundry Supplies. HS-22. Wanda W. Olson and Leona S. Nelson.

Doing the Wash. HS-23. Wanda W. Olson and Leona S. Nelson.

Popular Ways to Serve Vegetables. Extension Bulletin 294. Grace Brill.

Galls. Entomology Fact Sheet 28. T. M. Peters.

How Individuals Work in a Group. Communications Bulletin 16.

You Can Write Better Letters. Communications Bulletin 20. Harold B. Swanson.

Exhibits--Do They Help Us Communicate Efficiently? Communications Bulletin 27. Gerald R. McKay.

Alter the Pattern to Fit Your Figure. Extension Folder 245. Athelene Scheid.