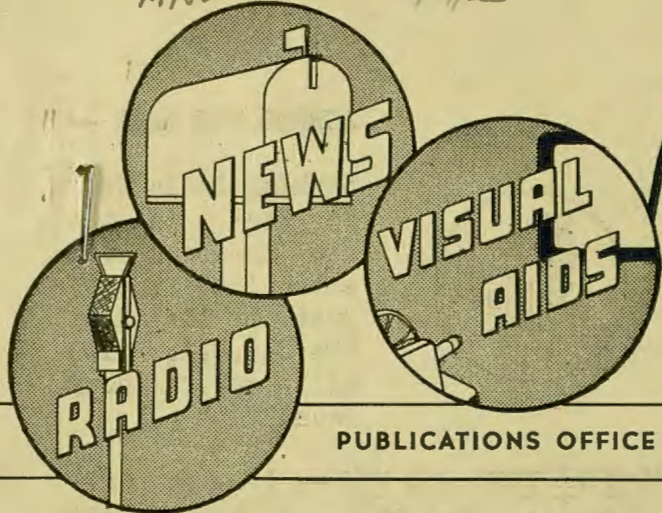
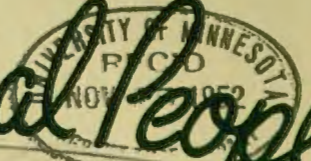


MN2000 RRP 11/24/52



Reaching Rural People



WITH INFORMATION TOOLS



PUBLICATIONS OFFICE

AGRICULTURAL EXTENSION SERVICE

UNIVERSITY FARM

University of Minnesota
November 24, 1952

- * Please read, check and circulate *
- * County Agricultural Agent *
- * County Home Agent *
- * County 4-H Agent *
- * Secretary for filing *

TO THE H. A.'S

Minda Herseth, Meeker county's new home agent, lost no time in starting a column. Shortly after coming on the job, she used a column to introduce herself to the homemakers in her county-- and did it in a personal, chatty way. She went on to comment on some of the differences she finds in Meeker county from her own native Kittson county. The column reads easily because of its style and because it is divided into short paragraphs set off from each other by asterisks. She calls her column "A Word for the Homemakers."

ACROSS THE EDITOR'S DESK
We've been renamed. That's right. We're now known as the Information Service instead of the Publications Office.

Except for the change in name, there is no other change in the office. Actually our new name is much more descriptive because our activities are not limited to publications but also include press, radio, visual aids, and television.

Some of you have asked, "Do you work for the Extension Service exclusively?" Although two thirds of our time is spent on Extension jobs, we also work for the Experiment Station, College, School and Short Courses. We teach agricultural journalism classes, edit station bulletins, write research stories, publicize short courses, etc. Do It Today.....

More Columns

Gladys Peto, Mille Lacs county, has had a column heading made, using her picture and an outline map of the county Grant county agents are using a new double column heading under the name "Chats from the Farm Side and Home Side."

Don't Pack Stories into Column

Incidentally, full-length stories have no place in a column. Let them stand on their own feet as full-fledged news articles. Use your columns for informally written short items which bring in local names as well as facts.

Enter the fifth annual extension information contest right now. There are classes, as you know, in press, radio, visual aids, and circular letters. Those Recommended Varieties

Information Contest

So many new columns have been started this year, we'd like a good representation of them in the information contest. At present, the men are ahead of the women in number of entries. If you haven't a column to submit, try one of the other sections -- but do enter something! We'll be waiting! --Jo Nelson

We think we've got the problem of getting grain variety recommendations to you early partly licked this year. Will Myers, chief of the Agronomy Department, has been most cooperative. For details see Bob Raustadt's press section and the Bulletin Board.

Come in and see us during conference. We'll see to it that you get a cup of coffee, too. --Harold B. Swanson



County agents early in December will be receiving copies of Minnesota Feed Service, a publication for feed, seed and fertilizer dealers

put out by the U. of M. Ag. Extension Service, which will contain an article of wide interest. This article, by Dr. W.M. Myers, the University's new agronomy-plant genetics department chief, gives tips on crop variety prospects for the 1953 growing season--what looks good and what doesn't, etc.

This is the first time that such information has been issued in such complete form in advance of the January meeting at which recommended varieties are selected. It seems likely that the list of changes in recommended varieties for next year will be a little different from the information in Dr. Myers' article. We believe you will find the article of interest and value.

When the meeting is held to decide on changes in recommended varieties after the first of the year, the Information Service office will inform you of the decisions made as quickly as possible by news release.

How About the Information Contest? Have you sent your entries in? The deadline is December 1. Mail them to the Information Service, University Farm, St. Paul.

A pat on the back goes to Frank Forbes for a fine article in the REA P.K.M. (Electric Co-op) News, published at Warren. The article tells of a successful modern sewage disposal system demonstration on a farm near Warren. Good clear photos show views of the septic tank and disposal field.

Noticed in leafing through the clippings: The heading for John Ankeny's column heading shows up well in two Watonwan county papers in spite of the fact it's almost entirely a half-tone. Headings in some other counties looked pretty beat up.--Bob Raustadt.



"Making Radio Work for You" is the new handbook for extension agents just published by the U.S.D.A. You will get a copy soon.

RADIO WILL WORK FOR YOU -- IF -- you will be yourself, just talk to people, keep your broadcast simple, use names, be sold on what you say, have a reason for going on the air, and be "down to earth."

WORTH READING -- If you're one who likes to worry about the future, there's an article in the October Better Farming Methods that will interest you. "Television Is a Friend--Not Foe!" is the story of a county agent in Ohio who had to face television--and lived!

WHERE DOES RADIO STAND TODAY? -- Sam Schneider, president of National Association of Radio Farm Directors, recently made these comments --

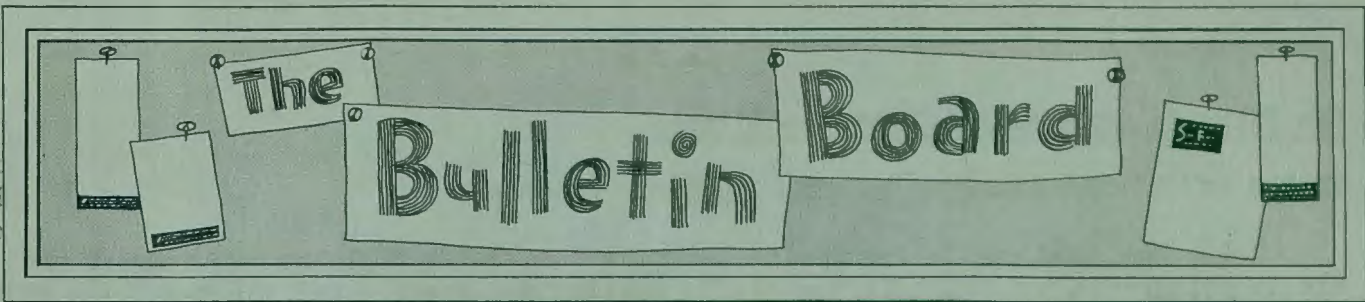
"A few years ago some thought that radio was going to take the place of newspapers. But the papers are still here, and here to stay. So is radio, even in the face of TV. So are telephones and direct mail. Each has its place among the media of information.

"One of the problems of radio today is to drive a stake, set up a direction, and to see where we're going. The farmer is getting information from various sources. It's the job of farm radio to aid the farmer in using the information offered him.

"We need radio to sell agriculture--but too many of us are resting on our laurels, and are failing to do the job we should. Radio stands as a liaison between you (county extension agents), the University and the farmer.

"Good radio programs stimulate wants and desires which, in turn, prompt all human activity."

SEND TAPE OR DISC--interview or straight talk to me by December 1 for information contest. -- Ray Wolf



November 1952

Contest Entries Are Coming In

Your visual entries can still be sent in to the state office and will compete. In addition to the prizes which you might win, you will be contributing worthwhile ideas to other extension folks at the conference. Last year over 30 agents had their handiwork on display.

Classes for the contest include these:

- Division I - Series of black and white photos taken by an extension agent. (Two or more pics).
- Division II - Series of black and white photos useable in extension work but taken for you by someone not in extension.
- Division III - Series of color slides suitable for use in extension.

Century Radio and Camera Co. have indicated they will provide prizes for the winners.

Economic Outlook Charts Available on Slides

The outlook material like you have in booklet form will be available from our slide library in 2 x 2 slide form. These slides are in color and provide an easy way to present the facts shown on the charts. The large charts can be purchased for about a dollar apiece from the Washington office as you probably know.

Send your requests for the slides to the Stenographic department at University Farm. There is no rental charge.

2 x 2 Slide Sets Offer a Wealth of Teaching Material

The slide library maintained by the Agricultural Extension Service for your use contains color slides on almost every subject in your field. More than 120 titles and over 250 individual sets are listed in the catalog which we sent you last June.

Among some that might be especially helpful are these:

- # 82 A Step Saving Kitchen U.S. Dept. of Agriculture
- 91 Soil Testing in Minnesota Jones and Burson
- 66 Home Dressing of Poultry Cora Cooke
- 68 Pocket Gopher Control H.L. Parten
- 72 Kinds of House Plants L.C. Snyder
- 73 Garden Flowers L.C. Snyder
- 76 Shelterbelt Care and Maintenance Wood and Anderson
- 85 Let's Keep a Good Egg Good Cora Cooke
- 61 Farmstead Arrangement S.B. Cleland
- 97 Minneapolis Grain Exchange George Wilken
- 99 Stem Rust of Wheat T.H. Stewart
- 100 The Little Woman is Changing the Hog Market George Wisdom
- 113 Famous Last Words Glenn Ricchetti
- 122 What is Farm Management Service S.B. Cleland

New Films In Agricultural Extension Library

RABIES CAN BE CONTROLLED - 16 min. - Color - Lederle

Tells how dogs can be vaccinated to prevent rabies. Explains the disease and its importance to humans. Shows steps in testing the vaccine and the care with which it is made. Good for any group.

LIFE BLOOD OF THE LAND - 22 min. - Color - USDA

A general interest film showing how water is needed in every phase of life. The need for controlling water is emphasized. Explains why careful logging and grazing are important. Suitable for any age or kind of group.

Slide Set #137, 4-H Club Congress in Chicago

This set was prepared by Norm Mindrum and has been used considerably around the state by those clubs which had representatives at the congress. Now it is in the state film library and available to all extension workers in the state.

Slides on Organic Matter in Soil Management

Dr. Harold Jones is preparing a set of 2 x 2 slides on the part that organic matter plays in good soil management. The set will consist of about 38 slides mostly in color and probably will be ready about January 1st.

Send your requests to the Stenographic department at U Farm.

For Sale Department

A good 3 $\frac{1}{2}$ x 4 $\frac{1}{2}$ Speed Graphic and a Model K Eastman 16 mm camera are available from one of the University staff members. Another person has a practically new Hi-boy Quickset Senior tripod for sale. Drop us a line if you'd like more information about them.

All of these items are very usable in county extension work.

Be Sure to Warm Up Your Projectors and Recorders in Cold Weather

You can avoid a lot of embarrassing trouble by seeing that your projector or other motor driven equipment is up to nearly normal room temperature before turning on the switch. At 10 degrees below zero some motors will burn out and be ruined before they warm up enough to run.

DON'T FORGET TO GET YOUR BEST PHOTOS AND SLIDES IN FOR THE CONTEST.