

Arthur R. D.

WHERE DO WE GO FROM HERE?

David S. Weaver

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This isn't going to be a talk based on Definite Steps -- one, two, three or A, B, and C. My assigned topic is "Where Do We Go From Here?" Well, I for one am going home in a few minutes but I'm not going home and you're not going home until I give you what I think is more important "over the long pull" than a recommended 1, 2, 3 program on procedure.

I think we need a clearer understanding of our Challenge -- of our job -- of the philosophy that motivates us.

You have spent over a full day in working on details, on parts of the program, and you've done a fine job. These group reports show good thinking and I know each of you has amassed many useful ideas and aids.

Please bear with me a few minutes on a little history and a little prediction!

The last 20 years: 1937 to 1957 -- the next 20: 1957 to 1977! We can only predict the future on the basis of the past. Everyone in this room can remember most of the events of the past 20 years -- so let's briefly review a few of them to prove they were the most dramatic, the most wonderful, and the most significant in all history. If we can establish this fact and then show that the NEXT 20 years will be even more stupendous than we, as individuals, can perhaps detect the personal challenge that faces each of us.

The last 20 years have been the most exciting in YOUR life, and certainly the most exciting in ALL HISTORY AND YOU WERE THERE! We moved from the grimness of a world depression into the tragedy of war. No one was spared. Every human life was affected by these events. It seemed that the world was falling apart.

Scientific truths were discovered so fast and technology developed so far and so rapidly that each of us was caught up in the fantastic whirlpool.

The Mad Man of Europe took over. The Nazi bombers drove Britain's children into shelters and Berlin's children into military camps. We passed the Selective Service Act. We sent "Bundles to Britain" and protests to Berlin! Japan ravished China--the greatest crime in modern history! And on "That Day of Infamy", that Sunday, December 7, 1941, the roar of bombs at Pearl Harbor dramatically awakened every American that we were in it!

America, the symbol of hope in the depression, became the WORLD symbol of victory in war! We geared for war and built the greatest WAR MACHINE of all time. We wrote V-mail letters to our boys and we counted ration stamps at the grocery store. We stormed the beaches of Normandy for IKE and we returned to the Philippines with McArthur. The Great Lion of Britain roared out his "Blood, Sweat and Tears" cry and steadied the shaken world!

America rose to her greatest HOUR from Tarawa to the Bulge. American soldiers and the American people carried the load, built the war machines, and produced the food that won the war. And when the smoke of battle cleared away we counted our dead -- 400,000 of them.

Yes, there were others dead, too. Hitler and his Eva were dead; Mussolini and his girl friend, Carita, were dead. And so were 40 million people! America alone spent enough money to SAVE THE WORLD -- to have built schools, churches, roads, and hospitals for centuries to come. With this wasted money we could have eliminated poverty, filth, ignorance and disease for all time in our own nation and in most of the world.

Victory in Europe and V-J Day four months later came with a bang! In fact, two bangs -- one at Hiroshima and one at Nagasaki. With just one trigger pull, we killed 150,000 Japs and set into motion the great force, the great THING that may become man's greatest blessing or man's greatest curse -- ATOMIC POWER.

What does it hold for us? We dismantled one army and immediately started to build a new one. AND A LITTLE BABE WAS BORN -- "THE UNITED NATIONS ORGANIZATION". God grant that as the birth of the Babe at Bethlehem 2000 years ago symbolized the coming of a NEW ERA on EARTH so may this NEW BABE bring PEACE ON EARTH, GOOD WILL TOWARD MEN for all time to come.

We got busy in America. We raised babies -- 30,000,000 in 10 years. We got jobs for over 70,000,000 workers. We built housing developments. We built airports, automobiles, television sets, and air conditioners! We crowded our Colleges with G. I.'s and our hospitals with Blue Cross patients!

Alger Hiss awakened us to the threat of internal infiltration. And then came the jet to increase the threat. Again America tightened her belt and went into action -- this time with BREAD instead of BULLETS -- with AID instead of ARMS.

We met the new crisis with action: In Greece with the Truman Doctrine! In Berlin with the air lift! In Russia with the Voice of America! All over the world with the Marshall Plan, the Point-Four program, with NATO, and with tightened security measures at home. And we prayed as no nation has ever prayed before.

We built more churches and baptized more people in a shorter time than ever before. We fought back in Korea in the strangest, most fantastic, and the most unpopular war in history. And our FLY-BOYS crashed the sound barrier!

Internally we were moving. We heard McArthur's "Old Soldiers Never Die"! Union bosses took over and delayed our re-conversion to peaceful production. We passed the Taft-Hartley Act and then buried Mr. Taft. Arthur Godfrey and his gang got going! Television was here! Jackie Robinson broke the color barrier in sports and segregation became a big issue. McCarthy and his methods became a threat to liberty. "I like IKE" spread across the land! Bannister broke the 4-minute mile. Jerry Lewis and Dean Martin made us laugh and Perry Como took over on Saturday night. Mantle took over from DiMaggio and Hollywood went in for wide screens, three dimensions, Monroe and Mansfield. Then came 33 and 45 RPM records and the disc jockey.

The Brannan Plan went down and up came the Soil Bank. Filter tips and homogenized tobacco makes 'em "taste good like they should". Ford took over from Chevrolet and Plymouths get tail fins! And now we all get polio and Asian flu shots. And we're even invading God's territory with an earth satellite, sailing around up there -- beep, beep, beeping, warning us of things to come.

We have atomic submarines and nuclear electric plants so we can worry about radio active fallout, bomb shelters, and civil defense.

We have SUBURBIA--A new problem to deal with. It suddenly seems that all city dwellers WANT TO get a piece of God's green earth so with the coming of the automobile, paved roads, electricity, and the power lawn mower they're all moving to the country -- bringing on a host of new problems for agricultural workers.

Yes, the last 20 years have been busy ones--the busiest ever. And you were there! Perhaps I've spent too much time bringing you up to this point, but I hope its not all wasted; I wanted to show you as dramatically as I could in a hasty and perhaps crude way the VAST, STUPENDOUS CHANGES in the lifetime of even the youngest person in this room.

What has all of this got to do with our problem here today? With Rural Development? Let me see if I can point this up! Let's start with people -- farm people -- too many and too poorly trained. One hundred years ago one farmer fed four. Today he must feed 30. But tomorrow he will feed 20, 40, maybe 50. For the nation, THIS IS GOOD, but for the family being CROWDED OUT of farming -- this is serious!

To be specific we have: Schools -- too small and poorly equipped. Teachers -- too few and underpaid. Housing -- too poor and sub-standard. Incomes -- too low and uncertain. Labor -- too seasonal and inefficient. Soils -- too poor and badly managed. Water -- too much or too little. Farms -- too small for efficiency. Food -- too limited in variety and millions still nutritionally hungry. Crops -- too low in yield and quality. Animals -- too low in production and poorly managed. Markets -- too few and too poorly understood and managed.

All of these are only a few of our problems. Can these problems and hundreds of others ever be solved? The answer is distinctly "yes". If it were "No", then you and I who live and struggle to improve the MINDS OF MEN, WOMEN AND CHILDREN had better quit. And I submit that if we are EDUCATORS and if our job is EDUCATION and SERVICE, and if we are to render essential services in health, welfare, employment, etc., IT IS PEOPLE AND NOT PIGS, CHILDREN AND NOT CHICKENS we must deal with. You CANNOT EDUCATE and serve a PIG or a PULLET. You can only EDUCATE AND SERVE PEOPLE.

If we cannot do THIS then we should throw out our files, close our books, lock our desk drawers and like the Arab "fold our tents and slip silently away into the night"! We should sneak quietly out the back door of our office into the darkness and tomorrow morning apply for unemployment compensation until we can get jobs as clerks, waitresses, salesmen or carpenters. No, we cannot and we will not take the easy road. We are not of the stuff that stands idly by when so much is to be done!

What is our job? It is to provide the information and services based on research and experience that will enable the farmer to do just two things: One -- to feed and clothe the nation with a sufficient quantity of high-quality food at a price satisfactory to both consumer and producer. Two -- to raise his own standard of living to a level comparable to other segments of society.

I want to stress that the above should be stated in the order given -- first, the service we must render for all the people, and second, helping farmers. THIS IS AWFULLY IMPORTANT. We can no more justify the vast sums of money being spent for agricultural programs, if we imply that that money is for the benefit of the farmer alone, than the military people could justify their billions being spent for the benefit of soldiers. As the army and navy protect the nation with the worlds best trained fighters, so agricultural research and education and essential services must protect the nation with the worlds best trained farmers. Both are essential but let's never forget that in the final analysis BREAD IS MORE ESSENTIAL than BULLETS! But our poor public relations have LET THE PEOPLE, THE TAX-PAYER, forget this. And as farm people become more and more a smaller and smaller minority, the greater the effort must be to get our customers (who incidentally pay most of the cost of the agricultural research, educational and action programs) to consider their tax donations to agriculture in the same light they willingly tax themselves to support the military programs. UNLESS WE DO THIS, AGRICULTURE WILL CONTINUE TO EXIST ON LOW WAGES AND SUBSIDIES.

Now let's look at the farmer's real job, the job he must do to fulfill his obligation, to render his service. It's unique, it's complex, it's still based more on an "art" than a science, yet it is the MOST ESSENTIAL JOB IN THE WORLD. People existed for countless centuries without automobiles, televisions, bathrooms --yes, without clothes or houses, BUT NEVER FOR A WEEK without FOOD! And food is the farmer's business.

Our job is not finished until every acre is put to its best use in line with demand for production of human food, animal food, fibers and forestry products; until every acre is protected against erosion, receptive to water infiltration and drained for maximum production, and there is adequate water for each farm; until there is a year-round job for every worker, eliminate peak seasonal and low seasonal earning capacity for high standards of living, education for understanding and decisions, leisure for thinking and health, and recreation; until every child is healthy and happy, and there is a happy and contented farm population; until our attitudes are broad, tolerant and ambitious, and we understand national and world problems.

Our job is not complete until every community has roads, schools, churches, recreational facilities, electricity and telephones, cultural opportunities -- (libraries, little theatres, art exhibits, concerts and dramas). And every county has an intelligent population, interested in politics, alert, public service, education, jails, welfare, health and safety. We must have education for every person in line with capacity; health (sanitation, comfort, food, clothing); security (old age, accident insurance); housing (comfort, health, beautification).

These needs, and these vast world shaking changes, bring us to our problem here today -- Rural Development! Progress and time march on. But progress has

BY-PASSED many. This is our Rural Development Challenge. Where do we go from here? I don't know and you don't know, but I do know THIS: If each of us, in our own way will study and think and try, we can lick this thing. But if each individual and each agency sits back and says, "I'm too busy, let those other fellows or those other agencies do it," then we will not lick this problem. If this is our attitude, we might as well give up and say it can't be done. I now want to ask you: In his own time, WHAT SHOULD A MAN DO? What can he do? If it is easy to do, is it worth doing? Why should, in our time, Tensing and Hillary climb Mt. Everest? WHY? Why should Roger Bannister spend his life training to run the four minute mile? Why should Einstein spend his life developing the simple formula $E = M \times C^2$ which is changing the world? Why should Jonas Salk search for a vaccine that would conquer polio? And why did Sam Woodson in his do or die effort to rescue little Bennie from the well as the last cave-in started say, "It wasn't Bennie's voice I heard, it was God's"? What difference to them personally, 20 years from now? The sun comes up and the sun goes down, doesn't it? Who cares if somebody did something or somebody else didn't?

Man is an animal, isn't he? Why should he go to a lot of trouble about the KIND of animal he is? What is he trying to PROVE? Who is he trying to IMPRESS? Yes, man is an animal but he is an animal PLUS -- and the PLUS is what counts! PLUS a mind! PLUS a memory! PLUS a heart and love. And the heart and love are the greatest of all. "For as ye do unto the least of these, so also ye do unto me!"

Yes, these are our challenges and our responsibilities. This is OUR WORK. But what of OURSELVES -- each of us, a creature with a mind and a soul. What is our PERSONAL CHALLENGE? Mine is this. And I think it is yours. Just a little prayer: "Oh Lord, let me help someone each day. Let me do what I can for others. Let me do it now, for I shall not pass this way again." And so let me close with a little poem that has helped me, and I know will help you as you go about your never-ending effort to help people:

"It is my joy in life to find,
At every turning of the road
The strong arm of a comrade kind
To help me onward with my load.
And since I have no gold to give,
And love alone must make amends
My only prayer is, while I live -
God make me worthy of my friends!"

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- (4) The Rural Development Program with Emphasis on Extension's Responsibilities, Federal Extension Service, August, 1956.
- (5) Rural Development Program, Rural Resource Leaflet No. 1, brief summary of the program, May, 1957.
- (6) Cumberland County, Virginia, Economic Study, 1957.
- (7) Rural Development Plan for Watauga County, North Carolina.

Jackman Mills
W. Va
1958

WHERE DO WE GO FROM HERE WITH RURAL
AND RESOURCE APPROACHES

David S. Weaver, Director
North Carolina Agricultural Extension Service

My job this morning is to talk to you -- your job is to listen to me. If you finish your job before I finish mine, PLEASE LEAVE QUIETLY.

This isn't going to be a talk based on definite steps -- one, two, three or A, B, and C. My assigned topic is "Where Do We Go From Here?" Well, I for one, am going home in an hour or so, but I'm not going home and you're not going home until I give you what I think is more important "over the long pull" than a recommended 1, 2, 3 program on procedure.

I think we need a clearer understanding of our challenge -- of our job -- of the philosophy that motivates us.

You have spent a whole week in working on details, on parts of the program and you've done a fine job. These group reports and our discussions here this week show good thinking and I know each of you has amassed many useful ideas and aids -- most of them with a practical slant. But without a passion for our jobs, a never-give-up attitude as a personal urge to do our best, they may be an utter waste. I am challenged to CHALLENGE you, as I have been challenged to try to make you see the glory of this opportunity -- this people to people effort.

Please bear with me a few minutes on a little history and a few predictions. The last twenty years: 1939 to 1959 -- The next twenty: 1959 to 1979.

We can only predict the future on the basis of the past. Everyone in this room can remember most of the events of the past twenty years -- so let's briefly review a few of them to prove they were the most dramatic, the most wonderful, and the most significant in all history. If we can establish this fact and then show that the NEXT twenty years will be even more stupendous -- then we, as individuals, can perhaps detect the personal challenge that faces each of us. The last twenty years have been the most exciting in your life, and certainly the most exciting in all history, and you were there. Twenty years ago we were moving from the grimness of a world depression into the tragedy of war -- no one was to be spared. Every human life was affected by these events. It seemed that the world was falling apart.

Scientific truths were discovered so fast, technology developed so far and so rapidly that each of us were caught up in the fantastic whirlpool.

The Mad Man of Europe took over. The Nazi bombers drove Britain's children into military camps. We passed the Selective Service Act. We sent "Bundles to Britain" and protests to Berlin. Japan ravished China, the greatest crime in modern history. And on "That Day of Infamy" that Sunday, December 7, 1941, the roar of bombs at Pearl Harbor dramatically awakened every American that we were in it.

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I hope it's not all wasted; I wanted to show you as dramatically as I could in a hasty and perhaps crude way the vast, stupendous changes in the life-time of even the youngest person in this room.

What has all of this got to do with your problems here today? With Rural Development? Let me see if I can point this up. Let's start with people-- farm people. Too many and too poorly trained. 100 years ago one farmer fed four. Today he must feed twenty-three, but tomorrow he will feed thirty, forty, maybe fifty. For the nation, this is good but for the family being crowded out of farming--this is serious.

To be specific we have: Schools -- too small and poorly equipped. Teachers -- too few and underpaid. Housing -- too poor and substandard. Incomes -- too low and uncertain. Labor -- too seasonal and inefficient. Soils -- too poor and badly managed. Water -- too much or too little. Farms -- too small for efficiency. Food -- too limited in variety and millions still nutritionally hungry. Crops -- too low in yield and quality. Animals -- too low in production and too poorly managed. Markets -- too few and too poorly understood and managed.

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If we cannot do this, then we should throw out our files, close our books, lock our desk drawers, and like the Arab "fold our tents and slip silently away into the night." We should sneak quietly out the back door of our offices into the darkness and tomorrow morning apply for unemployment compensation until we can get jobs as clerks, waitresses, salesmen, or carpenters. No, we cannot and we will not take the easy road. We are not of the stuff that stands idly by when so much is to be done. Before we can do anything, we must have the facts, and equally important we must be willing to face them.

I am now going to make a statement that is harsh, yes, even cruel, but I want to make a point and will risk the criticism I'm sure I'll get by saying this in simple, crude words. I'm sure you'll be shocked and hurt, but I'm doing it deliberately. If I have to make you angry, I'm going to do it, because I want you to think. If I can get you to think of the big, tough problems that must be solved, I do not care what you think of me!

Over-simplified it is this -- for this discussion, farmers fall into three groups:

1. Commercial farmers - those who produce enough to make a substantial contribution to our supply of food and fiber. I'm not referring to so-called corporation farmers -- but good, practical family-operated farms for the most part. These people feed the nation.
2. Part-time farmers - these are partly commercial but their human and physical resources are too limited to permit a satisfactory living standard to be maintained by farming alone, hence their income must be supplemented by off-farm employment. This is good, especially for the short run -- a sort of stop-gap, during a transition period.
3. The In-Between farmers - neither commercial or part-time. These are our problem farmers -- these are those who create that elusive bug-a-boo "the average low income," traditionally, but wrongly associated with all farmers.

If you will, for the moment, accept this classification, let's concentrate on this in-between group. What can they do? What alternatives do they have to do better? Here comes the tough part! They have four choices, four alternatives, four ways to get out of this bad and impossible situation.

They can:

1. Get commercial,
2. Get part-time,
3. Get off the farms, or
4. Get on the welfare rolls.

It's just that simple! Yet this very simplicity clearly focuses the situation that gave birth to the Rural Development concept. Your job and my job -- yes, even the Nation's job -- is to get this group into the right slot -- the right place.

A farm family with no capital resources, no technical training, and above all, no decision-making ability or aggressive, progressive attitudes is more out of place in trying to stay in the terrific race for efficiency that characterizes the farming of our time, and which will be greatly intensified in the future than is the so-called "square peg in the round hole." At least the square peg has four contacts with its environment which assures some stability; but I, for one, do not see a single point of opportunity for these farmers to live satisfactorily on the farm unless they can get commercial or get part-time.

Here is Rural Development's challenge: Through complete individual, family-by-family, field by field, opportunity by opportunity analysis, we as trained workers must guide these people into the best choice of the first three possibilities -- get commercial, get part-time, get off the farm into jobs for which they are qualified -- any way, any way whatsoever to keep them from sinking to that ghastly choice of getting on welfare rolls.

I stand for the better aspects of Social Security, for Workman's Compensation for assistance to the needy, the incapacitated, the aged and the infirm, but to perpetuate the abuse of these programs is to destroy forever the principles of American individualism, American initiative, and American freedom. As sure as the sun will rise tomorrow, we will sink to the level of those nations which have preceded us if we destroy not only the "right to work" but the "will to work" -- for in work lies not only the strength of the nation, but the salvation of the human soul. Those who "seek something for nothing" -- those who want to get instead of give will destroy us quicker and more surely than will the communists; in fact, may even destroy us before the communists get a chance to try it.

What is our job? It is to provide the information and services based on research and experience that will enable the farmer to do just two things: One - to feed and clothe the nation with a sufficient quantity of high-quality food at a price satisfactory to both consumer and producer. Two - to raise his own standard of living to a level comparable to other segments of society.

I want to stress that the above should be stated in the order given: First, the service we must render for all the people and second, helping farmers. This is awfully important. We can no more justify the vast sums of money being spent for agricultural programs if we imply that that money is for the benefit of the farmer alone than the military people could justify their billions being spent for the benefit of soldiers. As the army and navy protect the nation with the world's best trained fighters, so agricultural research, education, and essential services must protect the nation with the worlds best trained farmers.

Both are essential, but let's never forget that in the final analysis, bread is more essential than bullets. But our poor public relations have let the people, the taxpayer, forget this and as farm people become more and more a smaller and smaller minority, the greater the effort must be to get our customers (who incidentally pay most of the cost of the agricultural research, educational and action programs) to consider their tax donations to agriculture in the same light that they willingly tax themselves to support the military programs. Unless we do this, agriculture will continue to exist on low wages and subsidies. And the vast sums needed to do the job will be classed as charity and doles and the people who till the soil will be looked upon as wards of the government unable to meet the fierce competition of modern civilization.

Now let's look at the farmer's real job, the job he must do to fulfill his obligation, to render his service. It's unique, it's complex, it's still based more on an "art" than a science in spite of our great progress; yet is it the most essential job in the world? People existed for countless centuries without automobiles, televisions, bathrooms - yes, without clothes or houses, but never for a week without food. And food is the farmer's business!

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These needs, and these vast world-shaking changes bring us to our problems here this week. Rural Development! Progress and time march on. But progress has by-passed many and agricultural incomes are low. Where do we go from here? I don't know and you don't know, but I do know this: If each of us, in our own way, will study and think and try, we can lick this thing. But if each individual and each agency sits back and says, "I'm too busy, let those other fellows or those other agencies do it," then we will not lick this problem. If this is our attitude, we might as well give up and say it can't be done. I now want to ask you -- in his own time, WHAT SHOULD A MAN DO? What can he do? If it is easy to do, is it worth doing? Why should, in our time, Tensing and Hillary climb Mt. Everest? Why? Why should Roger Bannister spend his life training to run the four-minute mile? Why should Einstein spend his life developing the simple formula $E = M \times C^2$ which is changing the world? Why did Jonas Salk search for a vaccine that would conquer polio? Any why did John Foster Dulles drive himself, force himself, smilingly to the verge of death, giving his all, giving his last bit of strength traveling to the ends of the earth to protect the weak, to retard

the strong in his wrong-doing. And why did Sam Woodson in his do or die effort to rescue little Bennie from the well as the last cave-in started say, "It wasn't Bennie's voice I heard, it was God's"? What difference to them personally, 20 years from now? The sun comes up and the sun goes down, doesn't it? Who cares if somebody did something or somebody else didn't?

Man is an animal, isn't he? Why should he go to a lot of trouble about the kind of animal he is? What is he trying to prove? Who is he trying to impress? Yes, man is an animal but he is an animal plus - and the plus is what counts. Plus a mind! Plus a memory! Plus a heart and love! And the heart and love are the greatest of all. "For as ye do unto the least of these, so also ye do unto me!"

Yes, these are our challenges and our responsibilities -- this is our work. But what of ourselves - each of us, a creature with a mind and a soul? What is our personal challenge? Mine is this. And I think it is yours. Just a little prayer: "Oh Lord, let me help someone each day. Let me do what I can for others. Let me do it now, for I shall not pass this way again." And so let me close with a little poem that has helped me, and I know will help you as you go about your never-ending effort to help people:

"It is my joy in life to find,
At every turning of the road
The strong arm of a comrade kind
To help me onward with my load.
And since I have no gold to give,
And love alone must make amends
My only prayer is, while I live -
God make me worthy of my friends!"

WHERE DO WE GO FROM HERE?
David S. Weaver
Director, N. C. Agricultural Extension Service

My job this afternoon is to talk to you -- your job is to listen to me. If you finish your job before I finish mine, PLEASE LEAVE QUIETLY!

This isn't going to be a talk based on Definite Steps -- one, two, three or A, B, and C. My assigned topic is "Where Do We Go From Here?" Well, I for one am going home in a few minutes but I'm not going home and you're not going home until I give you what I think is more important "over the long pull" than a recommended 1, 2, 3 program on procedure.

I think we need a clearer understanding of our Challenge -- of our job -- of the philosophy that motivates us.

You have spent over a full day in working on details, on parts of the program and you've done a fine job. These group reports show good thinking and I know each of you has amassed many useful ideas and aids.

Please bear with me a few minutes on a little history and a little prediction!

The last twenty years: 1937 to 1957 -- The next twenty: 1957 to 1977!

We can only predict the future on the basis of the past. Everyone in this room can remember most of the events of the past twenty years -- so let's briefly review a few of them to prove they were the most dramatic, the most wonderful, and the most significant in all history. If we can establish this fact and then show that the NEXT twenty years will be even more stupendous than we, as individuals, can perhaps detect the personal challenge that faces each of us. The last twenty years have been the most exciting in YOUR life, and certainly the most exciting in ALL HISTORY AND YOU WERE THERE! Moving from the grimness of a world depression into the tragedy of war - no one was spared. Every human life was affected by these events. It seemed that the world was falling apart.

Scientific truths were discovered so fast, technology developed so far and so rapidly that each of us were caught up in the fantastic whirlpool.

The Mad Man of Europe took over. The Nazi bombers drove Britain's children into shelters and Berlin's children into military camps. We passed the Selective Service Act. We sent "Bundles to Britain" and protests to Berlin! Japan ravished China, the greatest crime in modern history! And on "That Day of Infamy" that Sunday, December 7, 1941, the roar of bombs at Pearl Harbor dramatically awakened every American that we were in it!

America, the symbol of hope in the depression, became the WORLD symbol of victory in war! We geared for war and built the greatest WAR MACHINE of all time. We wrote V-mail letters to our boys and we counted ration stamps at the grocery store. We stormed the beaches of Normandy for IKE and we returned to the Philippines with McArthur. The Great Lion of Britain roared out his "Blood, Sweat and Tears" cry and steadied the SHAKENED WORLD!

America rose to her greatest HOUR from Tarawa to the Bulge. American soldiers and the American people carried the load, built the war machines and produced the food that won the war. And when the smoke of battle cleared away we counted our dead -- 400,000 of them.

Yes, there were others dead, too -- Hitler and his Eva were dead; Mussolini and his girl friend, Carita, were dead. And so were 40 million people! America alone spent enough money to SAVE THE WORLD to have built schools, churches, roads and hospitals for centuries to come. With this wasted money we could have eliminated poverty, filth, ignorance and disease for all time in our own nation and in most of the world.

Victory in Europe and V-J Day four months later came with a bang! In fact, two bangs -- one at Hiroshima and one at Nagasaki. With just one trigger pull, we killed 150,000 Japs and set into motion the great force, the great THING that may become man's greatest blessing or man's greatest curse - ATOMIC POWER. What does it hold for us? We dismantled one army and immediately started to build a new one. AND A LITTLE BABE WAS BORN -- "THE UNITED NATIONS ORGANIZATION". God grant that as the birth of the Bebe at Bethlehem 2000 years ago symbolized the coming of a NEW ERA on EARTH so may this NEW BABE bring PEACE ON EARTH, GOOD WILL TOWARD MEN for all time to come.

We got busy in America - we raised babies, 30,000,000 in 10 years. We got jobs for over 70,000,000 workers. We built housing developments. We built airports, automobiles, television sets and air conditioners! We crowded our Colleges with G. I.'s and our hospitals with Blue Cross patients!

Alger Hiss awakened us to the threat of internal infiltration. And then came the jet to increase the threat. Again America tightened her belt and went into action -- this time with BREAD instead of BULLETS -- with AID instead of ARMS.

We met the new crisis with action -- in Greece with the Truman Doctrine! In Berlin with the air lift! In Russia with the Voice of America! All over the world with: The Marshall Plan, the Point-Four program, with NATO and with tightened security measures at home. And we prayed as no nation has ever prayed.

We built more churches and baptized more people in a shorter time than ever before. We fought back in Korea the strangest, most fantastic and the most unpopular war in history. and our FLY-BOYS crashed the sound barrier!

Internally we were moving. We heard McArthur's "Old Soldiers Never Die"! Union bosses took over and delayed our re-conversion to peaceful production. We passed the Taft-Hartley Act and then buried Mr. Taft. Arthur Godfrey and his Gang got going! Television was here! Jackie Robinson broke the color barrier in sports and segregation became a big issue. McCarthy and his methods became a threat to liberty. "I like IKE" spread across the land! Bannister broke the 4-minute mile. Jerry Lewis and Dean Martin made us laugh and Perry Como took over Saturday night. Mantle took over from DiMaggio and Hollywood goes in for wide screens, three dimensions, Monroe and Mansfield. Then came 33 and 45 RPM records and the disc jockey.

The Brannon Plan went down and up came the Soil Bank. Filter tips and homogenized tobacco makes 'em "taste good like they should". Ford takes over from Chevrolet and Plymouths get tail fins! And now we all get polio and Asian flu shots. And we're even invading God's territory with an earth satellite, sailing around up there -- beep, beep, beeping, warning us of things to come.

We have atomic submarines and nuclear electric plants so we can worry about

radio active fall out, bomb shelters, and civil defense.

We have SUBURBIA! A new problem to deal with. It suddenly seems that all city dwellers WANT TO get a piece of God's green earth so with the coming of the automobile, paved roads, electricity and the power lawn mower they're all moving to the country -- bringing on a host of new problems for agricultural workers.

Yes, the last twenty have been busy ones. The busiest ever. And you were there! Perhaps I've spent too much time bringing you up to this point, but I hope its not all wasted; I wanted to show you as dramatically as I could in a hasty and perhaps crude way the VAST, STUPENDOUS CHANGES in the life-time of even the youngest person in this room.

What has all of this got to do with our problem here today? With Rural Development? Let me see if I can point this up! Let's start with people - farm people. Too many and too poorly trained. 100 years ago one farmer fed four. Today he must feed twenty. But tomorrow he will feed thirty, forty, maybe fifty. For the nation, THIS IS GOOD but for the family being CROWDED OUT of farming - this is serious!

To be specific we have: Schools - too small and poorly equipped. Teachers - too few and underpaid. Housing - too poor and sub-standard. Incomes - too low and uncertain. Labor - too seasonal and inefficient. Soils - too poor and badly managed. Water - too much or too little. Farms - too small for efficiency. Food - too limited in variety and millions still nutritionally hungry. Crops - too low in yield and quality. Animals - too low in production and poorly managed. Markets - too few and too poorly understood and managed. All of these are only a few of our problems. Can these problems and hundreds of others ever be solved? The answer is distinctly "yes". If it was "No", then you and I who live and struggle to improve the MINDS OF MEN, WOMEN AND CHILDREN had better quit. And I submit that if we are EDUCATORS and if our job is EDUCATION and Service and if we are to render essential services in health, welfare, employment, etc., IT IS PEOPLE AND NOT PIGS, CHILDREN AND NOT CHICKENS we must deal with. You CANNOT EDUCATE and serve a PIG or a PULLET. You can only EDUCATE AND SERVE PEOPLE.

if we cannot do THIS then we should throw out our files, close our books, lock our desk drawers and like the Arab "fold our tents and slip silently away into the night"! We should sneak quietly out the back door of our office into the darkness and tomorrow morning apply for unemployment compensation until we can get jobs as clerks, waitresses, salesmen or carpenters. No, we cannot and we will not take the easy road. We are not of the stuff that stands idly by when so much is to be done!

What is our job? It is to provide the information and services based on research and experience that will enable the farmer to do just two things: One - to feed and clothe the nation with a sufficient quantity of high-quality food at a price satisfactory to both consumer and producer. Two - to raise his own standard of living to a level comparable to other segments of society.

I want to stress that the above should be stated in the order given - first the service we must render for all the people and second, helping farmers. THIS IS AWFULLY IMPORTANT. We can no more justify the vast sums of money being spent for agricultural programs, if we imply that that money is for the benefit of the farmer alone than the military people could justify their billions being spent for the benefit of soldiers. As the army and navy protect the nation with the worlds best trained fighters, so agricultural research and education and essential services must protect the nation with the worlds best trained farmers. Both are essential but let's never forget that in the final analysis BREAD is MORE ESSENTIAL than BULLETS! But our poor public relations have LET THE PEOPLE, THE TAXPAYER, forget this and as farm people become more and more a smaller and smaller minority, the greater the effort must be to get our customers (who incidentally pay most of the cost of the agricultural research, educational and action programs) to consider their tax donations to agriculture in the same light they willingly tax themselves to support the military programs. UNLESS WE DO THIS, AGRICULTURE WILL CONTINUE TO EXIST ON LOW WAGES AND SUBSIDIES.

Now let's look at the farmer's real job, the job he must do to fulfill his obligation, to render his service. Its unique, its complex, its still based more on an "art" than a science, yet it is the MOST ESSENTIAL JOB IN THE WORLD. People existed for countless

centuries without automobiles, televisions, bathrooms -- yes, without clothes or houses, BUT NEVER FOR A WEEK without FOOD! And food is the farmer's business.

Our job is not finished until: Every acre is put to its best use in line with demand for production of human food, animal food, fibers and forestry products. Until - every acre is: Protected against erosion, receptive to water infiltration and drained for maximum production, and there is adequate water for each farm. Until - there is a year-round job for every worker, eliminate peak seasonal and low seasonal earning capacity for high standards of living, education for understanding and decisions, leisure for thinking and health, and recreation. Until - every child is healthy, happy - - industrious and there is a happy and contented farm population. Until - attitudes - broad, tolerant, ambitious, understand national and world problems. Our job is not complete until every community has: Roads, schools, churches, recreational facilities, electricity and telephones, cultural opportunities - (libraries, little theatres, art exhibits, concerts and dramas). And every county has: Intelligent population, interested in politics, alert, public service minded, education, jails, welfare, health, safety. Education for every person in line with capacity; health - sanitation, comfort, food, clothing; security - old age, accident insurance; housing - comfort, health, beautification.

These needs, and these vast world shaking changes bring us to our problem here today. Rural Development! Progress and time march on. But progress has BY-PASSED many. This is our Rural Development Challenge. Where do we go from here? I don't know and you don't know, but I do know THIS: If each of us, in our own way will study and think and try, we can lick this thing. But if each individual and each agency sits back and says, "I'm too busy, let those other fellows or those other agencies do it," then we will not lick this problem. If this is our attitude, we might as well give up and say it can't be done. I now want to ask you - in his own time, WHAT SHOULD A MAN DO? What can he do? If it is easy to do, is it worth doing? Why should, in our time, Tensing and Hillary climb Mt. Everest? WHY? Why should