

ADDRESS BY DAVID S. WEAVER* DIRECTOR* N. C. AGRICULTURAL EXTENSION SERVICE* BEFORE THE ANNUAL CONFERENCE OF EXTENSION SERVICE EMPLOYEES AT PINEHURST* N. C., MAY 26-June 1, 1957

Rural Development

"TWENTY-TWENTY VISION"--WHAT EVERY ~~EXTENSION~~ WORKER NEEDS"

By DAVID S. WEAVER

My job this ^{afternoon} ~~morning~~ is to talk to you. Your job is to listen to me. If you get through with your job before I get through with mine, please leave quietly!

I could have chosen many titles for this talk but this one seemed appropriate for several reasons; first it was catchy; second, it enabled me to tie in events of the past twenty years with those that may occur in the next twenty; and third, every ^{Agricultural} ~~Extension~~ worker must have good vision --and I do not mean just with the eyes!

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 event 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 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.

Each of you have 1,048,576 ancestors in the past twenty generations, so it's no wonder that no two of you are exactly alike. But our ~~experiences~~ experiences give us a common basis for thinking and communicating.

The last twenty years, the most exciting in your life, and certainly the most exciting in all history--AND YOU WERE THERE!

Beginning in The late 1930's: ^{we moved} 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~~ It seemed that the world was falling apart. Scientific truths were discovered so fast, ~~the~~ technology developed so far and so rapidly that each of us was caught up in the fantastic whirlpool. ~~Maybe we can say the period began with a wedding!~~

"I cannot live without the woman I love"-- and a King became a Duke; and an American commoner became a Dutchess. The madman of Europe took over. The Nazi bombers drove Britian's children into shelters and Berlin's children into military camps. We passed the Selective Service Act. We sent Bundles to Britian, 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~~ Harbor dramatically awakened every American ~~knows~~ (to the fact) that we were in it!

^{America} F.D.R., "our symbol of hope" in the depression, became the WORLD symbol of Victory In War! ^{we} America 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~~ Philippines with ~~Arthur~~ McArthur!

The great Lion of Britain roared out his "Blood, Sweat and Tears" cry and steadied ~~the~~ the shaken world!

America rose to her greatest hour. From Tarawa to The Bulge--American~~s~~ soldiers and the American people carried the load, built the war machines and produced the food that won the ~~war~~ war.

And when the smog of battle cleared away we counted our dead--400,000 of them. Yes, there were other dead too--Hitler and Eva were dead; Mussolina and his girl friend were dead. And so were forty million people! America alone spent enough money to ~~save~~ "Save the World" to have built schools and 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.

~~Dead also was F.D.R., and the fiery little man from Missouri took over and amazed the world. This was America!~~

Victory in Europe; and ~~the~~ V-J Day four months later, came with a ~~bang~~ bang! In fact, two bangs! One at Hiroshima and one at Nagasaki! With just two trigger pulls 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. ~~XXXXXXXXXX~~ ATOMIC POWER! What does it hold for us?

We dismattled one army and immediately started to build a new one. ~~THE ROBBERS OF RUSSIA saw their chance!~~ ~~XXXXXXXXXX~~ AND A LITTLE BABE WAS BORN. THE UNITED NATIONS ORGANIZATION.

God grant that, as the birth of the Babe ~~was~~ at Bethlehem 2,000 years ~~ago~~ ago symbolized the coming of a new era on earth, so may this NEW BABY bring PEACE ON EARTH, GOOD WILL TOWARDS MEN for all time to come.

30,000,000

We got busy in America. We raised babies--10,000,000 in ten years. We got jobs for ~~the~~ over 60,000,000 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. But somebody else was busy too. The MURDERER OF MOSCOW saw his chance and ~~outwitted youse Willard Hitler~~ out-Hitlered Hitler with his communistic brutality. Capitalizing on poverty, ignorance and unrest, he caused the communism of China and added 500,000,000 helpless people and their resources to his ranks.

Then we, right here at home, saw the communist cunning at its worst--Alger Hiss awakened us to the threat of internal ~~infiltration~~ 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. ←

no 77

We ~~built~~ 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~~ 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~~ 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. Joe Louis lost his championship and now owes a million dollars in income taxes. Bannister broke the four-minute mile. Jerry Lewis and Dean Martin made us laugh and ~~Jackie Gleason~~ ^{Perry Como} took over Saturday night. Mantle took over from DiMaggio and Hollywood goes in for wide screens, three demensions and Monroe. 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 ~~no cigarettes~~ They Should." Ford takes over from Chevrolet and Plymoths get tail fins. And now we get Polio

shots and flouridation. And we're even invading God's territory with the Earth Sattelite, guided ~~with missiles~~ missiles and rocket hips. We have atomic submarines and nuclear electric plants so we can worry about ~~radioactive fallout~~ radioactive fallout, bomb shelters and Civil Defense.

We have SUBURBIA! A new problem to deal with. It suddenly seems that all the city dewlers want to get a peice of God' 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 ~~Extension~~ ^{Agricultural} Workers.

Yes, the last twenty years have been busy ones. The busiest ever! ~~AND YOU WERE THERE!~~ Gone are Hitler, Mussloini, F.D.R., Stalin, Gandhi and Einstein, McCarthy and Ezio Pinza. But here, ~~for good or for evil~~, are Ike and Nixon, Khrushchev and ~~Nassar~~ Nassar, Billy Graham and Beck--and little Bennie Hooper in the well.

In North Carolina, gone are Gardner and Ehringhaus, Broughton, Hoey and Umstead. But here are Hodges and Scott, Ervin and Cooley.

amt At the college, gone are Harrelson and Hilton, Graham and Gray, Cummings and Colwell. But here are Bostian and Blackwell, Friday and

Colvard. ~~AND HERE YOU ARE, THE LIFE, THE BREATH, THE ARMS AND LEGS OF~~ ^{Rural Development Workers of our two states} THE NORTH CAROLINA AGRICULTURAL EXTENSION SERVICE! And here we are

today, the newcomers, the middle termers, and the oldsters of the GREATEST FORCE FOR IMPROVING THE ECONOMIC, SOCIAL, AND CULTURAL LIFE OF RURAL PEOPLE IN THE WORLD. ~~We here in North Carolina have more Extension workers, working with more farm ~~familian~~ people, with the largest budget that can be found anywhere in the world. And now what are we going to do with these resources? What problems must be solved? Now, right now, let each of us ask, "What am I, what can I do, how shall I make my contribution?"~~

Making a contribution means rendering a service, filling a need. This implies that there must be problems. We know this to be true, so let's group the most important ones. Let's start with people--FARM PEOPLE--too many and too poorly trained. One hundred years ago he fed four; today he must feed twenty; tomorrow he will have to feed thirty, forty, fifty. For the nation this is good, but for the family being CROWDED OUT OF FARMING, this is serious! SCHOOLS--Too small and too poorly equiped. 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.~~ ~~variety~~ FARMS--Too small for efficiency. FOOD--Too limited in variety. CROPS--Too low in yield and quality. ANIMALS--Too low in production and poorly managed. MARKETS--Too few and too poorly understood and managed. OFF FARM EMPLOYMENT- *Too meager and too far away.*

omit ALL OF THESE are only a few of our problems--and to prove they are problems, just look at the titles of the thousands of Masters and Doctors ~~theses~~ ~~theses~~ written each year by graduate students in the Land Grant Colleges. Every thesis indicates new research into a problem.

X Can these problems and hundreds of others ever be solved? The answer is distinctly YES! I F 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, it is people and not pigs, children and not chickens, we must deal with. YOU CANNOT EDUCATE A PIG OR A PULLET. YOU CAN ONLY EDUCATE PEOPLE. If we can't 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, ~~wait~~ waitresses, salesmen or carpenters. No, we can not and will not take the easy road.. We are not of the stuff that stands idly by when so much is to be done!

X WHAT IS ^{our} ~~EXTENSION'S~~ JOB? It is to provide the information, based on research and experience, that will enable the farmer to do just two things: (1) To feed and clothe the nation with a sufficient quantity of high quality food at a price satisfactory to both consumer and producer; and (2) 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 ourselves. THIS IS AWFULLY IMPORTANT. We can no more justify the vast sums of money being spent for agricultural programs, if we imply that the 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 and education must

X

protect the nation with the world's best trained farmers. Both are essential, but let's never forget that in the final analysis bread ~~is~~ ^{(poor)-} is more essential than bullets. ~~But our~~ public relations have let the people, the taxpayer, forget this, and as farmer people become more and more a smaller and smaller minority, the greater the effort must be to get our customers (who incidently pay most of the cost of the agricultural research, education 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!

Now let's look at the ~~farmer's~~ farmer's real job, the job he must do to fulfill his obligation, to render his service. It's unique, it complex, ~~is~~ 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, television, bathrooms, yes, without clothes or houses--BUT NEVER FOR A WEEK WITHOUT FOOD. And food is the farmer's business.

Let me use these two ears of corn and this corn kernel to emphasize just what the farmer's job is. Briefly, it's to create the best possible environment for the maximum development of the latent possibilities wrapped up in the seed coat of this kernel. In this little seed lies ALL THE MYSTERY OF LIFE and ALL THE POWER FOR CONTINUED EXISTENCE OF ALL LIFE ON EARTH.

It is the ~~of~~ farmer's job to protect, to serve and to cherish this ~~in~~ little seed, to see that it gets the right seedbed, the correct moisture it needs, to fight its ~~various~~ enemies--diseases and insects--and ~~kill~~ to kill its competitors, weeds. He has to see that its food supply is right, so he fertilizes it. He has to give it sunlight so he needs vast acreages to grow it on. Then he carefully watches it grow, harvests and processes it. With all this care he can get up to 1,800 times its weight in yield. "Go forth and multiply and have dominun over ~~and~~ every living thing" is the Bible's charge, and plants, as well as animals, are living things.

The farmer does many, many things. In fact he has to do so many he's a "jack of all trades and master of none." But all he does, all he must do, is to nuture the inherited potential of this little seed!

Sounds simple doesn't it? But to us who know, it's the most complex, the most hazardous, and most unappreciated job in the world.

I have frequently said ~~that~~ that the farmer ~~x~~ "uses" more chemistry than DuPont! AND IT'S ~~AN~~ ORGANIC CHEMISTRY, and every one of you remembers those awful formulae. Yes the farmer deals in biological problems, living, ~~x~~ breathing tissue. Life and death are his business--nothing more complex exists. HOW WELL PREPARED IS HE? If he's not well prepared, who is out there to ~~teach~~ teach him? ~~YOU KNOW~~ YOU KNOW. IT'S YOU. The Extension Service, the Educational Arm of the ~~the~~ United States Department of Agriculture; the Extended service of the Land Grant College. Our job as educators

Our Job will not be finished until:

EVERY ACRE IS PUT TO ~~THE~~ ITS BEST USE IN LINE WITH DEMAND FOR PRODUCTION OF HUMAN FOOD, ANIMAL FOOD, ROW CROPS, BROADCAST CROPS, PASTURE, AND FORESTRY....

EVERY ACRE IS PROTECTED AGAINST EROSION, RECEPTIVE TO WATER INFILTRATION, DRAINED FOR MAXIMUM PRODUCTION....

~~AND~~ THERE IS ADEQUATE WATER FOR EVERY FARM!

~~There is a year 'round job for every worker~~

THERE IS A YEAR 'ROUND JOB FOR EVERY WORKER (eliminate peak seasonal and low seasonal)

THERE IS EARNING CAPACITY FOR HIGH STANDARD OF LIVING....Education for understanding and decision....leisure for thinking and health....recreation....Every child is healthy, happy....until we have a happy, industrious, contented farm population....until attitudes are broad, tolerant, ~~ambitious, energetic~~ ambitious....until we understand world problems....~~until we have~~ there is an education for every person in line with capacity....health, sanitation, comfort, food, clothing....security in old age and against accidents....there is adequate housing, comfortable, healthy, beautiful.

Every crop is ~~in line~~ suitable, incorporated into plan;

Every crop is of the best variety to fit the market demand;

Every crop is efficiently produced with modern machinery;

Every crop is provided with highest type storage;

Every crop is properly processed and packaged;

Every Crop is carefully marketed;

UNTIL: Every animal is properly fed with a year 'round supply of feed;

Every animal is of good ~~x~~ quality...high producing, a good converter of feed, ~~is free~~ disease and parasite free, and properly managed.

OUR JOB IS NOT COMPLETE UNTIL:

Every community has--roads, schools, churches, recreational facilities, electricity and telephones, and cultural opportunities (libraries, little theatres, art exhibits and drama).....

Every county has and intellegent population interested in politics, alert and public-service minded, interested in education, jails, welfare, health and safety.

At the beginning I said twenty-twenty vision. Right here in this talk I plan to explain the meaning of the dash ~~now~~ between the two 20's. So far I've been on the last twenty years (maybe the hind-sight). Now I'm going into the NEXT twenty (the fore-sight). So right now I'm on this dash (USE VISUAL AID, POINT TO DASH BETWEEN TWO LENSES).

What have we, as ^{agricultural} Extension workers, gained from the past twenty ~~years~~ or more years that will be of use to us in the next twenty when ~~you~~ YOU WHO WERE THERE during the past twenty and who will be those WHO WERE THERE during the next twenty. IN OTHER WORDS, MOST OF YOU IN THIS ROOM WILL EXERT MORE INFLUENCE ON ~~THE~~ RURAL PEOPLE IN NORTH CAROLINA ^{and Virginia} IN THE NEXT TWENTY YEARS THAN ANY OTHER GROUP.

WHAT HAVE WE GOT TO DO IT WITH? Well, first, we have ourselves, as intellegent, educated, experienced group:

45 per cent of our Home Demonstration Agent and 77 per cent of our county farm agents are between ages 31 and 50.

77 per cent of our home demonstration agents and 81 per cent of our county farm agents are natives of North Carolina.

fruit Our home demonstration agents have an average of 17 years job experience.

Our county farm agents have an average of 20 years ^{job} experience.

Our home demonstration agents have an average of 10 years Extension Service experience.

Our county farm agents have an average of 14 years of Extension Service experience.

We are all college graduates--mostly in agriculture and home economics. This means we have basic training in the physical and biological sciences, English, math., chemistry, physics, zoology, botany, physiology. Most have some training in economics, sociology, etc. GENERALLY, WE CAN COMMUNICATE ON A COMMON GROUND. MANY HAVE HAD GRADUATE WORK IN SPECIALIZED FIELDS* BUT BASED ON A COMMON BACKGROUND OF BEING RAISED ON A FARM, BEING A GRADUATE IN AGRICULTURE OR HOME ECONOMICS, EXPERIENCED IN AGRICULTURE AND HOME DEMONSTRATION WORK, and EXPERIENCE IN DEALING WITH FARM PEOPLE.

WHAT ELSE (do we have to help us meet the coming years)?

omit About 45 years of Agency (Extension Service) background, planning, trying, evaluating.

We have developed ~~x~~ proven methods of approach to(our)job; *P.35. ->* learned how to work with individuals and groups, learned how to translate the finds of research, have trained groups of specialists to translate, have trained groups of supervisors, all with ^{field} county experience. We have a system of reporting, comparing, improving.

WHAT ELSE (do we have to help us meet the coming years)?

We have the resources of the United States Department of ^{Government} Agriculture through the ~~Federal Extension Service~~;

We have the resources of research--USDA, STATE, FARM, and COMMERCIAL

(organized) - *did you mean "organized"*

We have the support of farm groups, of commercial groups, of Congress, the state legislature and boards of county commissioners.

WHAT ELSE --

We have had experience--not narrow (everyday problems of people); not too wide (concentrating in agriculture and home economics).

WHAT ELSE --

omit The beginning of a system of scientific training:

1. New workers training (How many of you here have attended our In-Service Traing School?);
2. Extension Summer School;
3. Frequent Short Courses;
4. District and Sub-District Traing Conferences;
5. Advanced Degree Work.

P.36. -> In his own ~~thinking~~ time, WHAT SHOULD A MAN DO? What CAN he do?

P.36. -> If it's easy to do is it worth doing?

~~Why~~ Why, in our time, should Tensing and Hillary climb Mt.

Everest? 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 should Sam Woodson, in his do or die effort to save little Bennie from the well as the last cab-in started, say "It wasn't Bennie's voice I heard. It was God's."

to IMPRESS? Yes, man is an animal. But he's 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."

Mine is ~~this~~ 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 THISWAY 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."

omit

(You will recall that at the beginning of this talk I referred to your job and my job this morning? No one left the room, so I guess we finished together.)

Not To Be Removed from
Director's Office

Twenty-twenty Vision -
What Every Extension Worker Needs

A Talk by
David S. Weaver, Director A.C. Extension Service
To Extension Workers
at the State Conferences, ^{at} Pinckston, N.C. & at A+T College.
May, 1957.

My job ~~is~~ to job, this morning is to talk to you.
Your job is to listen to me.

If you get through with your job before
I get through with mine, please leave
quietly!

I could have chosen many titles for this
talk but this one seemed appropriate for several reasons,
first it was "catchy", second, it enabled me to
tie in events of the past twenty years with those
that may occur in the next twenty; and third,
every Extension worker must have good Vision and I
do not mean just with his eyes!

It is the farmer's job to protect, to serve and to cherish this little seed, to see that it gets the right seed-bed, the correct moisture it needs. To fight its' enemies; disease and insects and to kill its' competitors - the weeds. He has to see that its' food supply is right so he fertilizes it. He has to give it sunlight so he needs vast acreages to grow it in. Then he carefully watches it grow, harvests and processes it. With all this care he can get up to 1800 times its weight in yield. "Go forth and multiply and have dominion over every living thing" is the Bible's charge and plants as well as animals are living things!

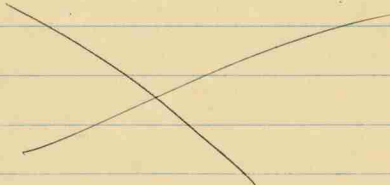
The farmer does ^{many} things! In fact he has to do so many, he's a "jack of all trades and master of none". But all he must do, is to nurture the inherited potential of this little seed!

Sounds simple doesn't it? But to us who know, it's the most complex, the most hazardous and the most unappreciated job in the world. I have frequently said that the farmers "use" more chemistry than DuPont!
AND IT'S ORGANIC chemistry and every one of you remember those AWFUL formulae

Yes, the farmer deals in biological problems, living, breathing tissues. Life and death are his business - nothing more complex exists. HOW WELL PREPARED IS HE? If he's not well prepared - who is out there to teach him? YOU KNOW. IT'S YOU! The Extension Service - the EDUCATION ARM OF the United States Department of Agriculture. The extended service of the Land Grant College!

Our job as educators will not be finished until:

Gerry - copy material on pp 30



found anywhere in the world.

And now what are we going to do with these resources? What problems must be solved?

Now, right now, let each of us ask "What am I, what can I do, how shall I make my contribution?"

Making a contribution means rendering a service, filling a need. This implies that there must be Problems. We know this to be true so let's group the most important ones.

Learned How to Work with Individuals + Groups ³⁴

Learned. " " Translate Research 35

Have trained Group of Specialists to TRANSLATE
" " " " Supervisors - All with County Experience
(no political moxie)

Have a system for Reporting, Comparing
Improving.

WHAT ELSE?

We have the resources of USDA (FES)
" " " " RESEARCH.

USDA, STATE + FARM + Commercial

" " Support of Farm Groups

" " " " Commercial "

" " " " Congress and the Legislature + Boards
of Co. Com.

WHAT ELSE - We have had EXPERIENCE

NOT TOO NARROW - Every day problems of people

" " WIDE - Concentrating on Ag + H.E.

WHAT ELSE - The Beginning of a System of Specific Training

1. New Workers Training (How many here here, well at state colleges)
2. Extension Summer School
3. Frequent short courses
4. district or sub-district Training Conferences
5. Advanced degree work - ~~SHOULD BE A~~ system

We are all College Graduates -
Mostly in Agr. ^{with} + H^{ome}Economics.

This means Basic Training in ^{the} Physical, ^{+ Biological} Sciences
English, Math, Chemistry, Physics,
Zoology, Botany, Physiology -

Most ^{have} some training in Economics, Sociology, etc.

Generally we can communicate on a common ground

MANY HAVE HAD GRADUATE WORK
IN SPECIALIZED FIELDS -

but based on a Common Background
of being raised on a farm
& Graduate in Agr or H.E.
+ Experience in Agr + HD work
+ " in dealing with people.

WHAT ELSE ?

About 45 years of Agency (EXT) background
Planning, trying, evaluating -

Developed Proven Methods of Approach
to job.

New 20-20 made (38)

At the beginning I said 20-20 Vision (38)
right here in this talk I pause to explain the meaning
of the — (dash) between the two 20's — So far
I've been on the last 20- (maybe the hind-sight)
now I'm going into the NEXT 20- (the fore-sight)

So right now - I'm on this ~~side~~ — (dash)

What have we, as Ext Worker, gained from the
past (20 or more years) to go into the NEXT

20 when YOU WHO WERE THERE (during past 20)
& who will be those WHO WERE THERE during
next 20. In other words most of you in
this room will EXERT MORE INFLUENCE on TOTAL
PEOPLE IN NC. in the NEXT 20 years than ~~any~~
other group - ~~WHAT~~

WITH?

WHAT HAVE WE GOT TO DO IT

~~PERSONNEL~~ ~~RESEARCH~~

Well first we have ourselves, an intelligent, educated, experienced group.

45% of our HDA + 77% of our CA are between 31-50 years ^{of age}

77% " " " " 81 " " " " " native N.C. people

HDA have average of 17 years Job Experience

CA " " " 20 " " "

~~Specialist~~ HDA " " 10 " Extension Experienced

CA " " 14 " " "

Gone are Hitler, Mussolini, F.D.R.
Stalin, Gandhi and Einstein; McCarthy
and Ezio Pinza.

But here, ~~and~~ ^{for good or for evil} are
Ike and Nixon
Khrushchev
Khrushchev and Nassar
Billy Graham
~~and~~ and Beck,
and little Bennie Hooper in the Well!

In North Carolina, gone are
Gardner and Ehringhaus
Broughton, Hoy and Umstead!

But here are Hodger and Scott
Erwin and Cooley!

at the College - gone are
Karelson and Helton
Graham and Gray
Cummings and Colwell

But here are
Bortian and Blackwell

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, Friday and Colvard.!

And Here You Are - The life, the
breath, the arms and the legs of
the North Carolina Agricultural Extension
Service!

And here today we are, the new comers,
the middle termers and the oldsters of
the greatest force for improving the
economic, social and cultural life
of the rural people in the world.

We here in North Carolina have
More Extension workers working
with more farm people, with the
largest budget that can be

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VISION

① ~~Confidential~~ P.E.S. G.C. - 100's of details!

② ~~My job this morning is to talk to you. Your job in the past is to
you got through the You job when I got there with me~~
PLEASE LEAVE QUIETLY

③ Can you see me in back of Room 7

④ ~~How many times have you been to Room 7?~~

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.

Every one 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.

~~in all history.~~

If we can establish this fact and then show that the NEXT 20 years will be even more stupendous

then we, as individuals, can perhaps detect the personal challenge that faces each of us.)

Each of you has ~~1,048,576~~ ^{the} ~~incentive~~ ⁱⁿ ~~the~~ ^{next} ~~20~~ ²⁰ ~~generations~~ ^{generations} so it's no wonder that two ~~of you~~ ^{of you} are exactly alike. Counting 30 years to a generation there were a little ~~over~~ ^{over} 65 generations since birth of Christ or 3,620,380,879,779,892,095,232 that is 3,620 billion, billion generations

set our sights
give us a compass
vision for thinking
and communicating

The last 20 years, the most exciting in YOUR life, and certainly the most exciting in ALL HISTORY.
AND YOU WERE THERE!

The late 1930's:

Moving from the Grimness of a World Depression into the Tragedy ~~(of)~~ 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

4
Maybe, we can say the period
began with a wedding!

omit
"I cannot live without the woman
I love" and a KING became a DUKE!
and an American Commoner became a DUCHESS!

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!

5

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
~~F. D. R.~~ "the symbol of
hope" in the depression, became the
"WORLD symbol of Victory In War!"
and we built
~~America~~ 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!

6

We stormed the beaches of Normandy
for IKE and we returned to the
Philippines with MacArthur!

The Great Leon of Britain
roared out his "Blood, Sweat & Tears"
cry and ^{steadied} ~~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 other dead, too -
Hitler and ^{his} Eva were dead

Mussolini and his ^{girl friend, Carita} ~~Carita~~ were dead

And so were 40 Million people!

America alone spent enough money
to "SAVE THE WORLD" to have

built SCHOOLS and CHURCHES

ROADS and HOSPITALS.

for Centuries to come. we could have wiped
out all poverty, all famine, all war, if the money had been
used

With this WASTED money we
could have eliminated poverty,

filth, ignorance and disease for all
time in our own nation & in most
of the world.

not Dead also was F. D. R. and
the ^{fiery} little ~~bullet~~ ^{man} from Missouri
took over and amazed the world.
This was America!

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

9
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. The Robbers of Russia
^{and}
saw their chance!

AND A LITTLE BABE WAS BORN.

"
THE UNITED NATIONS ORGANIZATION"
and just yesterday they paraded down the street in front of this hotel
to celebrate United Nations Day.
God grant that, as the
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} ~~70,000,000~~ in
10 years!

We got jobs for over ^{70,000,000} ~~68,000,000~~
 workers.

We built housing developments
 We built airports, automobiles
 television sets and air-conditioners!

11.
We crowded our Colleges with G.I.'s,
and our hospitals with Blue Cross patients!

But somebody else was busy, too!
The ~~Beast~~ "Murderer of Moscow"
saw his chance & out-Hitlered
Hitler with his Communist Brutality.

Capitalizing on poverty, ignorance and
unrest, he caused the Communism
of China and added 500,000,000
helpless people, ^{AND THEIR RESOURCES} to his ranks..

Then we, right here at home
saw the Communist Cunning at
its its worst - Alger Hiss awakened

us to the threat of external
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!

13

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~~ than ever before.

We fought back in Korea
the strangest, most fantastic and

14
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!

Joe Louis lost his Championship
and over a million dollars in ^{Federal} income
Taxes!

Bannister broke the 4 Minute Mile!

~~Walt Disney won with Steam & Machinery~~

Jerry Lewis & Dean Martin Made Us Laugh

Perry Como
and ~~Jackie Gleason~~ took over Saturday
night.

Mantle took over from Di Maggio
and Hollywood goes in for
wide screens, three dimensions & Monroe.

Mansfield

Then came 33 & 45 RPM records
and the disc jockey!

The Brannon Plan went down and
up came the Soil Bank.

Filter tips and Homogenized^{spelling} Tobacco.
makes 'em "taste good like they should"

Ford takes over from Chevrolet
and Plymouths get tail fins!

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} ~~Extension Workers~~!

Turn back to 17

18

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 your problems here
today? Your problems are closely
connected with Agricultural. ^{problems?}

Let me see if I can point
these up. 1

Let's start with People'- Farm people!

~~FLORIDA~~

Too many and too poorly trained.

100 years ago - one farmer fed four.

Today he ^{must} feed ~~xx~~ twenty.

But Tomorrow he ^{will} feed ~~xx~~ thirty, forty ^{maybe 50}

For the Nation, THIS IS GOOD but

for the family being CROWDED OUT

of Farming - this is serious!

~~and~~ Widening is our Business

~~and~~ what a job lies ahead for us!

To be specific we have -

Schools - Too small and poorly equipt.

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 - ~~And to prove they are~~
problems - just look at the

omit

titles of the thousands of Masters
 and Doctors Theses ^{spelling} written each
 year by graduate students in
 the Land Grant Colleges and
 every thesis indicates new research into a ~~problem~~ or pressing
 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
 incomes and the lives
~~THOUSANDS~~ OF MEN & WOMEN & CHILDREN.

had better quit. And I submit
 that ^{IF} we are EDUCATORS and ^{IF} our
 job is EDUCATION ^{and Service} ~~it is~~ PEOPLE

that if we are to serve our people
we must think in terms of people
and not things.

It is People — pp 24

AND NOT PIGS, CHILDREN + NOT CHICKENS ~~20~~
we must deal with. 24

You ^{and serve} CANNOT EDUCATE A PIG
OR A PULLET - You can ONLY
^{and serve} EDUCATE PEOPLE.

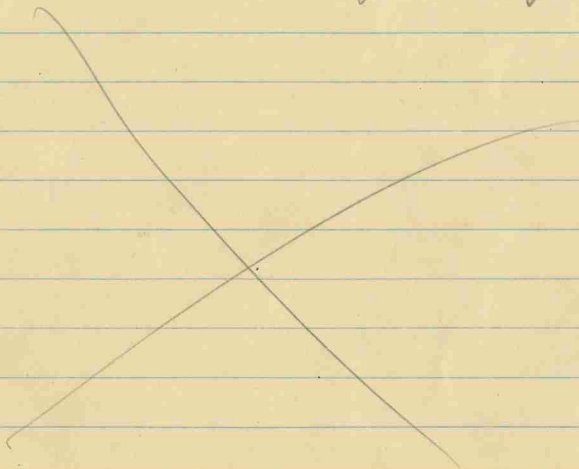
If we ^{can not} ~~can~~ do THIS then
we ^{should} ~~can~~ throw out our files, close our
books, lock our desk drawers
and like the Arab " fold our
tents and slip silently away into
the night " ! - We should sneak
quietly out the back door of our
office into the darkness and
tomorrow morning apply for
unemployment compensation

until we can get jobs as clerks,
waitresses, salesmen or carpenters.

No, we can not 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!

Go to pp 26



^{our}
 What is ~~Extension's~~ 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 ~~given~~ stated in the order given - first the
 service we must render for all the people
 and second, helping ^{farmers} ourselves. THIS IS
 ANWFULLY 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
~~people~~ with ^{the world's best} ~~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 ~~cons~~ customers (who incidently pay most of the cost of ^{the} agricultural research, educational and action ~~fractio~~ 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 *expensive*

Now lets' look at the farmer's real job, the job he must do to fulfil 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 countles centuries without automobiles, television, bathrooms, yes, without clothes or houses, BUT NEVER FOR A WEEK without FOOD!

and food is the *same* business - *next page*
 Let me use these two ears of corn and this corn kernel to emphasize just what the farmer's job is: Briefly it's to create the best possible environment for the maximum development of the latent possibilities wrapped up in the seed coat of this kernel. In this little seed lies **ALL THE MYSTERY OF LIFE** and **ALL THE POWER FOR** continued existence of all life on earth.

omit

~~Land & Water~~ ~~OUR JOB AS EDUCATORS IS NOT DONE UNTIL~~
OUR job is not finished until: ^{it's}
Every Acre is put to Best Use (30)
in line with Demand for Production of
Human Food
Animal Food
Rural ~~Crops~~
~~Agro-chemical crops.~~
Pasture and Fibers
and Forestry Products
and ~~products of~~

This is page 28

Until Every Acre is
Protected against Erosion
Receptive to Water Infiltration
and drained for Max. Production

and there is Adequate Water for Each Farm!

Until ~~There is~~
People: A Year-round job for every worker
Climate Real Seasoned + Low Seasoned
Earning Capacity for High Standard of Living
Education for Understanding + Decision
Leisure for Thinking + Health
and Recreation

Until Every Child is Healthy, Happy - Industrious
& there is a Happy + Contented Farm Population

Until Attitudes - National
Broad-tolerant ambitious
understand, ~~with~~ & world Problems

~~37~~ ~~34~~
~~35~~
 32

Our job is not complete UNTIL

Every Community has:

Roads

Schools

Churches

Recreational Facilities.

Electricity + Telephone

Cultural Opportunities - Filmming Little Theater
 Art Exhibits
 Concerts + Shows

And Every County has:

Intelligent Population

Interested in Politics -

Alert, public service-minded
 Education

Jails

Welfare

Health

Safety -

(30)

(31) (32)

Education for Every Person in line with Capacity

Health - Sanitation, Comfort

Food

Clothing

Security - Old Age, Accidents, Insurance

Housing - Comfort, Health,

Beautification -

next page

~~Every Crop - suitable - incorporated into plan~~

~~" " Best Variety - Market Demand~~

~~" " Efficiently Produced - Marketing~~

~~" " Of Highest Quality - Storage,~~

~~" " Properly Processed + Package.~~

~~" " Carefully Marketed.~~

Every Animal - Properly Fed - Year Round Supply Feed

" " Good quality

" " High Producing - Milk, Eggs.

" " Efficient Feed Conversion.

" " Disease + Parasite Free

" " Proper Management.

These needs, and these vast
world shaking changes bring us
to our problems here today!

Rural Development

Progress and Time March On!

But progress has BY-PASSED
Many - These ~~are~~ ^{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 + say it
CAN'T BE DONE!

I now want to ask you - 33 36
In his own time, WHAT SHOULD A
MAN DO? What CAN he do?

If it's 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 4 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 should 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"?

34
~~34~~
38

What difference to them personally, ~~are~~ 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's he trying to PROVE?

Who's he trying to IMPRESS?

Yes - Man is an animal
But he's an animal PLUS -
And the PLUS is what

counts !

Plus a mind !

Plus a memory !

Plus a HEART ^{and} LOVE

And the HEART ^{Love are} ~~is~~ the greatest of all !

"For as ye do unto the least of These, So Also ye do unto Me" !

36

Yes, there are our Challenges + 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 some one
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!"

STOP - ~~PAUSE~~ (next page)

You will recall that at the beginning
of this talk I referred to your job and
my job this morning? No one left the
room so I guess we finished together!