

NORTH CAROLINA STATE COLLEGE
SCHOOL OF AGRICULTURE • RALEIGH, N. C.

DIVISION OF AGRICULTURAL INFORMATION

September 7, 1955

Ag. Ext. Service

Dr. C. H. Bostian, Chancellor
North Carolina State College
Holladay Hall
Campus

Dear Dr. Bostian:

The Public Relations conference called by Dr. L. W. Jones, President of the Association of Land-Grant Colleges and Universities, to meet at the University Club in New York City on September 1 was a significant occasion. It is my opinion that it will mark a milestone in the life of that Association. We met, as you know, at President Jones' call to discuss with him a continuing policy of public relations in the Association and to agree on recommendations, if feasible, for keeping the land-grant college idea before the American people.

Present were 15 specialists in addition to Dr. Jones and Russell Thackrey. Among the institutions represented were Rutgers, University of Minnesota, Michigan State University, Amherst, Purdue, Iowa State College, Auburn, North Carolina State, Nebraska, and one or two others.

We met promptly at 9:30 o'clock, recessed for a luncheon in an adjoining room, and then re-assembled for an afternoon session lasting until four o'clock. Personally I found Dr. Jones a charming and magnetic personality. I had met him previously just as he was leaving the University of Arkansas for Washington, and at the time when I accepted my first teaching assignment in the professional training school for Extension workers at Arkansas.

Dr. Jones stated as the purpose of the conference, "What long range objectives do we need or should have in the land-grant college movement?" It developed in our discussions that each college is perhaps doing a splendid home job of keeping its accomplishments and its personnel before the citizenship of the individual states, but that this is not true of the over-all land grant movement as a whole. There is no coordinated, nationwide plan for keeping the land-grant college and its work before the people of the nation. We discussed this at considerable length. Naturally one would immediately question why a public relations person should not be added to Mr. Thackrey's office in Washington. This appeared not to be feasible nor desirable since it would involve the idea of the Executive Secretary becoming only another paid lobbyist among the many that infest the Capital City.

Dr. C. H. Bostian

September 7, 1955

We agreed, therefore, after much discussion, that we could not proceed to effectively publicize the movement unless we had ammunition. The suggestion was finally adopted that a division, or a school, of a college should attempt to find out all about the work of similar schools, or divisions, at other land-grant colleges over the nation and that this information be made available to each institution for public relations handling. In other words, say our Ceramic Department would survey the contribution made to the art or science of ceramic engineering by all the ceramic departments of every land-grant college and this total contribution be made available to each institution for public relations work. In a similar way, other departments would take a certain responsibility for determining the accomplishments of their counter parts throughout the nation and make this available. This gathering of fundamental information would be assigned by the Land-Grant Association on a rotational basis.

Sensitive spots in the college organization should receive this attention at first. It was the opinion of those present that agriculture has sold itself to the nation. The conference agreed that many people now actually think of the land-grant college as a school of agriculture. That is one reason why Dr. Jones asked for an over-all committee to study this needed public relations job. In the past, the American Association of Agricultural College Editors has named a committee to handle the publicity of each annual convention of the Land-Grant College Association. In the future, the presidents of the Association will assume this responsibility with the first committee to consist of those who attended the New York Conference. This committee will handle all publicity for the next meeting at Michigan State University, East Lansing, in November. (I asked that my name be dropped because I am invited to attend the National 4-H Club Congress and its affiliated meetings during the last week in November.)

It was developed also that the land-grant college idea is being attacked in a subtle and insidious way by an indirect, but definite, propaganda. This is being done at Governors' conferences, in State Legislatures, and in budget groups. The idea that the state owes a college education to each youth who can qualify is being questioned at every opportunity. "We can't afford it," they say. And they ask, "who started this thing of the state guaranteeing a college education to all youth?"

These attacks are subtle. Apparently most of them are originating in the small liberal arts colleges, in private schools, and in other organized groups opposed to the spending of tax money for higher education. The land-grant college must be vigorous to convert Governors, budget bureaus, Legislatures, and the like, to the growing need for a greater support of the grant college.

Dr. C. H. Bostian

September 7, 1955

Liberal arts colleges are saying that the state cannot begin to give a college education to every young, qualified person. Arguments are being advanced that this is not a public, or state, responsibility as it is an individual responsibility or personal obligation. Higher education is a matter for the individual and not the state, say these detractors. Some of the propaganda against the land-grant college movement stems from those who would build super highways across the nation, or those who use the increasing incidence of mental ailments as a basis for their arguments. Dr. Jones commented on this by saying "they want to build high speed turnpikes and freeways leading nowhere in particular with beautified mental hospitals overlooking the highways."

Dr. Jones also pointed out that we are facing a great change in American education and one of the biggest jobs now facing all college presidents and administrators is to cause their professors to be aware of this change. Selected admissions are coming. Television will become an important feature of education in the future. This will be a two-way thing using both students and professors.

The conference discussion brought out the thought that organized labor is perhaps dropping its former suspicion of the land-grant college movement and is ready to support such education. Labor is ready to acknowledge the need for the trained engineers and other technicians graduated from such institutions. It was stated further that labor had, at one time, decided to conduct its own Extension classes but, for the present, seems to have dropped the idea in favor of supporting the land-grant college. Dr. Jones seemed to think that this support would be acceptable; and I think, he looks upon labor as a future ally in the type of education which we foster.

Dr. Jones will appoint a committee in the Land-Grant College Association to head the work of research into what is being accomplished in the several departments of the colleges and see to it that this total picture is made available back to each individual college. We agreed in our conference that nothing could be done without facts, and we further agreed that not much would be done unless a vigorous committee would take responsibility in the matter and see that the necessary facts were collected.

There were many topics discussed during the day. In the future, the Association president will select a committee to handle the publicity incident to each annual convention. In the meantime, each college is asked to obtain from each of its delegates or speakers at the East Lansing convention his contribution and make it available to Secretary Thackrey, if possible, prior to the annual convention.

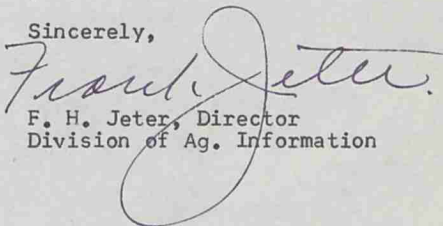
Dr. C. H. Bostian

September 7, 1955

The conference at New York was a very deliberate and scholarly affair. It developed the idea that the Land-Grant College faces new problems. The very theory of its existence is being attacked. In common with most institutions depending for its existence on the popular will, its message needs to be more thoroughly carried to the people, and on a national basis, exceeding the sometimes very fine work done at the separate institutions. Each college must, therefore, be prepared to make an individual contribution.

This is not the whole story. It contains the main, pertinent facts as I was able to gather them. I hope to have a complete report from Secretary Thackrey's office a bit later and will pass this additional information on to you.

Sincerely,

A handwritten signature in dark ink, appearing to read "Frank Jeter", with a large, sweeping loop at the end.

F. H. Jeter, Director
Division of Ag. Information

FHJ/ds

NORTH CAROLINA STATE COLLEGE
SCHOOL OF AGRICULTURE • RALEIGH, N. C.

DIVISION OF AGRICULTURAL INFORMATION

September 7, 1955

Ag. Extension Service

Chancellor C. H. Bostian
North Carolina State College
Holladay Hall
Campus

Dear Dr. Bostian:

Accompanying this letter I am sending you another which is in the nature of a report of the recent Land-Grant College Public Relations Conference called by Dr. Jones to meet in New York City on September 1.

I believe that I have included in this report to you most of the significant things agreed upon at the conference, and I trust it may be of some value.

While in New York, Russell Thackery called my attention to the newsletter which he sends to each land-grant college. I believe he said three copies of this newsletter were made available to each college, and he suggested that I would be interested in having an opportunity to study these publications as issued. I am wondering if it would be feasible to have this opportunity and return the letter to you for your permanent files?

Sincerely,

Frank Jeter
F. H. Jeter, Director

FHJ/ds
Enclosure

MR. FRANK H. JETER
TOPSAIL ISLAND
HOLLY RIDGE, N. C.

*Agree. Extension
Service*

Aug 22, 1955

Dear Dr. Postian:

I shall make my plans to attend the committee meeting in New York, Sept. 1, as per your letter of Aug 19.

We have had a delightful vacation here despite the efforts of Hurricanes Connie and Diane.

In fact it was fortunate that I have been free of office duties so that I could handle the emergencies caused by the two storms. Our place suffered no severe damage but did need a few repairs and some attention to protective sand dunes. I appreciate your kind letter.

Sincerely
Frank Jeter

Agree. Extension - 10/1

August 19, 1955

Dr. Frank Jeter
Box 157
Holly Ridge, North Carolina

Dear Dr. Frank:

President Lewis Webster Jones of Rutgers University, and currently President of the Association of Land-Grant Colleges and Universities, has requested us to send you to New York City on Thursday, September 1, to be a member of a special committee authorized by the Executive Committee of the Association.

This committee is charged with developing a continuing program of public relations for the Land-Grant Colleges and Universities. This committee will meet in New York at the University Club, 1 West 54th Street, on September 1, beginning at 9:30 a.m., and closing by 4:00 p.m. You are being requested to be a member of this committee because of your widely recognized standing and qualifications as an agricultural editor.

Dr. Jones will write to you in the near future, and I hope that you can arrange your schedule of activities to attend this meeting. We are requesting Director Weaver to initiate a request for out-of-state travel in the near future.

I hope that you and your property suffered no harm from Diane and that you are enjoying a delightful vacation.

Sincerely yours,

Carey H. Eastian
Chancellor

CHB:cw

cc: Dean D. W. Colvard
Mr. D. S. Weaver

ASSOCIATION OF
LAND-GRANT COLLEGES AND UNIVERSITIES

Lewis Webster Jones, President
Rutgers University
New Brunswick, New Jersey

Russell I. Thackrey, Executive Secretary-Treasurer
Washington, D. C.

EXECUTIVE COMMITTEE

THE PRESIDENT, LEWIS WEBSTER JONES
FREDERICK L. HOVDE, Chairman, Purdue University
NORMA BRUMBAUGH, Oklahoma A & M College
A. R. DAVIS, University of California
E. C. EASTON, Rutgers University
M. T. HARRINGTON, Texas A & M College System
A. N. JORGENSEN, University of Connecticut
JAMES A. MCCAIN, Kansas State College
HAROLD MACY, University of Minnesota
I. A. MERCHANT, Iowa State College
TROY H. MIDDLETON, Louisiana State University
IRVIN STEWART, West Virginia University

August 12, 1955

OFFICE OF THE PRESIDENT
Rutgers University
New Brunswick, New Jersey

Chancellor Carey H. Bostian
North Carolina State College of Agriculture
and Engineering
Raleigh, N. C.

Box 157
Holly Ridge
N.C.

Dear Chancellor Bostian:

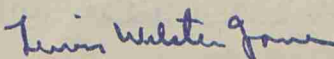
This is to express the hope that you may be willing to send Mr. Frank Jeter to New York City on Thursday, September 1, for a meeting which I am calling to discuss ways and means of developing a continuing program of public relations for the Land-Grant Colleges and Universities as a group.

The need for such a program has been discussed by the Executive Committee, which has directed me to name a standing committee on public relations.

The first step will be the meeting in New York at the University Club, 1 West 54th Street, on September 1, beginning at 9:30 a.m., and closing by 4 p.m. It will give me the opportunity to review the problem with a representative group of Land-Grant College public relations people, and to have the benefit of their advice and counsel. Recommendations will be made also, I hope, as to committee personnel, objectives and operations. Mr. Russell Thackrey, of the Association's Washington office, will attend.

I hope that you will be willing to have Mr. Jeter attend the meeting, and that your institution can pay his expenses. I shall be glad to write him in regard to the meeting if my suggestion meets with your approval.

Sincerely,


Lewis Webster Jones

COPY

W. K. KELLOGG FOUNDATION
BATTLE CREEK, MICHIGAN

July 19, 1955

David S. Weaver, Director
Agricultural Extension Service
North Carolina State College
Raleigh, North Carolina

Dear Director Weaver:

You will find enclosed copies of letters being sent today to Chancellor Bostian and to Controller J. G. Vann. You will be pleased to know that we have transmitted with the letter to Controller Vann a check in the amount of \$16,200 constituting the scheduled first year's payment under our agreed upon five-year commitment of assistance in the project for evaluation of intensive extension activities in North Carolina.

We hope that these funds will enable you to go forward with the contemplated project. You will be interested to know that negotiations are coming along well with the other three states being involved at this time. North Carolina, however, is the first state of this new group to receive a check under our intensive extension program.

We have written Administrator Ferguson in Washington relative to his thinking as to timing of a coordination meeting involving representatives of all the institutions being assisted by the Foundation in similar programs. This would be for the purpose of coordination, etc., as indicated under Condition 7 of our letter of commitment. As soon as more definite plans have materialized in this matter, we shall inform you. Tentatively, a meeting is being considered for some time in early August. Such a meeting would probably be held in Chicago although possibly in Washington, D.C. or here in Battle Creek.

Please accept our best wishes for success in carrying out this project which we feel should potentially be a very significant one.

Sincerely yours,

Thomas N. Moss

TNM/ja
Enclosures (2)

cc: C. H. Bostian ✓
D. W. Colvard

W. K. KELLOGG FOUNDATION
BATTLE CREEK, MICHIGAN

DIVISION OF AGRICULTURE

THOMAS N. MOSS
DIRECTOR

July 19, 1955

Dr. Carey H. Bostian, Chancellor
North Carolina State College
Raleigh, North Carolina

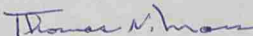
Dear Chancellor Bostian:

We were pleased to receive your letter of June 25 accepting the conditions listed in our letter of commitment of June 21 relative to provision of assistance by the Foundation for evaluation of intensive extension efforts in North Carolina. You will find enclosed a copy of a letter of acknowledgment, with which a check is being transmitted, to your Controller, Mr. J. G. Vann, as you requested. The check being sent Mr. Vann is in the amount of \$16,200 and constitutes the scheduled first year's payment on the over-all five-year commitment totaling \$75,000.

We are happy to be able to enter into this undertaking in cooperation with North Carolina State College and feel certain that it will prove to have been a most fruitful venture.

You will also find enclosed a copy of a letter being sent Director Weaver relative to this matter.

Sincerely yours,



Thomas N. Moss

TNM/ja
Enclosures (2)

cc: D. S. Weaver
D. W. Colvard

COPY

W. K. KELLOGG FOUNDATION
BATTLE CREEK, MICHIGAN

July 19, 1955

Mr. J. G. Vann, Controller
North Carolina State College
Raleigh, North Carolina

Dear Mr. Vann:

This will acknowledge receipt of Chancellor Bostian's letter of June 25 in which he accepted on behalf of North Carolina State College the conditions, as set forth in our letter of commitment dated June 21, 1955, upon which provision of funds by the W. K. Kellogg Foundation for assistance in a project for evaluation of experimental intensive extension work in North Carolina was made contingent.

We are enclosing to you, therefore, as requested in Chancellor Bostian's letter, a check from the Foundation made payable to North Carolina State College in the amount of \$16,200. This constitutes the scheduled first year's payment under a five-year commitment in an over-all amount totaling \$75,000. You will note that these funds are to be deposited in a special account with disbursements therefrom to be made only for the agreed upon project purposes as mentioned in our June 21, 1955 letter of commitment. You will also note that an accounting of the usage and expenditures of these funds is called for, along with other items, at the end of each project fiscal year. Acknowledgment of receipt of the enclosed check is requested.

While the Foundation has never sought publicity and will not make a press release concerning this program at this time, we do realize that recipient organizations often, as a public relations gesture, issue news releases relative to assistance secured in the furtherance of a program. So far as the Foundation is concerned, you are at liberty to make any release that you desire.

The W. K. Kellogg Foundation is pleased to enter into this project and mutual effort with North Carolina State College and feels that it should prove to have been a very significant and worth-while undertaking.

Sincerely yours,

Thomas N. Moss

THM/ja
Enclosure
cc: C.H. Bostian ✓
D. W. Colvard
D. S. Weaver

~~M~~ E M O R A N D U M

To Dr. Bortian

Date 6/30

Mr. WDC II says
ok. for you to sign and
handle.



W. Friday

WILLIAM FRIDAY

COOPERATIVE EXTENSION WORK

IN

AGRICULTURE AND HOME ECONOMICS

STATE OF NORTH CAROLINA

NORTH CAROLINA STATE COLLEGE OF
AGRICULTURE AND ENGINEERING
NORTH CAROLINA COUNTIES AND
UNITED STATES DEPARTMENT OF
AGRICULTURE COOPERATING

EXTENSION SERVICE
OFFICE OF DIRECTOR

POST OFFICE BOX 5157

STATE COLLEGE STATION, RALEIGH, N.C.

File copy

Mr. Thomas N. Moss, Director
Division of Agriculture
W. K. Kellogg Foundation
Battle Creek, Michigan

Dear Mr. Moss:

Your letter of June 21, 1955 to Mr. David S. Weaver, Director of the North Carolina Agricultural Extension Service has been referred to me. We are indeed pleased that our project proposal has been accepted for activation by the W. K. Kellogg Foundation. We are convinced that this study is badly needed and will do our best to insure a high level of work on the project.

In accepting \$75,000 over a five year period commencing with the payment of \$16,200 for the 1955-56 project year, North Carolina State College accepts the following conditions:

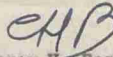
1. A special account will be established by the College Business Office to receive the funds provided by the Foundation and the disbursements therefrom shall be only for the agreed upon project purposes as set forth in our May 31, 1955 letter and accompanying project proposal dated May 25 and our June 10, 1955 letter and attached five-year budget.
2. The project fiscal year shall be the twelve-month period commencing July 1, 1955 (and four similar succeeding periods) or such other twelve-month period as may be agreed upon.
3. At the end of each project fiscal year the Foundation will be provided the following items: (a) a descriptive report of the project activities and accomplishments during that year; (b) an accounting of the usage and expenditures during the year of the funds provided, certified correct by the College's Chief Fiscal Officer; (c) a statement of plans and proposed budget for the ensuing year.
4. The second and each succeeding project year's payment will be conditioned upon receipt of the items listed in (3) above and satisfactory progress having been made in the preceding year.

June 25, 1955

5. In the event there is an unexpended balance of previously provided funds at the end of any project year, the Foundation's scheduled payment for the next year will be lessened by the sum of the unexpended balance. Any funds remaining at the termination of this project are to be returned to the Foundation. If at the end of the five-year period, however, there is an unexpended balance of the committed funds remaining, the Foundation will be requested to consider extending the period of the grant for such a time as the unexpended balance will cover.
6. The contributions from state sources to the carrying out of the project will be made as indicated in the project proposal and budget.
7. We agree to cooperate with other states which may be involved in similar Foundation-supported projects in promoting their coordination, with the object being to cause each project and the presentation of the findings of each to be of as much value and as meaningful, one in terms of the other, as is reasonably possible. The cooperation with other states will include securing essentially the same data, working on the same questions, and presenting the information in about the same form. We will be glad to meet with representatives of other institutions involved in similar studies.
8. In the event of a national emergency the Foundation will be given the right to reconsider its commitment of assistance.

We are in the process of activating the project and will be pleased to receive the first year's payment at your convenience. Please forward the check to Mr. J. G. Vann, Controller, North Carolina State College.

Yours very truly,


Carey H. Bostian
Chancellor

Copy-Dr. Colvard
Mr. Weaver
Dr. Lovvorn

COOPERATIVE EXTENSION WORK
IN
AGRICULTURE AND HOME ECONOMICS
STATE OF NORTH CAROLINA

NORTH CAROLINA STATE COLLEGE OF
AGRICULTURE AND ENGINEERING,
NORTH CAROLINA COUNTIES AND
UNITED STATES DEPARTMENT OF
AGRICULTURE COOPERATING

EXTENSION SERVICE
FARM FORESTRY

STATE COLLEGE STATION, RALEIGH, N. C.

March 30, 1955

Mr. Heath Klutts
Albemarle Insurance Agency, Inc.
113 South Second Street
Albemarle, N. C.

Dear Mr. Klutts:

Your letter to Chancellor Bostian asking for assistance in appraising some pine timber on a small tract for estate valuation purposes has been referred to me for reply.

We will be very glad to have our district forestry extension specialist at Charlotte, Mr. E. M. Jones, spend a half-day or a day with you training in the measurement of standing timber and giving you the benefit of our experience and that of landowners throughout the state in the best ways to market timber so as to bring out the top price for it. As public servants, however, we cannot make valuations ourselves since this could lead - and perhaps justifiably so - to timber buyers accusing us of fixing prices. We can, of course, discuss with you price ranges for timber; but as far as setting a specific value for any particular tract or even a particular tree is concerned, we cannot do this.

After considering this, if you would prefer to have someone make an appraisal for you rather than simply have one of our men come and train you in measuring timber and discuss with you good marketing procedure, I would suggest that you contact a competent private consulting forester. These men work much as an attorney or a surveyor would work for private clients.

Some of these located nearest to you are:

J. Atwood Whitman, Glendon, N. C.
Alvin B. Hafer, Laurinburg, N. C.
Ralph S. Johnson, Laurinburg, N. C.
Walter J. Marshburn, Sandhill Forestry Company,
206 Surginor Road, Rockingham, N. C.
W. H. Wheeler, Wadesboro, N. C.

If you decide that you would prefer to have our man spend a day training you, you can write direct to Mr. E. M. Jones, Forestry Extension Specialist, County Agent's Office, Charlotte, N. C., or contact him through County Agent Vernon Huneycutt there in Albemarle.

Very truly yours,

John L. Gray
John L. Gray
In Charge, Forestry Extension

G:D

CC: Dr. Carey Bostian
Mr. Vernon Huneycutt
Mr. E. M. Jones

COUNCIL OF SOUTHERN MOUNTAIN WORKERS

Publishers of
Mountain Life & Work
MAGAZINE OF THE SOUTHERN
MOUNTAINS

Box 2000
College Station
Berea, Ky.

March 15, 1955

Carey H. Bostian, Chancellor
North Carolina State College
The University of North Carolina
Raleigh, North Carolina

Dear Mr. Bostian:

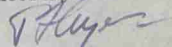
I have your letter of February 10th before me and also the list of those who were present at our recent Annual Conference. I had occasion to meet Miss Mary Harris, your representative, and was much pleased with her as an individual, and with her interest in the work and the potential of the Council movement. We shall, of course, keep you people informed during the coming year, but even this far in advance we think it might be well if you put the dates of our next year's meeting into your official planning. These dates are February 8, 9, 10, and 11, 1956, and the place will probably be Catlinburg again. I am sure you will have had some personal reactions from Miss Harris, but I would like to call your attention to some of the parts of the conference program with which you would surely be concerned.

Our youth program had challenge for 4-H Club members. As a matter of fact, some of the best participation we had this year was from some 4-H Club representatives from West Virginia. Our health project would surely be of interest to your rural workers. We would be pleased to have you designate some of your health education folks to advise our health committee. I think of Jewel Fessenden.

Director Weaver designated an agricultural extension man who could advise our agricultural sub-section of the economic development committee last year. We did succeed in having two or three meetings of this group, but the North Carolina representative was unable to be with us. We shall be pleased to ask our president, Dr. Rufus Morgan, of Franklin, North Carolina, to officially appoint to this committee some member of your extension staff whom Dr. Weaver may wish to suggest for this year.

It would please us very much if some time during this coming year we could discuss the Council movement with some of your workers at one of their regular meetings. I shall be pleased to answer your questions or to make myself available to you within the limits of my combination teaching and field schedule.

Sincerely



P. F. Ayer
Executive Secretary

PFA/mj

Copy:

D. S. Weaver, Director
Agricultural Extension Service

COOPERATIVE EXTENSION WORK
IN

AGRICULTURE AND HOME ECONOMICS
STATE OF NORTH CAROLINA

POST OFFICE BOX 5157

STATE COLLEGE STATION, RALEIGH, N. C.

March 21, 1955

NORTH CAROLINA STATE COLLEGE OF
AGRICULTURE AND ENGINEERING,
NORTH CAROLINA COUNTIES AND
UNITED STATES DEPARTMENT OF
AGRICULTURE COOPERATING

Agrie. EXTENSION SERVICE
OFFICE OF DIRECTOR

Chancellor Carey H. Bostian
Holladay Hall
Campus

Dear Chancellor Bostian:

Several months ago the Division of Agricultural Relations of the Tennessee Valley Authority contacted the North Carolina Agricultural Experiment Station and Extension Service to see if we would be interested in cooperating in an experimental project with part-time farm families. Both the Experiment Station and the Extension Service were interested in the proposal and fairly definite plans for the project have been developed through a series of conferences held in December, January, and February. The project will carry a budget of \$20,000 with the TVA supplying \$10,000. Approximately \$3,000 will be supplied by the Experiment Station and \$7,000 by the Agricultural Extension Service. The Extension Service will employ an assistant county agent, an assistant home agent and a secretary to work full time in connection with the project. Research work on part-time farming problems and effectiveness of the Extension program will proceed along with the Extension program.

The over all plans for the project were formalized into a project agreement which was submitted to our institution for the signature of Dean Colvard. This agreement was signed by Dean Colvard on February 7. I have just received a letter from Dr. Allbaugh of the TVA indicating that the Division of Law of the Tennessee Valley Authority indicates that the "Master Contract" with the institution provides that project agreements shall be executed by the chancellors of the university; hence Dr. Allbaugh has requested that you sign the agreement along with Dean Colvard. I have discussed this matter with Dean Colvard and he certainly has no objections to your signing the agreement.

Enclosed you will find five copies of the agreement on the Part-time Farming Project and Dr. Allbaugh's letter of March 16, requesting your signature to the agreement. If you have any questions about the project, please contact either Dean Colvard or myself. If you find it agreeable for the institution to enter into this agreement, please sign all five copies of the document and send them either directly to Dr. Allbaugh of the TVA or return them to me and I will forward the copies to Dr. Allbaugh.

Yours very truly,

*Signed 3/23/55 and
returned to Dr. Ratchford-*

Brian
C. B. Ratchford
Assistant Director

CBR:c
Copy-Dr. Colvard

Ag Extension Service

March 8, 1955

Dr. F. H. Jeter
Division of Information
Ricks Hall
Campus

Dear Dr. Jeter:

I am grateful for your having sent me the very fine letter written to you by Mr. Sanders. It is a well deserved tribute to you and your staff that THE SOUTHERN PLANTER devotes so much space to reports on our activities.

I wonder if Mr. Sanders realizes fully to what extent the increase in the North Carolina circulation is due to his carrying so much material from State College. It seems to me that each of us has been benefiting in a mutual way. As you furnish more material for THE SOUTHERN PLANTER, it naturally appeals more to North Carolina readers. In that way you have been earning for Mr. Sanders a good proportion of the advertising increase for which he quoted figures.

So it seems to me that both Mr. Sanders and those of us at State College are indebted to you for the magnificent publicity you have been producing.

Sincerely yours,

Carey H. Bostian
Chancellor

CHB:cw

cc: Dean D. W. Colvard

NORTH CAROLINA STATE COLLEGE
SCHOOL OF AGRICULTURE • RALEIGH, N.C.

DIVISION OF INFORMATION

March 5, 1955

Dr. C. H. Bostian, Chancellor
North Carolina State College
Holladay Hall
Campus

Dear Dr. Bostian:

Sometimes one receives a letter, or a spoken work, which means a great deal. I am referring to you such a letter that has just come to my desk from Dr. Paul Sanders, Editor of THE SOUTHERN PLANTER.

I have written Dr. Sanders thanking him for this letter and pointing out to him that while we are glad that the North Carolina State College has received this valuable publicity through his magazine, we are perhaps more elated over the fact that he has made available his columns so that we could send our information to 150,000 North Carolina farm families.

I think that's the essential thing, and I am happier over that fact perhaps than I am over the publicity given our College. I do not decry the value of that publicity but since State College does have a mission, it is good to see that we are getting lots of help in fulfilling this mission.

I would appreciate your returning this correspondence to me when you have looked it over.

Sincerely,

Frank Jeter
F. H. Jeter, Director

FHJ/ds
Enclosures

National 8-8331

Ag. Extension Service

February 25, 1955

Dr. Frank H. Jeter, Director
Division of Information
North Carolina State College
State College Station
Raleigh, North Carolina

Dear Frank:

Thank you very much for your characteristically thoughtful letter of February 22. We considered it a privilege to be host at the dinner honoring the folks who attended your very successful Third Farm Press, Radio, and Television Institute.

I would be a little short of human if I didn't appreciate the very generous introduction you gave me at the banquet and I also am indebted to you for the privilege of appearing on your television program over WUNC-TV. The college, in general, and your viewers, in particular, are fortunate in having you on television and I am not unmindful of your sacrifices in getting the job done. Your format is good and the entire programming reflects professional competence.

Naturally, I was pleased with the presentation by Dr. Matrone. If convenient, I would appreciate receiving a copy of the bulletin covering the subject of his talk and demonstration.

Please convey my thanks to J. C. Brown and to the others who gave so generously of their time in making arrangements for the banquet. This is no after-thought, but I do not wish to overlook the excellent program presented Saturday morning. The speakers uniformly were good and their messages were enlightening.

If more of my friends could see the staff of State College in operation, they more fully could appreciate why I "point with pride" to your outstanding programs in the field of agricultural education and research.

Thanks again for your many courtesies and best wishes for your continued success.

Sincerely yours,

Louis H. Wilson
Director of Information

*Regards
Louis*

LHW/ler

Blind copies to: ✓

Dr. Carey H. Bostian; Mr. David S. Weaver; and Mr. Ralph Burgin

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NORTH CAROLINA STATE COLLEGE
SCHOOL OF AGRICULTURE • RALEIGH, N.C.

DIVISION OF INFORMATION

February 2, 1955

*Ag. Extension
Service*

Dr. Carey H. Bostian, Chancellor
North Carolina State College
Holladay Hall
Campus

Dear Dr. Bostian:

Your very thoughtful letter of January 31 is greatly appreciated in this office. I am passing it along to members of our radio and television staff because I know it will give them a real "lift" for carrying on this evening program.

We are in a quandary as to just what we must do as the season advances and the days become longer. We have had some letters already from actual farmers suggesting that we place the program later in the day because as one man stated, "I'll be in the field plowing at six o'clock." We've also had some definite requests from dairymen who say that they are milking at six o'clock and since they have heard that so many of our programs have been dealing with dairy problems, they feel that they are losing something by not being able to see the show. This opinion has been expressed several times, I understand, at recent dairy schools being held over the state. We have talked over this problem with Mr. Burgin and Mr. Johnson; and while we do plan to do something when daylight saving hours come in, no definite steps have been taken as yet.

As to expressing appreciation to the staff members, we have tried after each show to express to these people our thanks for their cooperation. I am of the opinion that so long as they do not have to come on the show with greater frequency than at present, there will be no real complaint about this additional work. So far, each staff member seems to appreciate being asked to appear on the program, and of course, we have gone over with them in rather complete detail some of the needs for a successful show in their particular field. I think this is bearing fruit. Our only difficulty in this respect lies in the fact that we cannot plan these shows as far in advance as we would like. Thank you for your letter and all of us appreciate your support.

Sincerely,

Frank Jeter
F. H. Jeter, Director

FHJ/ds

January 31, 1955

Mr. Frank H. Jeter
Agricultural Extension Service
Ricks Hall, Campus

Dear Mr. Jeter:

I am genuinely grateful for your thoughtfulness in sending me copies of a few letters you have received about "Today on the Farm." I myself am finding this program of sustaining interest and see it almost every day.

Are you planning to have it later in the day as the season advances? I doubt that many real farmers will stop working in order to view the program as the time of sundown becomes later and later during the spring.

How can we express our appreciation to those members of our staff who are appearing with you on this program? I have not seen a poor program yet and I know that they are spending a great deal of time in preparation.

Sincerely yours,

Carey H. Bostian
Chancellor

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COOPERATIVE EXTENSION WORK
IN
AGRICULTURE AND HOME ECONOMICS
STATE OF NORTH CAROLINA

Troy, N. C.
January 17, 1955

Mr. F. H. Jeter
Extension Editor
State College Station
Raleigh, North Carolina

Dear Mr. Jeter:

We extend to you, and others responsible, congratulations for the programs over station WUNC TV, channel 4. The reception is very good in this county. We are especially proud of the program entitled "Today On The Farm". This information is helpful to not only our farmers, but to agricultural workers as well. Some of our farm people have told me they have been getting this program and that it is helpful to them. We hope that the service can not only be maintained, but expanded in the future.

Very truly yours,

s/s
Austin M. Carriss
County Agent

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Narrative Report
John D. Carroll, Ass't. County Agent
Guilford County
January 8, 1955

Our office has already received many favorable reports and compliments on the new WUNC-TV channel just opened by the three units of the university. Those commenting have said that they like the educational type of programs being presented particularly the farm and Homemaking Programs. They also appreciate the fact that they do not have to listen to commercials on Channel 4. Our hats are off to those hard workers who have spent so many hours making the new channel possible.

s/s
John D. Carroll

Ass't. County Agent

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THE PROGRESSIVE FARMER

Insurance Building
Raleigh

January 21, 1956

Dr. Frank Jeter, Chairman
N. C. State College Television Council
Raleigh, N. C.

Dear Dr. Jeter:

Congratulations on your excellent farm program on the great new University television Station. I feel sure that many thousands of farm people are going to enjoy and benefit from this and other programs.

I especially like your farm program because you and your associates make such good use of visual objects, pictures, charts, etc., to make it interesting and help get across the ideas about better practices in a really entertaining manner.

Some other programs also appear to be well illustrated while others depend largely on the spoken word. So if I may make a suggestion it would be that all programs make maximum use of visual objects and illustrations. This, in my opinion, is the way to capitalize fully on the amazing power of television to make ideas come alive--to make them real, lifelike, interesting and effective. And to move toward the station's educational objective it is, in short, the presentation of information in easy to see and understand portions and in a delectable manner.

With every good wish and kindest personal regards, I am

Sincerely yours,

s/s
William C. LaRue
Associate Editor

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MONTGOMERY COUNTY FARM BUREAU
D.W. Hurley, Secretary and Treasurer
BISCOE, NORTH CAROLINA

January 31, 1955

Mr. Frank H. Jeter, Manager
"Today On The Farm" Box 5546
WUNC-TV State College
Raleigh, North Carolina

Dear Mr. Jeter:

The program "Today on the Farm" is the best program to date that we have been privileged to see on TV. We believe you are rendering a wonderful service through this medium.

We feel that our Farm Bureau membership will find your program most helpful and we intend to urge our membership to see your program in the next Newsletter we send out.

Congratulations on a fine program and may you continue to keep it on its present high level.

Yours very truly,

s/s
D.W. Hurley

P.S. The reception is excellent in this area.

DWH/e

January 14, 1955

Mr. John M. Curtis
Agricultural Extension Service
Patterson Hall
Campus

Dear Mr. Curtis:

I am planning to appear at the Cooperative Short Course banquet on Monday, January 31, but cannot plan to eat with the group because of a regular program on our T V station in which we have a part every Monday evening. It will not be possible for me to get to the Union before 7:30 P.M.

I shall look forward to being with the group at that time.

Sincerely yours,

Carey H. Bostian
Chancellor

CHB:cw

COOPERATIVE EXTENSION WORK
IN

AGRICULTURE AND HOME ECONOMICS

STATE OF NORTH CAROLINA

POST OFFICE BOX 5337

STATE COLLEGE STATION, RALEIGH, N. C.

NORTH CAROLINA STATE COLLEGE OF
AGRICULTURE AND ENGINEERING,
NORTH CAROLINA COUNTIES AND
UNITED STATES DEPARTMENT OF
AGRICULTURE COOPERATING

EXTENSION SERVICE
FARM MANAGEMENT
AND MARKETING

January 12, 1955

Chancellor C. H. Bostian
Holladay Hall
Campus

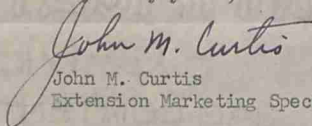
Dear Chancellor Bostian:

I am happy to learn from Dr. Brooks James that you can appear at the Cooperative Short Course banquet in the College Union Building on Monday, January 31. The banquet will begin at 6:45 p.m.

This is the first Cooperative Short Course ever held at North Carolina State College. It is a joint effort between the Farmers Cooperative Council of North Carolina and the College. It is another indication of the fine working relationship which exists between the representatives of our many farmer cooperatives and the College.

I am enclosing a copy of the Short Course program. If you have any questions concerning the program, please call me at any time. My extension is 291.

Very truly yours,


John M. Curtis
Extension Marketing Specialist

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Enclosure

PROGRAM - COOPERATIVE SHORT COURSE - 1955

I. Banquet - Monday, Jan. 31, 6:45 p.m., ^{College}~~Student~~ Union Building---John Curtis,
Presiding

Remarks

C. H. Bostian, Chancellor, North Carolina State College
D. W. Colvard, Dean, School of Agriculture
A. L. Teachey, State Supervisor of Agr. Instruction
William Thacker, President, Farmers Cooperative Council

Introduction of Instructors

Orientation

II. Schedule of Classes - Room 252 Student Union Building

<u>Time</u>	<u>Days</u>	<u>Subject and Instructor</u>
8:15 a.m.	Tuesday:	Completion of Registration - Eugene Starnes
8:10 a.m.	Wednesday:	Purchasing Cooperatives in North Carolina and Their Future M. G. Mann
8:35 a.m.	Wednesday:	Marketing Cooperatives in North Carolina and their Future C. W. Tilson
8:10 a.m.	Thursday:	The Lord's Acre Program and its Value to a Cooperative J. G. McClure
8:35 a.m.	Thursday:	Dairy Cooperatives in North Carolina and Their Future Mose Kiser
9:10 a.m.	T, W, Th:	Legal Aspects of Cooperatives R. J. Mischler
10:10 a.m.	T, W, Th:	Methods of Financing Cooperatives and Their Use K. N. Probasco
11:10 a.m.	T, W, 2:10 pm Th:	Public Relations O. R. LeBeau
12:00 Noon	T, W, Th:	Lunch
1:10 p.m.	T, W, Th:	Principles of Cooperatives J. M. Curtis

<u>Time</u>	<u>Days</u>	<u>Subject and Instructor</u>
2:10 p.m.	T, W, 11:10 a.m. Th:	Accounting Principles and their Use by Cooperative Employees and Directors M. L. Black, Jr.
3:10 p.m.	T, W, Th:	The Operating Principles of Marketing, Pur- chasing, and Service Cooperative Organizations M. A. Abrahamsen
4:10 p.m.	T, W, Th:	Seminar H. B. Caldwell

January 7, 1955

Mr. D. B. Varner, Director
Cooperative Extension Service
Michigan State College
East Lansing, Michigan

Dear Mr. Varner:

Your letter of December 30 addressed to former Chancellor J. W. Harrelson is acknowledged. We are vitally interested in the proposal which has been sponsored by your committee and which involves the establishment of a National Agricultural Extension Center for Advanced Study. This is a worthy effort, and you are to be commended for your leadership in developing this project.

Our tentative consideration of inviting you to consider our campus as a possible location for this program has developed some doubt that our institution is the proper location. By combining the resources of the three branches of our Consolidated University, we could provide excellent supporting work in fields such as home economics and business administration which are indicated. However, this would involve some physical difficulties. We have given some thought to the possibility of inviting Duke University, as well as the University at Chapel Hill and the Woman's College at Greensboro, to work with us in developing a proposal along this line. The physical difficulties, plus the fact that certain problems would need to be solved in handling enrollment of all races lead us to the tentative decision that we should like to support your committee in seeking more suitable locations on other campuses.

We are not closing the door to reconsideration of this matter at a later date, if such is deemed in order.

Sincerely yours,

Carey H. Bostian
Chancellor

CHB:cw
cc: Mr. Gordon Gray
Dr. J. H. Purks

MR. D. B. VARNER, DIRECTOR
COOPERATIVE EXTENSION SERVICE
MICHIGAN STATE COLLEGE
EAST LANSING, MICHIGAN

DEAR MR. VARNER:

YOUR LETTER OF DECEMBER 30 ADDRESSED TO FORMER CHANCELLOR J. W. HARRELSON IS ACKNOWLEDGED. WE ARE VITALLY INTERESTED IN THE PROPOSAL WHICH HAS BEEN SPONSORED BY YOUR COMMITTEE AND WHICH INVOLVES THE ESTABLISHMENT OF A NATIONAL AGRICULTURAL EXTENSION CENTER FOR ADVANCED STUDY. THIS IS A WORTHY EFFORT, AND YOU ARE TO BE COMMENDED FOR YOUR LEADERSHIP IN DEVELOPING THIS PROJECT.

OUR TENTATIVE CONSIDERATION OF INVITING YOU TO CONSIDER OUR CAMPUS AS A POSSIBLE LOCATION FOR THIS PROGRAM HAS DEVELOPED SOME DOUBT THAT OUR INSTITUTION IS THE PROPER LOCATION. BY COMBINING THE RESOURCES OF THE THREE BRANCHES OF OUR CONSOLIDATED UNIVERSITY, WE COULD PROVIDE EXCELLENT SUPPORTING WORK IN FIELDS SUCH AS HOME ECONOMICS AND BUSINESS ADMINISTRATION WHICH ARE INDICATED. HOWEVER, THIS WOULD INVOLVE SOME PHYSICAL DIFFICULTIES. WE HAVE GIVEN SOME THOUGHT TO THE POSSIBILITY OF INVITING DUKE UNIVERSITY, AS WELL AS THE UNIVERSITY AT CHAPEL HILL AND THE WOMAN'S COLLEGE AT GREENSBORO, TO WORK WITH US IN DEVELOPING A PROPOSAL ALONG THIS LINE. THE PHYSICAL DIFFICULTIES, PLUS THE FACT THAT CERTAIN PROBLEMS WOULD NEED TO BE SOLVED IN HANDLING ENROLLMENT OF ALL RACES LEAD US TO THE TENTATIVE DECISION THAT WE SHOULD LIKE TO SUPPORT YOUR COMMITTEE IN SEEKING MORE SUITABLE LOCATIONS ON OTHER CAMPUSES.

WE ARE NOT CLOSING THE DOOR TO RECONSIDERATION OF THIS MATTER AT A LATER DATE, IF SUCH IS DEEMED IN ORDER.

SINCERELY YOURS,

CAREY H. BOSTIAN
CHANCELLOR

COOPERATIVE EXTENSION WORK
IN AGRICULTURE AND HOME ECONOMICS
STATE OF MICHIGAN

MICHIGAN STATE COLLEGE
U. S. DEPARTMENT OF AGRICULTURE
COOPERATING

COOPERATIVE EXTENSION SERVICE
OFFICE OF DIRECTOR

December 30, 1954

Chancellor J. W. Harrelson
North Carolina State College
Raleigh, North Carolina

Dear Chancellor Harrelson:

You will recall that at the last annual meeting of the Association of Land-Grant Colleges and Universities, the Senate approved a recommendation of the Executive Committee which endorsed a proposed project calling for the establishment of a National Agricultural Extension Center for Advanced Study.

The Executive Committee, in turn, has appointed an Advisory Board to carry forward negotiations with the W. K. Kellogg Foundation of Battle Creek, Michigan, and to make a tentative selection of an appropriate institution to serve as the site for the Center.

As Chairman of this Advisory Board, I am enclosing four copies of a brochure which includes:

1. A description of how this concept has developed over the past two years,
2. A description of the project as proposed, and
3. An appendix, which summarizes some pertinent actions and recommendations of the Advisory Board.

We have just been advised that the Board of Trustees of the W. K. Kellogg Foundation has given tentative approval to this project, on the assumption, of course, that satisfactory arrangements can be made with an appropriate institution. In view of this action, we are bringing this to your attention with the thought that you may want to review this entire matter with certain members of your staff and then give us some indication of your possible interest in having your institution considered as a possible site for this Center. It was the feeling of this Advisory Board that each Land-Grant College and University should be extended this invitation. You will appreciate, of course, that such an indication on your part at this time would in

Chancellor J. W. Harrelson

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no way be a commitment but would merely serve to help us identify those institutions which may be qualified and interested.

If you should like to have your institution considered as a possible site for this Center, we would be pleased to ask a member of the Advisory Board near you to come to your campus and discuss with you and your staff, in more detail, this entire matter.

In view of the urgent need for getting this program launched as soon as possible, we would be grateful if you could give us some indication of your interest by January 15, 1955.

If you have further questions, please feel free to contact me by letter or by telephone.

Yours truly,

D. B. Varner

D. B. Varner
Director

DBV:mmm

Enclosures 4