Annual Report

OF

Agricultural Extension Work

IN

NORTH CAROLINA

1935

NORTH CAROLINA
STATE COLLEGE OF AGRICULTURE AND ENGINEERING
AND
U. S. DEPARTMENT OF AGRICULTURE, CO-OPERATING
N. C. AGRICULTURAL EXTENSION SERVICE
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STATE COLLEGE STATION
RALEIGH

DISTRIBUTED IN FURTHERANCE OF THE ACTS OF CONGRESS OF MAY 8 AND JUNE 30, 1914

A YEAR OF DEFINITE PROGRESS

(Report of the Agricultural Extension Service of North Carolina State College for the year ending December 1, 1935.)

By I. O. SCHAUB, *Director*

North Carolina bank deposits in 1935 were $65,684,222 greater than in 1934, according to an estimate by the state bank commissioner. This increase may be attributed in a large measure to the crop control programs of the AAA, for unquestionably they exerted a wholesome influence on the price level of farm commodities, and the benefit payments added millions of dollars to the farmers' cash income. Since the State is largely agricultural, the financial condition of the farmers has a direct bearing upon the welfare of business and industry.

The value of North Carolina's principal farm crops in 1935 was close to $246,348,000. Back in 1932, the year before the adjustment programs were begun, the value of farm crops in this State was placed at $104,362,000. The increase in crop value was $141,986,000. Cash income from the sale of 33 principal crops rose from $85,848,000 in 1932 to $188.749,000 in 1935. To the latter figure must be added $17,589,400 in rental and benefit payments, which brought the 1935 cash income up tc $206,338,400—an increase of 140 percent over 1932.

But the benefits of the adjustment programs cannot be measured in terms of money alone. These programs have probably done more than anything else to break farmers away from cash-crop farming and to show them the value of cooperation. Farmers had experienced the disasters of overproducing cash crops under the old individualistic system. Many had lost their farms; others were on the verge of ruin. They were awakening to the folly of spending their money—the little they did have—for things that could be produced at home.

Then under the adjustment programs they had seen demonstrated beyond a doubt the value of production control on a systematic basis. Chaos gave way to order as production was brought into line with demand. No longer were markets glutted and prices beaten down to levels below the cost of production. Five-cent cotton and ten-cent tobacco were things of the past. Money jingled in the farmers' pockets. They were paying off old debts, and buying things they and their families had been needing for years.

Although some of the farmers were still having a hard time, thousands of them had risen above the point where they had to struggle for a bare existence. They had more time and money to plan improvements for their homes and farmsteads; they began to think of ways in which they could better their farming methods. They went at their work with renewed hope, again confident that it is possible to make a living on the farm.

Since the adjustment programs were administered by the agricultural extension service, they brought the work of the extension service into greater public prominence than it had ever attained before. Some now

consider the extension service the most useful institution in North Carolina. Counties which had never had the services of farm or home agents soon found them indispensable. In 1935 the extension program was carried into 98 of the State's 100 counties.

Likewise, individual farmers began to look more and more to their county agents for helpful advice. This gave the county agents a tremendous advantage in carrying on the regular work of the extension service in regard to the improvement of farms and farming methods and the upbuilding of rural life. Although the task of administering the adjustment programs kept them from devoting as much time as formerly to regular extension work, the work that they were able to do was more effective.

By limiting the production of cash crops, the AAA programs made more land available for soil-conserving, food, and feed crops. With reduced acreages of cash crops, farmers had more time to study better farming methods, plan their work, and cultivate non-cash crops. County agents made use of the opportunity to encourage balanced farming, erosion control, production of high grade live-stock and poultry, living at home, good farm management, cooperative marketing, and other aspects of the general extension program. Thus it is obvious that the crop control programs gave the extension service and its work an impetus that will last for years to come.

The small number of complaints registered by farmers under contract attests the efficiency and the fairness with which the extension service, particularly the county agents and their committees, conducted the adjustment program work. In many cases, where agents had to carry a number of programs in each county, the agents worked 18 hours a day at times. Some of them suffered ill health in consequence of overwork, but the programs were carried on. The work of the county and community committeemen over the State deserves the highest commendation.

The cooperation of the TVA with the extension service in the soil conservation and land use program in western North Carolina also added a healthy stimulus to the agricultural movement. This was especially helpful in that area, in view of the fact that only a comparatively small part of the land is devoted to crops affected by the AAA.

To aid those farmers who still needed financial assistance to carry on their farming programs, liquidate pressing obligations, and make needed improvements to their homes and farmsteads, the extension service also worked in cooperation with the Farm Credit Administration and the Federal Housing Administration. Assistance was given the Resettlement Administration in the task of rehabilitating farm families desperately in need of help.

The extension service worked hand in hand with the national Rural Electrification Administration and the state Rural Electrification Authority. In September, 1935, a rural electrification branch of the extension service was established to carry on the work more effectively. Promotional work was employed to arouse more interest among rural families, and meetings were held to discuss local problems in rural electrification.

TOBACCO PROGRAM

The income from the flue-cured tobacco constitutes 52 percent of the receipts from all cash crops in the State. Consequently, the tobacco adjustment program was of vital importance to North Carolina. In 1932, with tobacco averaging 11.5 cents a pound, the growers received $35,428,000 for their flue-cured tobacco crop. In 1934 the average was boosted to 29.2 cents, and the crop sold for $119,155,000. In addition, growers received $5,640,000 in rental and benefit payments. The 1935 crop was larger, the quality and the price were somewhat lower, but the total receipts from tobacco sales were expected to equal those for the 1934 crop. The benefit payments in 1935 amounted to $9,359,220.

On November 8, 1935, there were 88,326 tobacco contracts in force, covering a base of 737,598 acres and a base production of 588,052,093 pounds. Contracts covered 98.7 percent of the flue-cured tobacco grown in the State. The contract signers held their plantings to 78.75 percent of the State's base acreage. Non-signers planted only one-third of one percent of the State's base.

Due to the conservative way in which the tobacco program in this State was handled, the Washington office increased the flue-cured tobacco base for the 1936-39 contracts by 18,402 acres and 31,947,907 pounds. Over 73,000 of the new contracts had been signed by November 8. This represented 82.6 percent of the growers. At least a 95 percent sign-up was anticipated.

The burley tobacco growers cooperated with the control program equally as well. There were 5,484 signers, with a base of 9,645 acres and 7,578,221 pounds. This was increased to 10,000 acres and 7,937,500 pounds for the 1936-39 contracts. Since those States which failed to keep within their quotas did not get an increase for their new contracts, the increase allowed in North Carolina by the Washington office was taken to mean that committees, county agents, and the state agent here had succeeded well in staying within the conservative estimates supplied from Washington.

The tobacco program was undoubtedly the most popular of the AAA programs. The farmers had become firmly convinced that rigid control of production was the only way to guarantee a fair price for their leaf. Their only complaint worthy of note was that the program was not strict enough. They wanted complete control of the crop, and production limited even more than it was in 1935. They wanted a program with teeth in it, a program that would make it impossible for a non-signer to sell a pound of tobacco.

COTTON PROGRAM

More work was entailed in administering the cotton program than was required for any of the others. Not only were there 98,507 contracts to look after in 1935, but also 114,000 applications for tax-exempt allotments under the Bankhead act. Many of the Bankhead applications and contracts were for farms on which there were a number of share croppers, and acreage and poundage allotments had to be figured for each such cropper. The biggest task in the cotton program was that of making equitable allotments to every grower. In the state office a force of clerical

workers averaging 150 in number was kept busy. In rush periods the number was increased to 300. When the work fell off, the number was reduced so that only those actually needed were kept on the pay roll. Over the State, 1,800 county and community committeemen worked under the supervision of the county agents in administering the program locally. The responsibility of seeing that every farmer was given equitable acreage and poundage allotments under his contract and a just poundage allotment for his Bankhead application fell mainly upon the committeemen.

During the year, 1,510,256 acres of cotton land were under contract, of which 508,935 acres were rented to the Secretary of Agriculture. On the assumption that the rented acres would have given the same average yield per acre as the land that was planted, they would have produced 313,027 bales of cotton in 1935. Under the program, North Carolina's cotton crop was limited to 572,000 bales. Fully 95 percent of the State's cotton acreage was under contract. Fourteen percent of the growers were non-signers, but they represented only five percent of the acreage.

The cash income from the cotton crop in 1935 was $39,179,000, of which $6,171,981 represented rental and benefit payments. By way of comparison, note that the farmers received only $23,509,000 for a 660,000 bale crop in 1932.

The state office, the county agents, and the committeemen worked hard to administer the program as efficiently, as effectively, and as fairly as possible. The result was that very few complaints were received during the year, and most of those few were from growers who had not signed contracts.

CORN-HOG PROGRAM

Although the corn-hog program was intended primarily for the corn belt, contracts were offered all North Carolina farmers who cared to sign. In 81 counties 4,113 contracts were in effect in 1935, with benefit payments amounting to $634,489. The payments were calculated at the rate of $15 a head on the number of hogs by which production was reduced, and 30 cents a bushel on the average corn production of the land taken out of corn.

Since this State has not been overproducing corn or hogs, farmers were not urged to sign contracts, and those who signed were not urged to reduce production materially. The contracts were flexible, so that different farmers could adjust corn and hog production to suit their individual farms. However, all who signed were required to produce at least 25 percent of their base.

Although North Carolina farmers did not cut their production to a great extent, they did benefit from the rising prices which followed the corn-hog program over the nation. The 1935 corn crop was valued at $37,335,000 as compared with $18,808,000 in 1932. In 1933 there were 1,096,000 head of swine in the State valued at $5,093,000. In 1935 the number of head dropped to 966,000, but the value increased to $10,255,000.

WHEAT PROGRAM

Like the corn-hog program, the wheat program was more applicable to other States than to North Carolina. Nonetheless, a few farmers producing wheat for sale wished to go under contract and get the benefit

payments offered. Something over 1,000 contracts were signed by farmers who took 3,974 acres out of wheat production. They received $63,804 in benefit payments in 1935. Meanwhile, the value of the wheat crop had increased to $5,146,000 as compared with $2,465,000 in 1932.

PEANUT PROGRAM

Farmers in northeastern North Carolina signed 15,587 peanut adjustment contracts, under which they were allotted 217,444 acres and 242,119,023 pounds. However, the total acreage raised by the signers and the non-signers was only 201,131 acres. Only 6,923 acres, or 3.4 percent of the State's peanut crop, were not under contract. The almost unanimous cooperation was due largely to the fact that in 1932 prices had slumped so low that farmers were desperate, and were eager to cooperate in the control program for which they asked. In 1932 the growers received $3,733,000 for their peanuts. The estimated value of the 1935 crop was $8,758,000.

One purpose of the peanut program was to divert part of the crop into oil production so as to eliminate the surplus offered for sale to confectioners. Arrangements were also made for diverting part of the crop for livestock feed. The diversion payments ranged from $8 to $16 a ton, according to the type of peanuts. The total amount of the peanut payments ran close to $813,900.

TENNESSEE VALLEY AUTHORITY

The soil conservation and land use program in the TVA area of western North Carolina is being developed into the most comprehensive and scientific program for rural rehabilitation ever undertaken in the State. It affects virtually every phase of agriculture indigenous to that area. The ultimate goal is to build up a more profitable and adequate agriculture through soil-improvement, better use of the land, and systematic farming, and to enhance the broader social aspects of rural life by raising the standard of living. Emphasis is also being laid on reforestation and terracing where necessary, better seed, more fruits and vegetables, expansion of dairy and beef cattle work, poultry improvement, and better marketing methods. Farmers are urged to plant soil-conserving crops on hillsides and to confine corn and other row crops to level fields less subject to washing. Systematic crop rotation, adaptation of the right crops to the right soils, and proper fertilization are among the rudiments being stressed.

Demonstration farms scattered over 14 mountain counties were signed up to show what improvements could be made by following the recommendations of the extension service and the TVA. The farmers agreed to apply triple superphosphate to 90 percent of the land devoted to legumes, pastures, and meadows, the superphosphate to be suplied by the TVA. The farmers were charged only the cost of transportation. With each demonstration farmer, the extension service worked out a farming program designed to make best use of his land and to put his farm on a sound basis.

Demonstration farmers in each county were organized into county soil conservation and land use associations. In the different communities, committees were organized to work under the county associations in furthering the program. The county committees were composed of the officers of the county associations.

In addition to supplying the triple superphosphate, the TVA paid the salaries of assistant county agents who devoted their time to the program. Upon request, it also supplied specialists to assist in map-making, terracing, and other phases of the program. The county farm and home agents, the district agents, and the specialists of the extension service gave freely of their time in promoting the program. An assistant district agent was placed in direct charge of the program as farm management supervisor.

RURAL ELECTRIFICATION

The extension rural electrification program in 1935 was concerned mainly with discussion meetings over the State to help rural communities with their electrification problems. The rural electrification branch of the extension service started functioning on September 15. Up to the latter part of November it conducted 11 meetings and held six conferences. Advice was given by letter in 35 instances. Data gathered in the rural electrification survey of around 700 rural communities in 1934 was kept available for any person, group, or organization desiring it. Considerable time was given to arousing more interest in electrifying rural communities, and the cooperation of power companies was enlisted. During the last eight months of the year, power companies approved a total of over 1,000 miles of rural power lines. Construction of many of the lines started soon after they were approved.

COOPERATIVE MARKETING

The extension service believes in cooperative marketing of farm supplies and produce. The advantages of buying and selling cooperatively are legion, particularly when the transactions are conducted through nonprofit organizations owned and controlled by the farmers themselves. The extension service is especially interested in the Farmers' Cooperative Exchange, a comparatively new but rapidly growing organization now operating 15 branches over the State. It was formed in 1934 by merging a number of farm cooperatives, and it is affiliated with the Southern States Cooperative Workers and leaders of various agricultural institutions in the State, including the extension service, assisted in its organization. The president of the University of North Carolina is one of the directors of the board of the FCX, and the director of the extension service is one of the three members of the FCX advisory board.

During the 1935 fiscal year the FCX, as the cooperative exchange is popularly known, handled a volume of business totaling $1,166,461. Around 90 percent of the transactions involved the purchase of farm supplies such as feeds, seeds, and fertilizers. The other 10 percent represented farm products marketed for the farmers. An increase in the amount of farm products marketed in the future is anticipated.

Although the FCX made a profit of $18,385 during the year, it may be considered a non-profit organization inasmuch as the farmer-stockholders share in the profits when they receive their patronage-dividends. As the FCX builds up the necessary operating reserve, the dividends will be increased. However, the objective of the organization is to operate on a close margin so that its benefits will be reflected mainly in savings to farmers who purchase through it. The FCX also renders the farmers a service by handling only the highest quality, open formula feeds and fertilizer, and certified seed.

North Carolina farmers spend around $50,000,000 a year for feeds, seeds, and fertilizer. The FCX is not intended to handle all this business, but it does hope in time to make its services available to practically all farmers in the State who wish to obtain them. If the FCX can handle 20 to 25 percent of the business, it will be in a position to influence the price of farm supplies sold through other channels and thereby aid indirectly those farmers who purchase from privately operated retail agencies.

In 1935 three new FCX branches were set up with the help of the extension specialist in farm organization and credit. He conducted 154 meetings relative to cooperative marketing. He also figured prominently in the formation of the Farmers' Cooperative Council of North Carolina, an organization representative of the many agricultural agencies and institutions in the State. It was set up to function in an advisory and directing capacity in matters of legislation, education, organization, and research.

North Carolina State College, a branch of the University of North Carolina, has been authorized to act as sponsor to a proposed WPA marketing facility project which involves 37 farm cooperative marketing warehouses in as many counties. This project calls for an expenditure of $650,000, of which the sponsor is expected to contribute $115,000. The college, however, plans to lease the project to bona fide cooperatives which will contribute the sponsor's portion of the required investment. The college will be absolved from financial responsibility, but will have a voice in directing the project.

FARM CREDIT

The extension service carried on an educational program designed to inform farm people of the government credit facilities available and to show the advantages of obtaining loans when needed at a low rate of interest. A number of meetings were held to discuss the production credit associations. These associations were also discussed at farmers' meetings where the FCX and other matters were considered. A total of 172 meetings were held during the year. County farm agents carried on educational work with individual farmers.

Plans were made for carrying on a more extensive program in 1936 in cooperation with the Farm Credit Administration, under which the production credit associations operate. The educational work will be expanded, and plans worked out for conducting research work into the various phases of farm credit.

The extension service cooperated with the Federal Housing Administration in helping arrange for a number of meetings where the FHA

program was presented to the farmers. Information also was supplied regarding the facilities available through the FHA to make permanent improvements to homes, farm buildings, and farmsteads.

EMERGENCY RELIEF ADMINISTRATION

The division of home demonstration work loaned its economist in food conservation and marketing to the Emergency Relief Administration for a period of seven months to organize and supervise eight government meat canneries operated on a large scale. The seven-month period started in 1934 and continued through February, 1935. She placed qualified supervisors in charge of the canneries, and manned them with women trained in home economics, preferably former home agents experienced in food conservation. A force of laborers and operators was also trained for each cannery. The output of the eight canneries was approximately 8,000,000 cans. The largest cannery, located at New Bern, had a capacity of 20,000 cans a day, and employed 800 laborers who each worked 18 hours a week. Some 280,000 copies of extension bulletins on food conservation were distributed in 1934 and 1935.

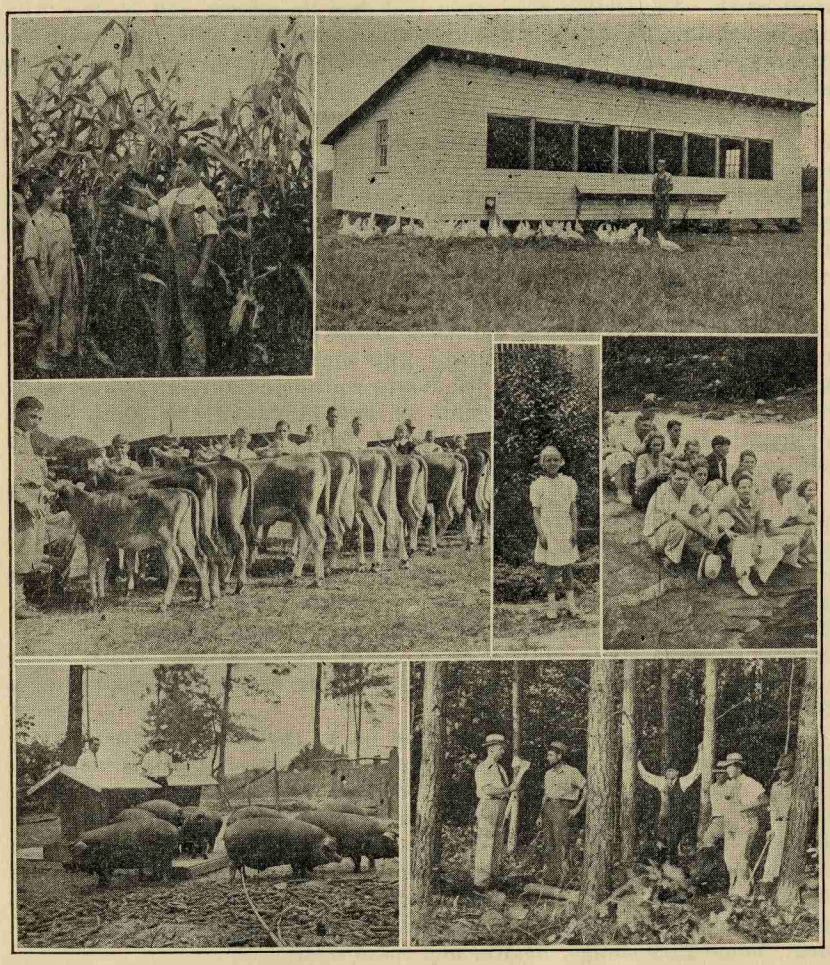
RESETTLEMENT ADMINISTRATION

The division of home demonstration work cooperated with the district and state heads of the RA in mapping out plans of work. The division also provided a list of selected home economics women from which county supervisors were selected. A well-equipped home agent was placed at the head of the woman's division of the RA, and three other home agents were loaned to serve as district heads. The home demonstration specialist in home management was transferred to the RA as regional supervisor. The regular staff of the home demonstration division cooperated with the RA staff in carrying on rural rehabilitation work over the State. The farm agents and other members of the extension staff of men workers also cooperated with the RA in the rehabilitation program. The RA and the extension service are inclined to think that rural rehabilitation will depend largely on regularly organized extension work for its future development. It has not been considered advisable to form separate group organizations for resettlement work; better results will be obtained by getting members of readjustment families to join home demonstration clubs and 4-H clubs in their communities.

WORKS PROGRESS ADMINISTRATION

The home demonstration division has felt the need of more community club houses in which meetings and other activities of the home demonstration clubs can be held. The Works Progress Administration has helped solve the problem by sponsoring the erection of 140 club houses in rural communities, of which 63 were built in 1935. The club buildings are generally of log construction, with rough rock chimneys, and are quite artistic in appearance. They usually have an auditorium 50 by 30 feet in area, a fire place at one or both ends, and a kitchen. Inside toilets are installed when running water is available; otherwise, sanitary toilets are constructed.

The WPA also cooperated with the home demonstration division by providing office help for home agents and field help on certain occasions. It has also approved, and planned to finance in part, the construction of a number of county agricultural buildings, with office and auditorium space. It has also approved the construction of a number of county cold storage buildings and warehouses to be placed at the disposal of farmers.



More than 22,000 rural boys and girls were enrolled in 835 organized 4-H clubs in 1935 and carried forward projects in all the various phases of farm and home work.

4-H CLUBS

Four-H club work made considerable gains in 1935 despite the handicaps encountered by farm agents who had to devote most of their time to the AAA programs. In 1933 and 1934 the 4-H clubs had been set back when the AAA took up the agents' time. In 1934 there were 22,309 boys

and girls in 521 clubs; 2,581 boys and 8,996 girls completed club projects during the year. In 1935 there were 25,478 boys and girls in 911 clubs; boys completed 6,121 demonstrations and girls completed 19,506.

Most of the club work was conducted under the community plan of organization, and in the counties thus organized, the clubs made far greater progress than in those that were not organized. Even where the AAA work was heaviest, the well organized counties accomplished the most work. Under this plan, each club has its officers and leaders who are responsible for much of the club's achievements. The officers of the different clubs in a county compose the county council, which too has its officers and leaders.

Since the development of trained local leaders is an important factor in club work, emphasis was given leader-training schools. The 337 training meetings for local leaders were attended by 6.445 boys and girls. In addition, 88 demonstration leaders were trained. In 43 counties, local leaders conducted 686 club meetings without the assistance of the farm or the home agents. Leaders played a prominent part in the development of club work during the year.

Due to the outbreak of infantile paralysis in the State, the annual 4-H short course at State College and most of the summer camps to have been held over the State were cancelled. This meant a severe disappointment to thousands of club members, but it was considered absolutely necessary. However, the State sent its quota of two boys and two girls to the national 4-H club camp in Washington. Three club girls were taken to the national 4-H club congress in Chicago.

As usual, the 4-H club exhibits, demonstrations, and judging contests were a prominent feature of the State Fair in October. The $2,000 in premiums that had been offered helped stimulate a great deal of enthusiasm among the club members. Three teams from each of four districts gave demonstrations in foods, nutrition, clothing, and room improvement. Eighty clubsters, comprising 17 teams and a number of individuals, entered the contests in judging crops, seeds, livestock, and poultry. The exhibits of corn and calves was considered the best ever displayed at a North Carolina State Fair.

The 4-H club demonstrations carried on by the boys consisted of projects in growing corn, wheat, oats, lespedeza, soybeans, peanuts, potatoes, cotton, and tobacco, and in raising poultry, pigs, beef calves, and dairy calves. There were also projects in home gardens, market gardens, beautification of home grounds, beekeeping, agricultural engineering, farm management, and fruit. A number of girls completed projects in these things, too. The projects in home-making, designed especially for girls, included foods and nutrition, food preservation, clothing, home management, home furnishings, health, and handicraft.

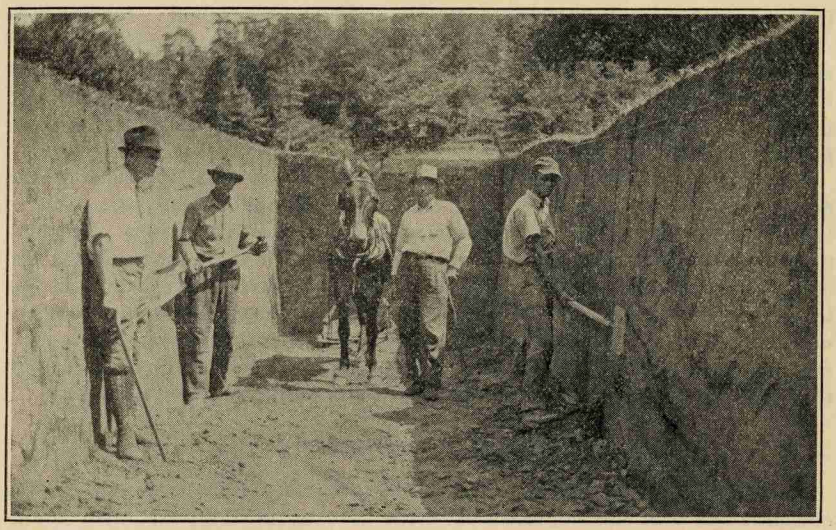
AGRICULTURAL ENGINEERING

The work of the extension agricultural engineers was concerned mainly with soil and moisture conservation, since erosion control is an acute problem at present. More than 2,000,000 acres in this State have lost in excess of 75 percent of their topsoil. Over 5,500,000 acres have lost 25 percent or more of their topsoil. In the Piedmont section, 38 percent of

the land shows the effects of erosion. There are 10 counties where one acre out of four has been abandoned.

Most of the erosion control work centered around the establishment of county soil conservation associations which purchased and operated terracing units. Each unit consists of a tractor and a terracing machine which can be operated at a cost of $1.50 to $2.50 per acre. Farmers whose fields are terraced are charged only the actual cost of the work. Associations were formed in 30 counties, and four of the counties purchased two units each.

Rural people are widely interested in home water systems, but the extension engineers did not have the time needed to go extensively into this work. However, they secured a list of 3,000 farm owners interested in installing water systems. Blanks were sent them to fill out with data regarding their respective problems. When the blanks were returned,



The phenominal increase in the number of trench silos dug in North Carolina last season is a tribute to the efficiency of these economical storage vaults.

the engineers made recommendations, regarding the equipment best suited to their individual needs. An agreement was made with several pump manufacturers to allow a discount on equipment when the buyer promised to make his installation a demonstration for his neighbors.

The extension engineers supplied plans and otherwise helped farmers in the construction of dwellings, dairy buildings, silos, hog and poultry houses, sire control pens, and the installation of sewage, water, heating, and light systems. They also devoted some time to assisting farmers with drainage and irrigation problems. One of the assistant extension agricultural engineers was in charge of the gigantic task of checking compliance on all AAA contracts.

BEEKEEPING

North Carolina beekeepers have no need to worry about overproduction, as those who place their honey on the market in attractive packages find a ready sale for it at good prices. However, there is a definite need for better management of the colonies, since a large number of apiarists still use box hives and gums. The average production of a box hive or gum is 10.25 pounds of honey valued at $1.13, while the average production of the demonstration apiaries, where improved hives and modern methods were used, was 54 pounds valued at $8.98. Through the influence of the extension services, 153 farmers transferred 1,322 colonies to modern hives, with the result that their production will increase in value by $10,000 or more. In addition hundreds of other colonies were transferred to modern hives as a result of demonstrations conducted by the extension apiarist.

Before the extension service launched its work with apiarists, the industry in North Carolina was disorganized and inefficient. No one was making a living entirely from beekeping, and the average production of the leading apiarists was 32 pounds per colony. Now 20 of the leading beekeepers own 8,000 colonies which produced in 1935 more than 740,000 pounds of honey valued at $59,200. The State's honey crop of 5,000,000 pounds is valued at $400,000.

The extension specialist in beekeeping seeks to help apiarists of the State keep their colonies in good condition throughout the year, and to impress upon them the importance of young, vigorous queens. He also gives out information and conducts demonstrations in controlling bee diseases. Problems of management receive his careful attention. It was estimated that his services in increasing production and preventing disease were worth $70,000 to North Carolina beekeepers in 1935. Moreover, the increased number of bees in the State has had a beneficial effect upon the fruit and vegetables which they pollinate while gathering nectar.

EXTENSION FORESTRY

North Carolina's forests are one of her greatest natural resources. The conservation and development of these forests, particularly farm woodlands, is the goal of the extension forester and his assistant. The forestry program in 1935 was carried on: by means of demonstrations, meetings, and the distribution of helpful information; through county farm and home agents, vocational teachers, club leaders, and other interested persons; and in cooperation with the Soil Conservation Service and the Tennessee Valley Authority. Then, too, the extension foresters studied and sought the solution of forestry problems, and did various personal work in promoting forestry.

In general, the forestry program is designed to promote a system of farm management that will give the most complete utilization of land and labor, protect and better utilize farm timber stands, develop a timber cropping program that will yield periodical harvests, maintain markets for timber disposal, provide a permanent supply of raw materials for woodworking industries, and reclaim eroded or abandoned fields that have been allowed to run down.

Farmers are urged to thin their timber stands when necessary to keep inferior trees from overcrowding the higher quality timber. Wood from trees thus culled makes excellent fuel. When harvesting timber, farmers are requested to select only mature trees and leave the others for later cuttings when they, too, will have matured. The farm timber supply may be increased by making more complete utilization of the trees that are cut, by protecting the woodlands, and by setting out young seedlings in denuded areas. The extension program in fire protection was devoted mainly to educational work in support of the work conducted by the State farester's fire protection organization. By helping farmers secure pine, walnut, locust, and other seedlings at low prices, the extension foresters encouraged reforestation. They advocate the grazing of cattle in flatwood areas of eastern North Carolina, but discourage it as a bad practice in the Piedmont and mountain regions.

North Carolina has some 8,325,000 acres of farm woodland, plus about 4,000,000 acres of small wooded lots that are considered farm woodlands by the extension foresters. Then there are more than 1,000,000 acres of idle land that have become so badly eroded that the only practical method of reclamation is through reforestation. Thus it can be seen that the extension forestry program is no easy task for two men to carry on.

EXTENSION DAIRY PROGRAM

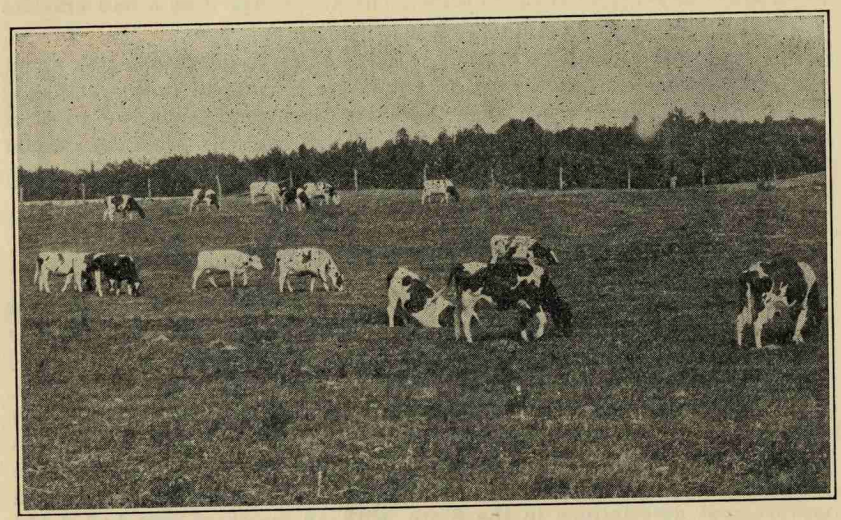
The dairy industry in North Carolina showed marked improvement in 1935. The fluid milk market was good, and the price of butterfat was about 20 per cent higher than in 1934. The feed campaign put on by the extension service increased the production of hay, pasturage, and silage. During the past five years the acreage of feed crops increased by 1,000,000 acres of which 900,000 acres were about equally divided between corn and hay. During the year 450 silos with a capacity of 18,037 tons were constructed. At the close of the year there were six active dairy herd improvement associations in the State, with 89 members who had 3,408 cows on test—an increase of eight herds or 490 cows over the same time the year before. From these herds 425 cows were culled out as unprofitable. The average production of cows on test was 6,381 pounds of milk and 281 pounds of fat.

The dairy specialists, cooperating with county agents, assisted 151 farmers secure as many purebred dairy bulls. They also assisted dairymen in the selection of 95 purebred females and 48 grade cows. Through officially conducted public sales, in which the extension dairy specialists assisted, 18 high quality bulls and 77 high quality females were placed in the hands of farmers and 4-H club members.

Probably more progress was made in 4-H calf club work than in any other dairy activity. The specialists assisted county agents with 25 clubs in which were 331 members with 416 calves. Eighteen of the clubs were organized during the year. The specialists also assisted the county agents in holding ten calf club shows. The clubsters made an excellent record at the State Fair.

Assistance was given 10 creameries in cream improvement work. Approximately 15,000 circulars entitled "Producing Quality Cream" were distributed through cream haulers. Creamery managers reported that a marked improvement in the quality of the cream was seen. The extension dairymen assisted 20 dairy farmers in the construction of milk houses, 21 with dairy barns, 10 with safety bull pens, and 12 in the remodeling of old barns.

North Carolina creameries manufactured 2,515,000 pounds of butter in 1935, paying the producers $611,145 for the butterfat in the cream that was churned. Around 482,000 pounds of cheese were made, the farmers receiving $56,000 for the milk used. Dairy products worth $675,000 were



One of the most successful phases of agriculutral extension in North Carolina is that being done in building quality herds of well fed dairy cattle throughout all parts of the State.

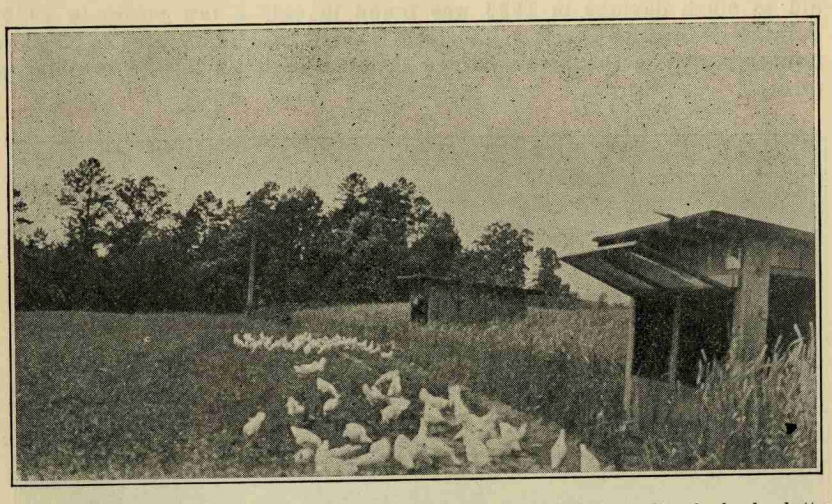
used in the manufacture of 3,000,000 gallons of ice cream and sherbet. On the farms 26,000,000 pounds of butter, valued at $7,800,000, were churned. An income of $14,500,000 was received from the sale of 30,000,000 gallons of fluid milk on the retail market.

POULTRY EXTENSION

The farm flocks of North Carolina are responding to better farming, breeding, housing, and management practices. They have been used to demonstrate that success with poultry depends not so much upon the number of birds in the flock as upon the response they make to good care. Following the recommendations of the extension poultry specialists, farmers have increased their annual income from poultry and have raised the average egg production per bird. Census figures show that in 1934, with 388,000 fewer birds, 7,000,000 more eggs were produced than in 1933. The 7,373,000 hens and pullets in 1934 averaged 60 eggs per bird. As soon as figures on 1935 are available, a corresponding improvement

will no doubt be shown. However, there is still a great deal of room for improvement, as indicated by the fact that in 176 demonstration flocks the average production per bird was 152 eggs a year. These flocks made a return of $54,931 above feed costs, or $1.65 per bird.

Most of the time of the extension specialists was devoted to three projects: the broiler project for 4-H club members and adults, the record keeping project for club members and adults, and the project on breed improvement. They also stimulated work in more rigid culling of inferior birds from flocks, retention of only high quality, heavy producing birds for breeding purposes, construction of more and better poultry houses, more effective sanitation and disease control, feeding of well balanced rations for optimum results, construction of brick brooders, increasing the livability of young chicks, and more effective marketing.



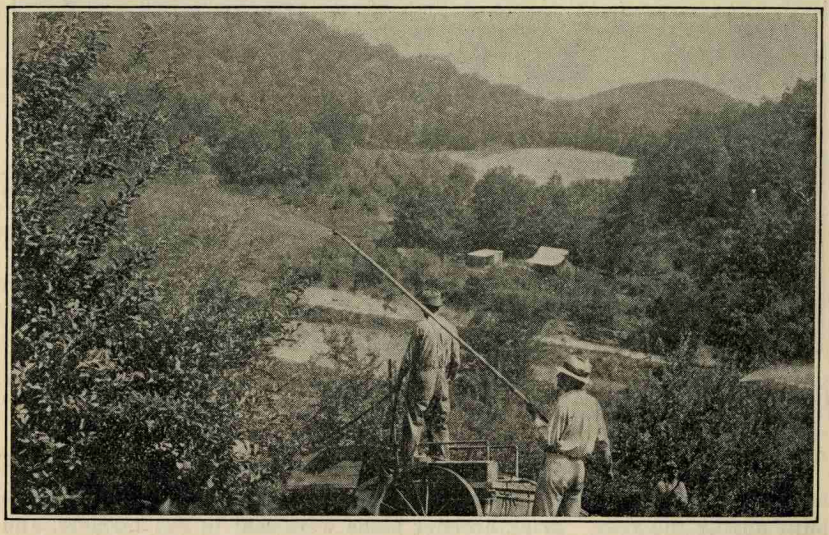
North Carolina farmers are steadily increasing the quality of their poultry bocks by better breeding, feeding and management. Improved sanitation also has helped to increase profits and pure bred bocks may be found on a majority of farms throughout the State.

Farmers requested the extension poultry department for 935 blue prints for poultry houses, and county agents reported that 750 such houses were built during the year. Brick brooder plans were sent to 981 farmers, and it is estimated that as many more built brooders of this type after seeing them in operation on neighboring farms. Feed formulas were sent upon request to 560 farmers and local mills. A large number of mills now offer for sale feed mixed according to extension formulas. Many of the feeds handled through the Farmers' Cooperative Exchange are mixed according to these formulas. Through efforts of the extension poultrymen, 616 pedigreed cockerels were placed at the head of breeding pens owned by key poultrymen, making a total of 1,496 such cockerels placed in the last three years. At demonstrations on various poultry farms, 7,753 breeding birds were selected.

EXTENSION ENTOMOLOGY

The extension entomologist kept a careful check on the incidence of insect infestations over the State during the year, and instigated control programs where needed. His recommendations for insect control were carried to the farmers through county agents, demonstrations, and the distribution of printed information.

Although boll weevils were delayed by the driest June on record, they developed later into destructive numbers, causing more damage to cotton than any other pest. Weevils spread into the upper Piedmont region in 1935, and there was a general demand for control information in the newly infested areas. Cotton leaf worms, cotton red-spider, and aphids appeared in seriouse proportions. Flea-beetles, bud-worms, and horn worms appeared on tobacco in the usual numbers, while the midge larvae which did so much damage in 1933 was found in only a few places in 1935. Potatostalk beetles severely damaged tobacco in a small area of Onslow County. This is the first recorded instance of these insects feeding on tobacco.



Apple growers in North Carolina use modern methods to produce quality fruit both in commercial and home orchards. The control of disease and insect pests is now better understood.

Other insects appearing during the year were fall army worms, corn-stalk borers, chinch bugs, rough-headed corn-stalk beetles, corn blotch miners, corn ear-worms, and European corn-borers in corn. A soldier fly identified as a Stratiomyidae was found in Rowan County, the first instance known here of an economic insect pest in silage. Mexican bean beetles were the outstanding scourge of garden and truck crops, which were also infested by mole crickets, cabbage maggots, cabbage worms, harlequin bugs, sweet potato leaf beetles, potato tuber moths, melon and pickle worms, and strawberry root lice. There were the usual run of fruit infestations, including blueberry stem borers, stored seed insects, and

codling moths. Vetch weevils, Japenese beetles, white grubs, cattle grubs, cattle lice, and smaller European Elm bark beetles were among other insects found in the State.

A growing interest in recommended methods of insect control was evident over the State. More farmers bought necessary equipment and sought information from the extension service. And good results were generally obtained where the control work was conducted according to the recommendations. Cotton farmers were advised to mix lime with calcium arsenate for dusting boll weevils, napthalene has been found good for controlling tobacco midges, and rotenone was recommended for Mexican bean beetles and other insects.

PLANT PATHOLOGY

A systematic extension program in plant pathology had not been in operation for five years until an extension plant pathologist was appointed in October, 1935. Before attempting to formulate a program, he thought it necessary to study the pathological situation in the State in order to get a good perspective. Among the things studied were: economic losses resulting from diseases, measures which have been worked out for controlling these diseases, and the diseases affecting various crops over the State. A tentative plan of work for controlling plant diseases was drawn up.

ANIMAL HUSBANDRY

Animal husbandry extension work was conducted in all parts of the State in 1935, with the majority of the time and effort given to the western districts, where the growing of beef cattle, sheep, and work stock has been of major importance and farm animals have been fed hay and grass, the main crops of the mountain region. The promotion of better breeding, feeding, and management received first consideration, with emphasis placed on pasture improvement, production of silage, and the construction of trench silos. More farmers awakened to the advantages of winter feeding to create a demand for surplus feed tnd to produce manure for soil improvement. Winter feeding is also part of the program of feeding cattle for market. In the work with beef cattle during the year 14 purebred bulls and 18 purebred females were selected for farmers by the extension specialists in animal husbandry. County agents placed 96 bulls and 112 purebred females. Fifty-six purebred rams, 18 registered ewes, 17 purebred jacks, and 78 highgrade and purebred mares were also placed with farmers by the extension service. Ninety-one herds of cattle and 30 flocks of sheep were used for demonstration purposes. The fat cattle show at Asheville in October, promoted by the extension service, did a great deal to arouse interest in better beef cattle. The extension service started work in grading and shipping lambs cooperatively, with the result that 193 farmers shipped 2,335 lambs at a gain of $960. Considerable demonstration work with feeds was carried on during the year.

SEED IMPROVEMENT

With the increased purchasing power of the farmers, they have been able to buy more certified seed, and seed improvement work has mounted

steadily since 1933. The crop control programs and the rising prices of farm commodities has also stimulated interest in buying seed that will produce the best yields of high quality crops. The production of certified seed increased from 61,000 bushels in 1933 to 97,000 bushels in 1934 and 139,000 bushels in 1935. The distribution of certified seed was better in 1935 than ever before. The certification work was handled cooperatively by the extension service, the State Department of Agriculture, and the N. C. Crop Improvement Association. The Farmers' Cooperative exchange aided materially in distributing the seed.

Growing certified Irish potato seed is a newly established practice promoted by county agents and extension specialists in the mountains of western North Carolina.

The standardization of recommended varieties for particular areas is of great importance. There are three main reasons for this: Certain varieties are better adapted to a particular region than are others, and will produce more profitable crops; even though pure seed of an improved variety have been introduced, it is practically impossible to keep the seed pure where other varieties are grown on neighboring farms; by standardizing the varieties grown, the farmers in an area can put on the market a large volume of a commodity with a more uniform quality. The latter reason is particularly true in the case of cotton. The standardization work also included tobacco, corn, and small grains.

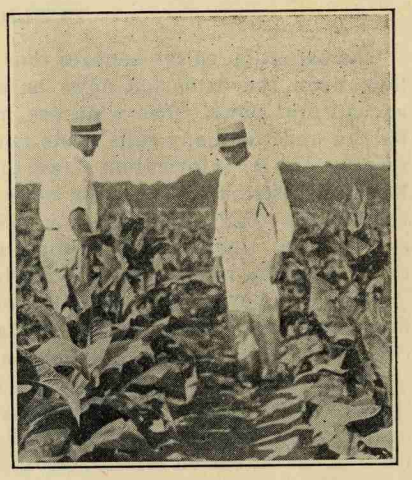
EXTENSION AGRONOMY

For many years North Carolina farmers have operated under the handicap of poor crop yields due to a gradual wearing out of the soil. Many of the farmers do not grow enough feed for their livestock, or produce enough meat, milk, butter, or eggs to feed their families as they should be fed. These conditions were brought about by too much interest in cash crops such as cotton and tobacco. The crop control programs ameliorated the situation, but there is still a need for more improvement.

To correct these conditions, the extension service is starting at the base of the whole situation, which is the soil. The program includes the control of erosion, turning under legumes, pasture improvement, proper use of fertilizer and lime, and good crop rotations. In this work the agronomy department had the assistance of various extension specialists and the cooperation of the TVA. The usual methods of extension work were followed: result demonstrations, meetings, tours, personal visits, circulars, bulletins, correspondence, and news stories. The work was conducted in 1935 in all counties and in practically every community. The program also includes balanced farming, and as a usual thing the amount of livestock on a farm is increased as the production of feed expands.

EXTENSION TOBACCO WORK

In addition to administering the flue-cured and tobacco programs in this State, the extension tobacco specialist also conducted in 1935 as much as possible of the regular extension tobacco work. This consisted primarily of work designed to improve the quality of the leaf crop and to protect it from disease and insects. Various experiments and demonstrations were conducted to determine the value of certain cultural practices and to show the farmers the results of following these practices. Considerable work was also done to improve the methods of harvesting, curing, grading, and marketing tobacco. A great deal of seed cleaning work was done by the extension service, as farmers are becoming more particular about their seed. Research work with fertilizers was continued, and farmers pretty generally followed recommendations based on the latest findings.



Improvement in the quality of North Carolina tobacco is noted following new fertilizer and cultural practices adopted as a result of field demonstrations.

EXTENSION HORTICULTURE

The extension horticultural program reached into 45 counties in the two western districts and 34 counties in the two eastern districts. In the western area much time was devoted to the commercial red raspberry project. In the western and central Piedmont counties an effort was made to create more interest in the care of home orchards as a source of fruit for home use. Demonstrations in fire blight control were made in farm and commercial orchards. Commercial orchards were also given attention in regard to soil management, pruning, pest control, and keeping production cost records.

The extension horticulturists cooperated with the Carolina Mountains Associated Cooperatives, fostered by the TVA, in the production of vegetables for the four canneries they operate, and for sale as fresh vegetables. Work was done in the production of certified seed potatoes, and demonstrations were conducted with special crops such as cabbage, onions, and rutabagas.

The program in the eastern districts included demonstration work with Irish potatoes, sweet potatoes, general market vegetables, strawberries, and peaches. Production cost records were started with sweet potatoes, strawberries, and tomatoes. The horticulturist for eastern North Carolina gave liberally of his time to AAA work. He cooperated with AAA officials and county agents in educational and organization work for the proposed potato control program and the marketing agreements for watermelons and cantaloupes. The watermelon marketing agreement functioned reasonably well in 1935 and is expected to be continued, with modifications, in 1936.

PUBLICATIONS

The extension editor believes that the North Carolina press has come to look upon the extension news bureau as headquarters for all kinds of agricultural news. The wide use made of stories sent out by the news bureau and the many calls made upon it by magazines, papers, and press associations for information attest the confidence and respect it commands. Material distributed from the news bureau is regarded as reliable news rather than "ballyhoo". Editors welcome the mimeographed releases and spot stories. Likewise, six radio stations over the State are enthusiastically using the informational material supplied for daily broadcasts.

The news bureau has two main objectives: to distribute helpful information to farmers, and to familiarize farmers and the general public with the work of the AAA, the extension service, and the experiment station. Many of the specialists' recommendations reach the farmers directly through news stories, radio talks, and circulars sent out from the news bureau. By acquainting the public, particularly the farmers, with the work of the extension service, the news stories and radio talks arouse their interest and implant in them a desire to share in its benefits. Thus is their cooperation enlisted and the work expedited.

Throughout the year a constant stream of mimeographed news stories was kept flowing to the daily and weekly papers. Spot news was written as it "broke", and special stories were prepared for the farm pages, special editions, and agricultural magazines. Eleven daily papers carry farm pages, filled mainly with material from the extension news bureau, once a week. Four of these papers started their farm pages in 1935. A goodly number of weekly papers either have farm pages or else group the extension news stories together in the form of a farm page. Radio talks prepared by the different specialists and others, along with news items, are sent daily to six radio stations.

In the course of the year, approximately 1,150 mimeographed stories were mailed to daily and weekly papers, some 25 feature articles were written for farm pages in addition to articles prepared for these pages by the specialists themselves, and more than 85 spot stories were issued for immediate release. A complete count of all the spot stories is not avail-

able. The radio service was started on September 16 with daily broadcasts over WPTF in Raleigh, with the specialists personally delivering the talks they wrote. Soon arrangements were made for other stations to broadcast these talks, and from then on copies were mailed out for release on the same day they were delivered over WPTF. The extension editor made a number of trips to Washington to aid in the AAA programs and continued the practice of attending meetings over North Carolina to deliver addresses and to secure stories of unusual accomplishments in the extension field.

During the fiscal year ending June 30, 1935, the news bureau edited and supervised the printing of 18 publications and 12 issues of the Extension Farm News for a total issuance of 273,500 copies. For the crop year ending November 30, 1935, it multigraphed and mimeographed a total of 4,704,117 circular letters, letterheads, post cards, and report forms for the AAA, the extension service, and the experiment station. A total of 10,827,121 individual pieces was mailed out of the news bureau office.

FARM DEMONSTRATION

Northwestern District. The extension program was conducted in 445 communities in 23 of the 25 counties in the northwestern district in 1935. Eighteen counties had the services of farm agents the entire year, while five others had agents a goodly part of the year. With increased funds from the Federal Government and the financial aid of the TVA in three counties, assistant agents were placed in 16 counties. County boards of agriculture, civic and agricultural organizations, and the press gave the agents splendid cooperation.

Aside from the AAA work, the extension service conducted in this district an extensive program in soil-building, better farm management, crop rotation, more and better livestock, self-sufficiency on the farm, cooperative marketing, and other aspects of agricultural advancement. A great deal of attention was given cereals, grains, feed crops, truck, and fruit.

Farm agents gave 657 method demonstrations, conducted 1,007 meetings, held 353,197 office conferences, visited 13,127 farms, wrote 158,994 letters, and handled 59,593 telephone calls.

Southwestern District. Growth of extension work in the southwestern district was phenomenal in 1935. Each of the 26 counties now has an agent, and 22 had assistant agents at the close of the year. The assistance of the TVA in the soil conservation and land use program was a big help in promoting extension activities in this district. The organization of 4-H clubs in new counties proceeded rapidly, and preparations were made for intensive work in 1936.

The four canneries sponsored by the TVA cooperative in the mountain counties provide a market for a great deal of fruits and vegetables for canning and for selling fresh to distant consumers. In that area much of the land is suited to fruit and truck crops, but heretofore the farmers had been handicapped by a lack of marketing facilities.

In the Piedmont section, the extension on program is well balanced and includes the entire farm. In the extreme southwestern counties 4-H club work is getting started, while in the Piedmont counties some of the best 4-H club work in the State is being carried on.

Southeastern District. In this district 1935 was a feverish year for most of the county agents, since the load of the AAA program, together with the Kerr-Smith and Bankhead tobacco and cotton control laws, was unusually heavy. However, considerable progress was made in promoting a better balanced farming system. Much of the land taken out of cash crops was put into soil-conserving food and feed crops, and more emphasis was placed on livestock.

Seeing is believing according to hundreds of farmers who annually visit crop rotation demonstrations in all parts of the State.

In many of the counties the agents handled AAA contracts for cotton, tobacco, corn and hogs, peanuts, and wheat. Some of the agents had from three to seven thousand contracts to look after. Several agents broke under the strain. During the year, agents of the district made 513,643 contacts with farmers through office calls, farm visits, and meetings of various kinds. Each gave 596 method demonstrations and wrote 133,572 letters. Each of the 22 counties had a farm agent and five had assistant agents.

The district agent was detailed to conduct experimental group discussions early in 1935. Five groups were organized and seven topics were discussed with excellent results. Two of the groups continued their discussions through the year, and four groups planned to hold a series of discussions in the winter of 1935-36. A number of county agents also organized discussion groups, but the urgency of other work kept them from pushing this line of work as it should be pushed.

Northeastern District. Only one county in this district was without the services of a county agent in 1935, and that was Dare, a small county with sparse population and very little agriculture. The other 26 counties had full time agents, 12 had assistants, and one had three assistant agents. AAA programs in this district involved cotton, tobacco, peanuts, and corn and hogs. No county had less than two of these programs, and more than half of them had all four programs.

There was very little dissension or friction among farmers under AAA contracts, and a new interest in better farming as advocated by the extension service was evident. Interest in 4-H club work has been revived considerably, and practically all of the counties are following definitely planned club programs. In Johnston County an assistant farm agent and an assistant home agent devote all their time to 4-H club work.

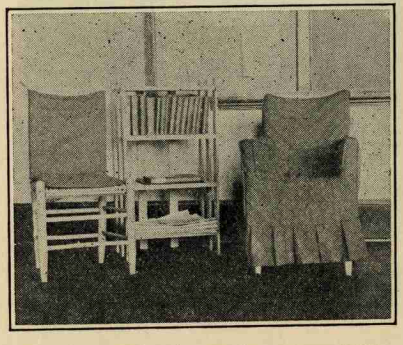
HOME DEMONSTRATION

Organized home demonstration work has been conducted in North Carolina since November 1, 1911, a period of 24 years, and has grown from an organization of 416 white farm girls in 14 counties to a state-

wide institution with a total membership of 54,310 white and negro women and girls in 2,067 clubs in 78 counties. In 1935 home demonstration work was carried to 91,435 farm homes by 68 home agents and 6,981 women and 478 girl leaders trained by the agents.

The expansion of home demonstration work in 1935 over 1934 is indicated by the following figures. The number of counties organized for work with white women rose from 53 to 78, the number of clubs increased from 903 to 1,039, and membership expanded from 21,876 to 25,497. In Negro work the number of organized counties increased from 8 to 11, clubs increased from 110 to 265, and membership increased from 1,966 to 5,112. The number of white 4-H girls clubs rose from 520 to 644, with an increase from 16,466 to 17,421 in membership. The number of Negro 4-H girls clubs went from 105 to 146 and the membership expanded from 2,753 to 3,890. The number of white women leaders rose from 4,137 to 5,754, but the number of Negro women leaders decreased from 448 to 366. White girl leaders increased from 423 to 531, and Negro girl leaders increased from 121 to 310.

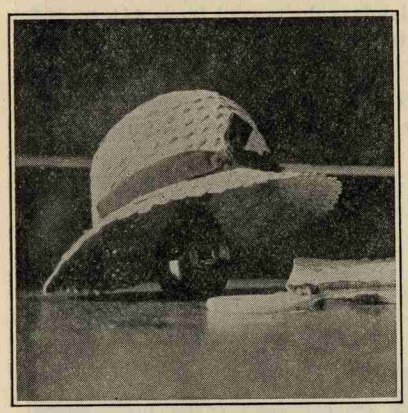
At the close of the year there were 68 white home agents and 11 colored home agents. Ten of the white agents served two counties each. The agents divide their time between women and girls, giving one-third of their time to 4-H club work. In cooperative plans with project leaders, they meet with all clubs once a month. They cooperate with club members and the county councils in developing programs of work, they organize clubs for women and girls, they help conduct club programs and give instruction in projects, they make monthly reports to their respective boards of county commissioners, they cooperate with farm agents in joint agricultural community projects, and they cooperate in state plans of education, welfare, health, and with whatever emergency organization that asks for assistance



Home furnishing is popular among home demonstration club women.

The home demonstration work in North Carolina is in charge of a state home demonstration agent, who is also an assistant director of the extension service. Four district agents supervise the work of the county home agents in the State's four districts. A district Negro home agent supervises county home agents in 11 counties and acts as intinerant agent in other counties. There are four whole time and three assistant specialists in: foods and nutrition, clothing, home management and house furnishings, and food conservation and marketing. In addition, two of the district agents serve as part time specialists in landscape design, and in 4-H girls' club work. State College and extension specialists in gardening, poultry, and dairying devote part of their time to home demonstration work.

The group, that is the organized home demonstration club or the girls' 4-H club in a community, is the unit through which the home demonstration program is carried on. All home demonstration clubs in a county form a Federation of Home Demonstration Clubs, which meets twice yearly. The county council, the executive board of the federation, is composed of three officers of each local club and the county project chairman. It is the supporting body behind the home agent, and acts in an advisory capacity. The county federations are welded into district federations which compose the State Federation of Home Demonstration Clubs, that meets annually at State College. Each county usually sends one delegate to the state meeting from each club. Thirteen of the 16 home demonstration districts in the State also held district meetings in 1935.



This stylish party hat was made from corn shucks by a home demonstration club member but is handsome despite its lowly origin.

The whole plan of home demonstration work is predicated on the development of women and girl leaders to multiply the home agents' efforts by carrying on demonstrations in their own clubs and by giving instructions to individual neighbors. A definite program assignment is given each major project leader, who conducts lecture demonstrations and helps the home agent with demonstrations to the groups. Besides the project leaders who give their time voluntarily, there were 609 white and 11 negro leaders who were paid to assist emergency organizations in 1935. They were, in the main, experienced women trained under home agents.

Passage of the Jones Bill provided funds for the organization of 25 additional counties in home demonstration work for white people, and four of the same counties and one other for Negroes. Five of the new counties appropriated enough money, supplementing extension funds, to secure the services of full time white agents. The remaining 20 counties were divided into groups of two, each group sharing the services of one white home agent.

Home agents for the new counties were carefully selected and have been heartily received by county boards of commissioners and by the people. Already nine of the twin counties have asked about securing full time agents. In the 12 new mountain counties, the work was presented in a simple way, and dealt mainly with fundamentals. Gardens and planting for a balanced family diet were pushed in every county. Demonstrations in meal planning, food selection, food preparation for the prevention of nutritional deficiency diseases and for the better health of the family have met with excellent response. Community meat canning schools were

held in every county, and clothing was a major project for the girls' clubs. Sanitation was stressed also.

The home demonstration division is particularly proud of the new Negro subject matter specialist appointed in September to work with colored home agents and leader groups of women and girls in farm communities. She was home agent for six years in Mecklenburg County, and was promoted to specialist as a result of her good work there. She is the first Negro home economics subject matter specialist in the South, and the state home agent believes she is the forerunner of a group of such trained women who will help carry home economics teachings to rural Negro families. She is at present under the guidance of the white specialists.

As was the case in 1934, the long time plan of home demonstration was modified in 1935 to meet the existing economic situation, the complexity of emergency organizations, but the long time objectives and the basis of planning remained the same. Fundamentally, the objectives are: A comfortable, livable home where farm life may bring satisfaction and where the child may find security; and a vitalized rural community where men, women, and children come together for planned work, recreation, and community development.

To meet the problems of low family income and inadequate or poorly balanced diets, the home demonstration division stressed year-round gardens, standard poultry flocks, the home milk supply, and meat animals as needed. In 1935, there were 7,962 rural families that carried through food and feed production budgets as outlined by the home demonstration division. The fall and winter garden contest helped stimulate interest in home gardens; 457 women sent in completed records on gardens entered in the contest. During the year, 31,683 rural families canned or otherwise conserved 4,318,811 quarts of fruits, vegetables, and meats.

The agricultural census in 1935 showed that during the past five years the number of milk cows in 54 of the older dairy counties of the State increased 22 percent. In the 46 counties situated in the eastern area, where there were very few dairy cows, the increase was 71 percent. Although the number of laying hens in North Carolina has dropped off, egg production has increased from an annual average of 54 to 60 eggs per hen, with the result that the total egg production of the State increased by some 7,000,000 eggs. Most of the farm flockks are small, and cared for by women. Beef production has been increasing, too, but the State still imports around 2,000,000 pounds of beef a year.

The development of curb markets on which farm women may sell their produce direct to urban housewives has been a feature of the home demonstration program. Assistance is also given in selling produce to merchants, institutions, and to individuals not reached through curb markets. Home demonstration club members marketed $521,101 worth of produce in 1935. There were 34 markets operating in 32 counties, three of the markets being established in 1935. The produce sold includes poultry, vegetables, fruits, eggs, butter, cream, meats, cakes, flowers, home canned goods, and miscellaneous other items.

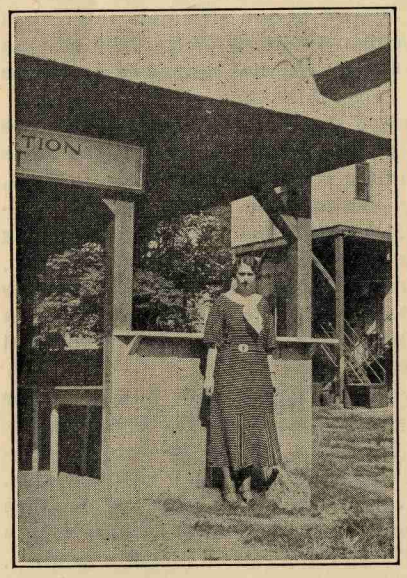
It has been said that a monotonous life is more deadening than hard work. Rural people, as well as others, need things to which they can

look forward with pleasure. Part of this problem can be solved through the recreation work carried on by means of the home demonstration clubs. The home agents promote recreation at club meetings. One of the district agents and the state 4-H club leader conduct recreation schools for leaders. In addition, a representative of the National Recreation Institute conducted two recreation schools for leaders in 1935. One was for white adult leaders and the other was for Negro extension agents.

A great deal of emphasis was laid on the improvement of home grounds, grounds of public buildings, and roadside areas. This included the cleaning up of yards and the landscaping of the grounds. Farm families were encouraged to develop outdoor living rooms. The propogation of plants, with neighbors exchanging with one another, was another feature of the beautification program.

An outstanding work of the home demonstration organization is the Jane S. McKimmon loan fund, established in December, 1927, for the purpose of enabling rural girls to obtain a college education in home economics. The fund is now valued at $5,956, with 48 counties having contributed $681 in 1935. So far 16 girls have received assistance from the fund, and five of them, having finished college, are repaying their loans. Three of the five have been employed as home demonstration agents in North Carolina in 1935.

Food Conservation and Marketing. On September 1 the northwestern district home agent was appointed specialist in food conservation and marketing. However, she had been serving as specialist in food conservation for some time in addition to her duties as district agent. The food preservation project in 1935 was affected by three changes: the discontinuance of emergency home agents in unorganized counties, an increase in the number of full and part time home agents, the addition of a full time specialist. With the discontinuance of the emergency work, the food preservation program returned to what may be considered a "more normal" state. Food preservation and marketing are closely correlated with projects in foods and nutrition, gardening, poultry, dairying, and even home management. More thought is now being given to planting with a plan not only to meet current needs but to produce enough for canning a farm food supply, with a surplus to market and thereby increase the family cash income.



Home Demonstration curb markets afford a profitable outlet for surplus garden, farm, and pantry produce in many counties.

marketing. However, she had been serving as specialist in food conservation for some time in addition to her duties as district agent. The food preservation project in 1935 was affected by three changes: the discontinuance of emergency home agents in unorganized counties, an increase in the number of full and part time home agents, the addition of a full time specialist. With the discontinuance of the emergency work, the food preservation program returned to what may be considered a "more normal" state. Food preservation and marketing are closely correlated with projects in foods and nutrition, gardening, poultry, dairying, and even home management. More thought is now being given to planting with a plan not only to meet current needs but to produce enough for canning a farm food supply, with a surplus to market and thereby increase the family cash income.

Nutrition. A survey of conditions in the State showed a need for continuing the live-at-home program in 1935. Although there had been considerable improvement during the past few years, there were still too many farms not producing an adequate amount and variety of food for the family. The number of people suffering from definitely recognized nutritional diseases, such as pellagra and anemia, as well as the large number not enjoying the best of health, made it obvious that there was a need of more careful food selection, better food preparation, and more skillful meal planning. Ultimate goals of the nutrition program are: An adequate supply and variety of food for every farm family; every member of the family practicing good food selection habits, and free from ailments indicating faulty diet; every family having meals well planned to meet body needs, well prepared, and attractively served; every family making a food budget and keeping a record of food costs.

Clothing. In one of the leaders' schools in the eastern part of the State early in the year, the extension clothing specialist was greeted with this remark: "Come in, we are glad to see you, but we are not going to remodel this year—we are going to have new frocks." This attitude has been prevalent in most of the counties, with the improvement of economic conditions on the farm. The stimulus that comes from having a new dress and the assurance that one has the price of a new garment were experienced by many farm women, and this tended to make club work easier. Much remodeling was done in 1935, to be sure, but this side of the program was not as vital as it was during the previous few years. Buying, selection, and construction received the principal emphasis in 1935. Two of the goals for the year were: Raising the standards of workmanship, and improving the personal appearance of the family.

Home Management. The home management project included: correlation of household demands into workable time, money, and material budgets; improvement of practices in housework, purchasing, child development, conduct of family life, and carrying out household functions; improvements of the household plant; and the determination of family needs on the one hand, and the resources available for family uses on the other; and the development of appreciations, attitudes, and ideals of the family group.

Home Beautification. The beautification program embraced five phases: home improvement, church improvement, landscaping school grounds, improvement of club rooms and other public buildings, and roadside improvement. The plans involved cleaning up and painting buildings on the premises, making open lawns, foundation plantings, propagation of shrubs, use of native shrubbery, planting trees and flower gardens in appropriate places, improvement of walks and drives, making outdoor living rooms, and many other aspects of making the community more attractive. A total of 11,249 women and girl club members were enrolled in beautification projects during 1935.

NEGRO EXTENSION WORK

The improved econimic status of Negro farmers in 1935 over that of the preceding two years did a great deal to relieve their financial distress and to engender in them a more hopeful attitude. However, the economic situation of most Negro farmers is still far from satisfactory, and one of the goals of extension work in 1935 was to help them earn a larger cash income and at the same time help them conserve their money by living at home. Special emphasis was laid on growing home supplies. Negro farmers were urged to adopt good farming practices such as reducing their cash crops while increasing their plantings of legumes, food, and feed crops. Crop rotations, good cultural practices, and balanced farming, with poultry and livestock, were also stressed.

The corn growing demonstrations were very popular, with 430 farmers producing an average of 49 bushels to the acre on 1,080 acres at a cost of 31 cents a bushel. Several of the high scorers got yields of close to 100 bushels to the acre. This compares very favorably with the State average corn yield of 18 to 20 bushels to the acre. The average cost of producing corn in the State is 70 cents a bushel.

Nine new Negro local agents were added to the staff in 1935, bringing the total up to 29. One serves two counties. The number of Negro home agents was increased from 8 to 11, and one of the home agents was promoted to the position of subject matter specialist.

OUTLOOK

The extension service is now doing more intensive work, on a greater scope, than ever before. With the cooperation of various agricultural agencies, and with the enlarged staff of specialists and agents, it is in a better position to administer effectively a sound and comprehensive program for the advancement of agriculture and rural life. However, the growing appreciation of extension work has outstripped the growth of the organization, with the result that demands made upon individual members and divisions of the service are mounting steadily. Although the extension personnel was expanded considerably in 1935, there yet remained a need for more workers. Nevertheless, the cordial reception given extension activities during the year was most enheartening, and the staff worked with a will through one of the busiest years in extension history. The outlook for 1936 is most encouraging.