

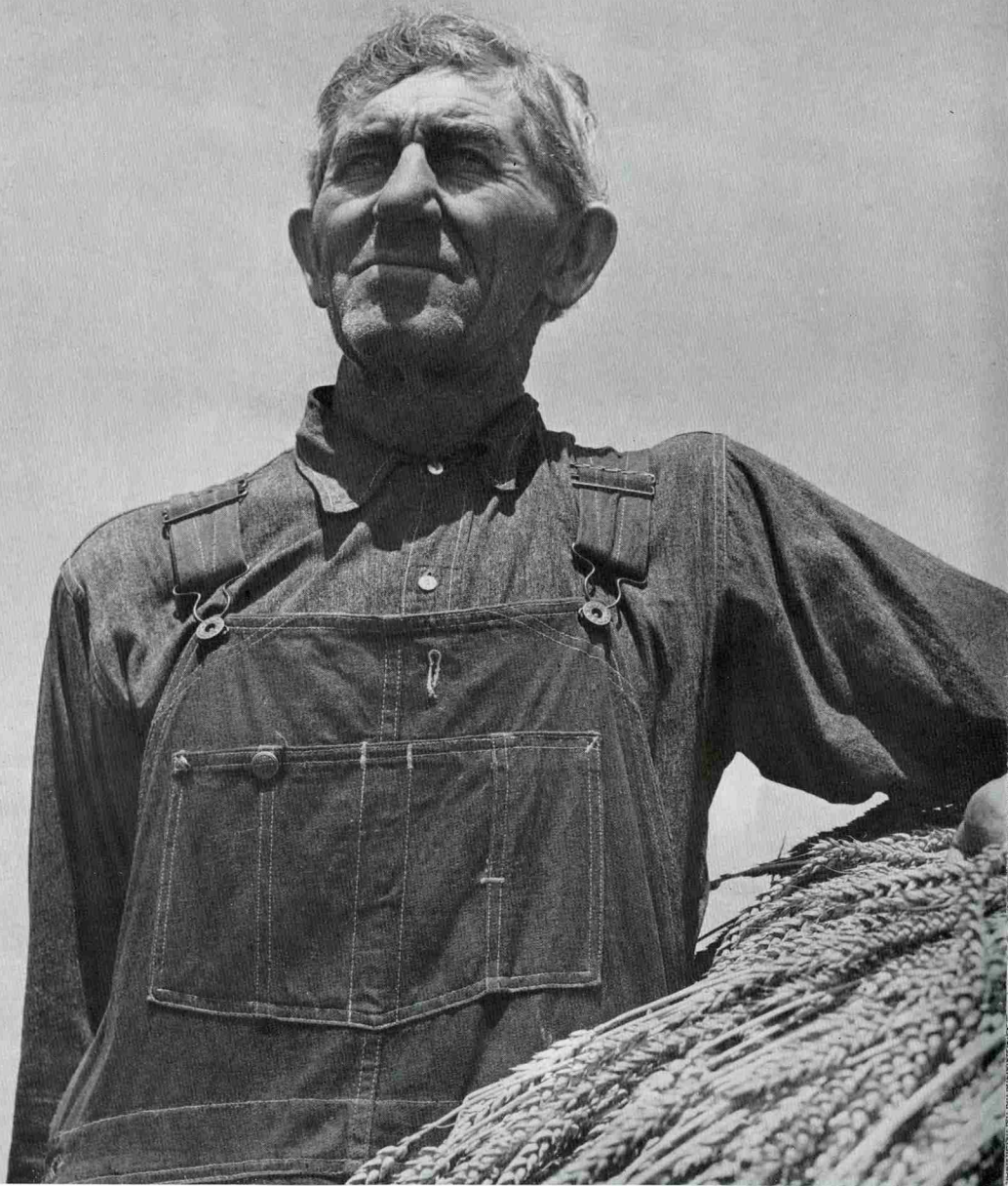


*You have met the challenge -*

**ANNUAL REPORT 1943**

**NORTH CAROLINA AGRICULTURAL EXTENSION SERVICE**

*You produced more...*





**Y**OU MEN AND WOMEN ON NORTH CAROLINA FARMS PRODUCED MORE in 1943, even though it meant longer hours and harder work. And we are proud that we can make that statement. You read the challenge in Washington's goals for the year, and you worked to meet it by producing more of the crops necessary for wartime living. Vegetables, butter, milk, eggs, meat, oils and fibers—the production of these were your goals. That was your challenge. And you met it by producing more, your wives met it by conserving much of what you produced, your children did their part, and you did it all with less help—yes, we glory in your record for 1943.

The goals for grain and feed production were necessarily stepped up to comply with the increased livestock numbers in the State. This meant more acres planted to grain crops. You answered with more acres, but the weather interfered to cut production below what it had been the year before.

One of the greatest improvements, however, in feed crops, was the adoption by more of you of improved strains or varieties of the grains. In wheat, for instance, Extension agents report that they assisted about 8,000 more farmers to adopt these new strains than they did a year ago.

With other cereals, the increase amounted to about 2,000 additional farmers. And in the use of more lime, fertilizer and control of plant diseases and insects, the increases were much the same.

All in all, to step up your livestock production, which meant more meat in the diet, you met the challenge by working to produce the grain necessary to feed that livestock.

## GRAIN

More eggs in 1943 was the request the government put to you poultry farmers . . . and more eggs was the way you answered.

Over a billion eggs were produced in the state in 1943, the first time in history such a goal was reached. But it wasn't only the farmer who did everything he could to meet the request. Our laying stock stepped up its individual production too.

The 1942 average production per bird for the year was 86.8 eggs, but in 1943, the average annual production was 90 eggs per bird.

That meant more of this protein-rich food for our Allies, and our boys overseas, and for us who stay at home too.

## EGGS

The most important call in dairy production was for more milk, and more milk of better quality. You attacked this problem from three angles—through improved feed and management practices, through the importation of cows from other states, and by converting "shade tree" into grade A production.

## DAIRYING





The results? Total milk production 5 percent greater during 1943 than in 1942; 5,408 head of milk cattle placed on dairy farms, of which 1,143 were with Negro farmers; and 100 grade A barns erected, resulting in an increase of approximately 10 percent more grade A milk than was supplied in 1942.

It was not possible to get complete annual reports on all herds tested during the year because of frequent change in testers, but according to the reports available from the Dairy Herd Improvement Associations in the state, the average production for all cows, on which reports were obtained, was 6,857 pounds of milk and 308 pounds of butterfat.

## SWINE

In exactly three years, since 1940, you swine producers of the state have upped your production of hogs 41 percent, directly in keeping with the government's request for more pork for the war effort.

In bringing about this increase in production, you also concentrated on improved breeds of swine. This you did by following the suggestions of your farm agents in the control of internal parasites, in the improvement of breeding stock, in the construction of better hog lot equipment, and in wise substitution for short feed ingredients.

Once the pork supply was produced, however, your worries were not over. It was necessary for home use that you study and follow the correct pork cutting and curing procedures so as to conserve as much of the meat as possible. And you turned your attention to the newly developed cold storage and freezer locker storage plants so that you could guarantee your families a year around supply of good meat of all kinds.

You, in the cotton counties, recognized the importance of the One-Variety Improvement Program and gave new cooperation to it during 1943. For example, two new counties joined the list of active participants, adding 2,607 new members, and, taking advantage of the opportunities offered by the official cotton classing service, an additional 30,569 bales over what had been classed in 1942 were given this valuable inspection.

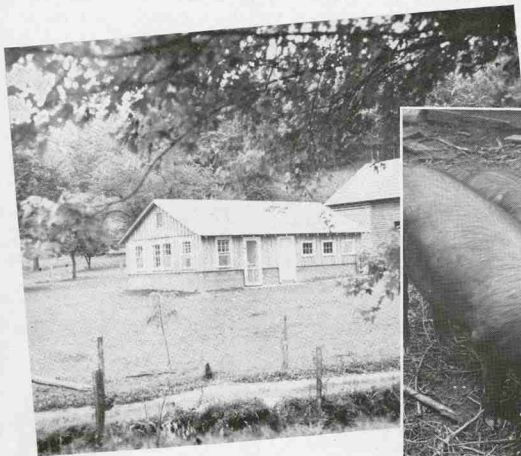
## COTTON

As part of this one-variety program, special congratulations are due you growers in Hoke County who won for yourselves the 1943 trophy for the one-variety cotton improvement association showing the most progress in cotton improvement for the year.

More pounds of beef went on the market from North Carolina in 1943 than did in 1942. This was true because you observed closer culling of your stock and put less stress on high finish of cattle than you had done in the past. Both of these things were necessary because of feed shortages.

## BEEF CATTLE

In spite of this, cattle numbers were increased during the year, and while beef bull placements were about the same as in 1942, females continued to show a decided increase.







Because the government's request was for more meat and the saving of it, cooperative sales of breeding stock and slaughter animals were emphasized by the Extension Service, whose members worked with you in your wartime livestock problems.

#### OIL CROPS

Soybeans and peanuts for oil, aside from their value as food and feed, were to be pretty important in the 1943 production picture. But in spite of your increased plantings, the weather prevented your reaching the ambitious goals that had been set for you.

Fortunately, you were able to save seed enough for the planting of both crops during 1944, and if the weather permits, we can look to a better harvest.

In 1942, the division of each of the 100 counties of the state into neighborhoods was completed. Maps of the communities and neighborhoods were drawn up and put in the hands of the county agents during 1943 so that further work could be carried on through this system.

This organization is set up through 1,272 farm communities to 6,013 farm neighborhoods where 28,910 voluntary leaders have been actively engaged in keeping their neighbors informed as to the needs in connection with the war effort, and assisting them in organizing their efforts to help meet these needs. Of this number, 5,100 are Negro leaders.

There is an average of 289 leaders per county, each of whom has a list of farm families . . . an average of 12 . . . who live near the leader and with whom he has worked during the year.

## NEIGHBORHOOD LEADERS





*Your wives conserved much of it...*





**YOUR WIVES CONSERVED MUCH FOOD** by following the suggestions offered at their Home Demonstration Club meetings. They knew that what you eat next winter depends upon what and how they conserve in the summer. And not just food, but clothing, time and labor were other important things your wives learned to conserve through demonstrations at their clubs, neighborhood meetings and through personal help from each other and from the home agents. These things were important, they knew, if the home folks were to keep on producing.

They realized that it was important that the clothes your family wore held up, looked good, and would continue to do so.

Their home demonstration clubs stressed these points too. Throughout the year, in their lessons, "Quick and Sure Method of Making a Dress" and "Repair It and Wear It," they worked together on their clothing problems.

The results shown in your well dressed, inexpensively clad families, speak for themselves.

The overall club program for the year tended to throw emphasis on the home production of fruits and vegetables. But it was the women working individually who made that production possible.

There was only a small increase in the number of rural gardens, but a considerable increase in the quantity and variety of vegetables produced. In dollars and cents terms, the average garden in 1943 was worth about \$125, a \$65 increase.

The overall program enabled home demonstration work to be carried forward continuously without interruption in spite of changes due to the war emergency.

One home demonstration club meeting during the year was based on the theme, "Food Conservation," but all year 'round the meetings and the members carried it out.

Canning was, of course, the major form of conservation with a total of 25,004,386 containers filled by families throughout the state. But freezer locker plants, dehydration, and brining also came in for their share of attention. And the well-fed farm families in the state during the winter proved that the supplies preserved were adequate.

As the work grew heavier and the help grew less, it became important to plan the work in the home as well as in the field. And the club program for the year threw a spotlight on this point, particularly in its demonstration, "Busy Day Meals."

But meal planning wasn't the only place the homemaker had to make less time do more work. In her house cleaning, clothes making and repairing and in the convenient arrangement of her furniture as well, she learned

## CLOTHING

## GARDENING

## FOOD CONSERVATION

## TIME MANAGEMENT









that how she did a task made all the difference in the world. Home laundering received especial attention.

In January of 1943, the home demonstration topic was "The Farm Family Plans for Action," and in December of 1943, attention was on "It's Time for Teamwork."

That's the easiest way to illustrate the stress homemakers put on family cooperation. Never before had it been so necessary that each family work as a united whole than in this war year of 1943, but to accomplish this, it was up to the homemaker to take the lead. The splendid record turned in for the year proves how well this job was done.

And at the same time that the women of North Carolina were concentrating their attention on all these other things, they realized that the maintenance of their families' good health was largely in their hands.

So they went to their club meetings where they studied such important points as "Three Square Meals a Day" and "Milk for Strong Bodies," and they added to their store of knowledge.

You can vouch for how well they applied that knowledge.

Because greater emphasis was put on production and conservation this year, the home demonstration clubs of the state also increased their interest in recreational programs and parties to furnish a relief for the homemakers.

Previously, camps, short courses, and other regional or state activities had been held in the state, but this year, the travel limitation and labor shortage had cut this almost entirely out. More often, the gatherings were held in the county or community as picnics, or on the exchange of labor basis, as canning, harvesting, corn husking, hog killing or working "bees," in general, where young and old could gather to help a neighbor get his work done.

#### FAMILY COOPERATION

#### HEALTH

#### RECREATION

*Your children helped too...*





**YOUR CHILDREN HELPED TOO** both in the fields and in the home. They knew they were needed and their 4-H clubs had taught them how best to fill that need. With older brothers and sisters and hired help in defense work or the armed services it was necessary that your young people accept the challenge to put their Head, Heart, Hands and Health into production and conservation. They did it as never before.

One of the biggest contributions made by your young people was the "Feed a Fighter" program, designed to encourage each 4-H club member to produce enough food or its equivalent to feed a man in the armed services for a year.

The response was tremendous, the production excellent. Over 91,000 boys and girls in the state answered the challenge.

The state winners were Sullivan Fisher and Edna Van Lewis, both members of the Red Oak Club in Nash County; the club winner was the Cleveland 4-H Club in Johnston County; and Johnston also won the county award. Sullivan turned in a record of 34.3 units—one unit was the amount for one serviceman—, Edna Van's was 14, and the Cleveland Club's was 132.

As part of the National Victory Scrap Drive during October and November of 1943, the 4-H members collected and turned in a total of 6,346,311 pounds of scrap iron.

The 4-H club had been chosen by the State Salvage Committee as the sponsor for the Farm Scrap Drive, and its record shows that its members lived up to their challenge, "Enough to Build a Battleship."

In addition, they also contributed 370,473 pounds of rubber and 44,897 pounds of grease to those collections.

The 4-H members proved themselves to be masters at the art of collecting. For mainly through their collection and sale of old, used phonograph records they were able to buy an ambulance and to present it to the United States Army.

In this drive, sponsored by the 4-H leaders, but conducted entirely by the boys and girls themselves, they raised more than \$1,700 with which the ambulance was bought.

To show that they knew how to give more than just lip service at the 1,725 special Citizenship Ceremonies they planned and presented during the year, 4-H members backed the War Bond Drives to the limit.

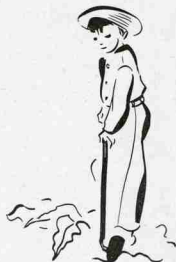
Partly with the money they had earned from their projects, and partly with the money they saved from their allowances, your young people bought \$751,846 worth of bonds. And even more, they sold \$1,032,198 worth of War Bonds and Stamps during the year.

#### FEED A FIGHTER

#### SALVAGE DRIVES

#### AMBULANCE DRIVE

#### BOND DRIVES





### FOOD CONSERVATION

Particularly during June, July and August, the girls in the 4-H clubs focused their attention on food preservation, just as their mothers were doing in their club meetings.

A total of 17,686 girls took food preservation as one of their major projects for the year, and it is encouraging to see that as many as 13,115 of them carried the project through to a successful finish.

And these thirteen thousand girls made a substantial contribution to the winter food supply by canning 830,695 quarts of food during the summer of 1943.

### HOME FRONT MORALE

In two ways, your young people recognized their responsibility in home front morale. First, by their contributions to their family life, and second, by their enthusiastic response to club camps.

One of their club programs during the year stressed "Living With Your Family," which threw added emphasis on their responsibilities while older brothers and sisters were in the armed services or working in defense plants. In this way, the young people were made to realize that their duty was greater than the mere labor they might contribute to the family's field and house work. You know, yourselves, how magnificently they answered that bill.

Individually and as club members, your young people benefited from their camp life. In 52 counties in the state, 4-H camps were held. A total of 1,248 boys, 1,598 girls, and 358 leaders took part in this activity.

### NUTRITION

Good nutrition was another important thing your daughters learned in their club work during the year of 1943, with two meetings especially designed just for this, "Three Meals A Day the Victory Way" and "Milk for Health and Growth."



In this way, they gained a better knowledge of meal planning to meet the nutritional needs of their families and they learned the important place milk should take in every diet. The second of these meetings led to the Dairy Foods Contest, in which demonstration teams were selected from each county.

During the year, a total of 16,987 girls selected nutrition as their chief project, and 12,243 of them carried the projects to completion. By the girls conducting these projects, 266,122 meals were planned and 293,077 meals were served. In this way, they not only learned the fundamentals in their club meetings, but they also put what they had learned into practice at home.

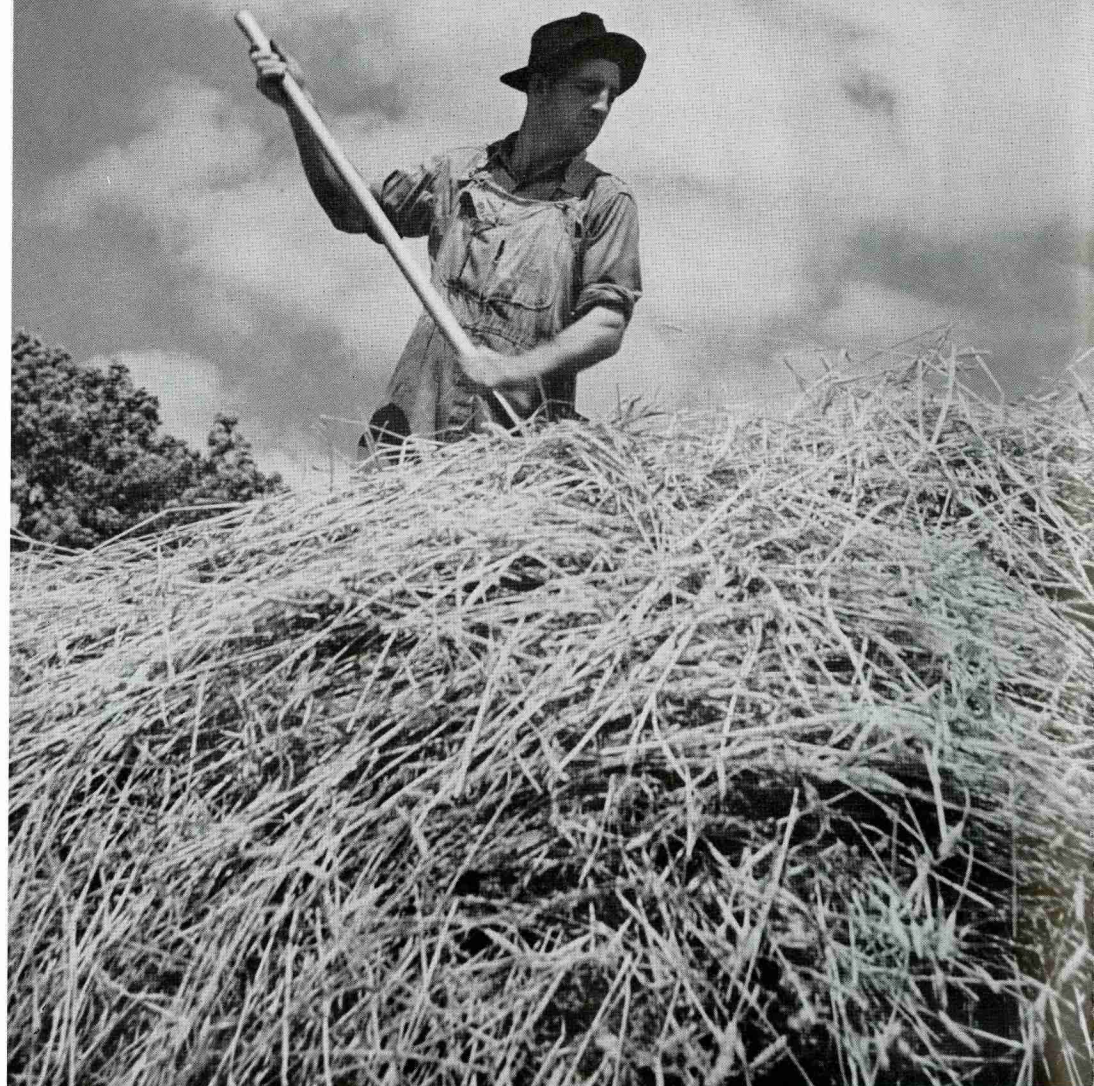
In their food production program for the year, your 4-H boys and girls made an outstanding record. Many of their projects were based on this work, and their contributions together give an impressive picture.

For example, 4-H club members produced \$150,013 worth of eggs during 1943. A total of 13,333 members were enrolled in poultry projects through their clubs. And dairy club members in the state also contributed to the war effort by increasing milk production. In baby beef project work, club members produced 736 head of beef animals, valued at \$51,156.

## FOOD PRODUCTION



*And you did it with less...*





**AND YOU DID IT WITH LESS** hired help and less help from your family, because many of your able-bodied sons and daughters were in the armed forces or defense plants. But you and the members of your family who were left, with the aid of neighbors and city helpers, pooled your resources, made use of short-cuts, swapped labor, and pitched into work as you had never done before. The results speak for themselves—less help: more production—a fact that deserves all the praise it has received.

With less labor to use on the farms, it was necessary that you use more labor-saving devices, equipment, machinery, and so on. But, unfortunately, many of you were not adequately equipped with this machinery, and it was either necessary that you give up part of your farming practices or that you find the equipment you needed.

The Extension Service workers, through the local leadership of Neighborhood Leaders, naturally favored the exchange of equipment idea. And to find if it had been used successfully, during 1943 they conducted a sample survey taking 20 white and 8 Negro counties as typical. The results were encouraging: Of the 2,446 white families on the leaders' list who had labor problems, 1,847 solved their problem through the exchange of labor and equipment; and of the 676 Negro families with a labor problem, 638 solved it through exchange.

The percentages, 75.5 for white families, and 94.4 for Negro families, are pretty good proof that you met much of the equipment problem by swapping your own labor with someone else who had the machinery, but lacked the hands to run his farm adequately.

Part of the problem on a great many farms you solved by direct appeal to the USES Farm Placement Supervisor working in cooperation with the county agent. You figured the number of acres, say, that you had to harvest, estimated the part of that acreage that you could harvest, or could get the labor to harvest, and the difference was the number of acres with which the Farm Placement Supervisor was concerned.

His problem then was to assign the needed number of laborers, who had come either from out of the state or from other sections of the state and were usually housed in labor camps, to your farm.

This form of labor we might call emergency help, because you used it only as a last appeal before your crops were ruined for lack of harvest hands. Congratulations is due you for the skill with which you solved the problem without this emergency help.

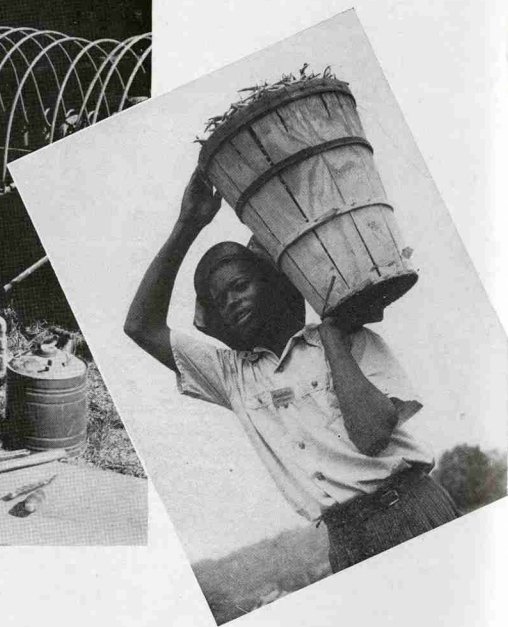
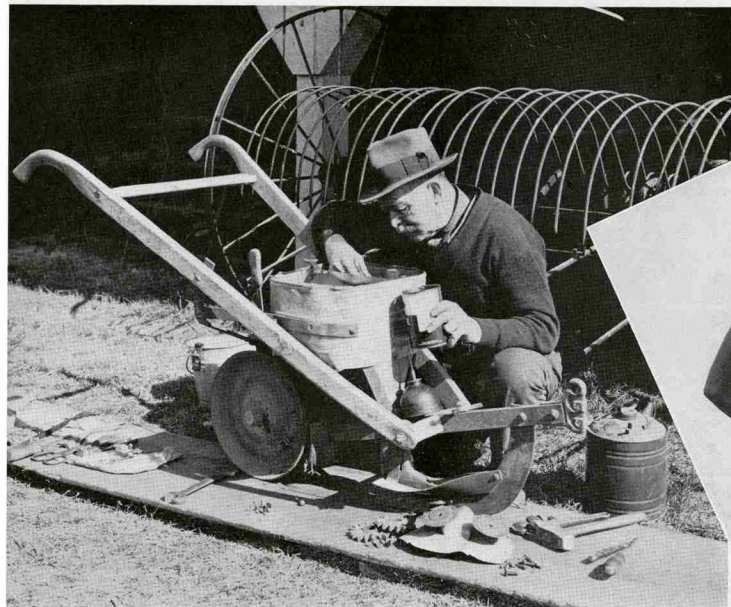
And some of you used special labor groups on your farms during harvesting, such as the prisoners of war labor, labor from prison camps, and foreign labor.

#### EXCHANGE OF EQUIPMENT

#### MIGRANT LABOR

#### SPECIAL GROUPS





In the prisoner of war group, 1500 Italian prisoners were used in the peanut harvest in eight counties in 1943. During the time that they were at work, they worked for 541 different farmers, harvested 354,679 stacks of peanuts, on approximately 9,000 acres.

The prison camp labor was used in only one county but 140 of these were secured for a two-week period to assist with the potato harvest in Camden County.

And foreign labor was used in three sections of the state from June 20 until October 15. They were moved from one area to another as the need arose, and reports show that as a whole they were quite efficient, willing to work, and anxious to work fulltime to receive the wages they wanted.

#### LOCAL LABOR

Both the 4-H clubs and the home demonstration groups helped immeasurably by recruiting young people and women for help on the farms. Of course, the people living on farms helped with the work as they had





always done, only this year they contributed even a greater share than they had ever contributed before.

But these groups, through their organization channels, helped to encourage other young people and women who might not have seen the need so acutely to assist in field work as they were needed.

One important point that you learned through this war year was the more efficient use of the labor at hand. You not only developed new skills yourselves, but you also placed inexperienced labor in jobs that they were best qualified to do. And in other cases, you developed plans so that the crops requiring the most hand labor and the most time consuming operations would not be too far from your home or the other farm buildings. Particularly was this true with planting ensilage corn near the silo to avoid long hauls.

**MORE EFFICIENCY**

*We are proud of '43!*





**WE ARE PROUD OF '43 . . .** indeed we are! The goals the War Food Administration set for you were mighty stiff, but you met them, and in some cases, beat them. And we like to feel that we in the Extension Service have contributed to that record . . . that the demonstrations we conducted, the conferences we held, the bulletins we issued, the newspaper and radio stories we distributed have in some helpful way been a part of the effort that put North Carolina farms over the top.

Our reports show that the farm agents of the Extension Service devoted a total of 43,859 days to work with white adults during 1943, and that they conducted a total of 2,500 training meetings for local leaders and committeemen.

These agents also conducted 3,821 method demonstration meetings during their year's work and 11,723 adult result demonstrations.

And during this same period of time, 6,861 days were spent in work with Negro adults, 929 training meetings were held for local leaders and committeemen. Similarly, 1,709 method demonstration meetings were held, and 1,502 adult result demonstrations were conducted among adult Negroes.

The home agents' reports show that in the 98 counties in which they are located, 1,523 home demonstration clubs were functioning during 1943 with a total membership of 37,579 women.

In the Negro home agent work, 25 counties have their own home agents who are working with 353 home demonstration clubs, in which 9,136 Negro women are enrolled.

These figures represent an increase over 1942 of almost 1,000 members in the white clubs, and of slightly over 1,000 members in the Negro clubs.

But these projects were not limited to the adults in rural areas only, but the boys and girls in every community were given the opportunity to enroll in 4-H clubs and work together on useful field and home projects.

And many of them did too. Among the white youth, 26,157 boys and 38,776 girls enlisted in the 1,254 white 4-H clubs located in all but one of North Carolina's 100 counties.

Negro youth also took advantage of the opportunity and enrolled in the 493 clubs organized in 37 counties. Among these were 11,027 boys and 15,240 girls.

Proof that they made the most of the training offered can be seen in the totals of completed projects . . . 28,849 by white boys, 78,724 by white girls, 10,688 by Negro boys and 21,101 by Negro girls.

The importance of the written word in spreading information prepared by Extension specialists may be seen in the number of publications written and edited by State College.

During 1943, 13 Extension circulars were printed, 4 Extension folders, 15 miscellaneous publications, 14 of the 4-H club series, and 13 of the new War Series bulletins were released for popular distribution.

#### FARM AGENTS

#### HOME AGENTS

#### 4-H CLUBS

#### PUBLICATIONS





### NEWS STORIES

Every farm and home agent released a number of local news stories during the year to the newspapers in his own county. But in addition, the Extension specialists located at the College prepared a tremendous number of stories of state-wide interest to be sent to 47 daily papers and 173 weeklies.

A total of 1,156 one-page stories, 312 short stories, and 286 feature articles were sent out to these papers. Special coverage was also given to such things as the "Food For Freedom" campaign, the cotton campaign, Victory gardens, Food and Feed, and the Farm Labor situation.

### RADIO RELEASES

Not only were all these newspapers reached by Extension farm items, but 23 radio stations of the state were also provided with special news releases prepared at the College.

Everyday for six days in the week, a 15-minute radio program was prepared for distribution to the stations. Several of the stations, in cooperation with local farm and home agents or with College specialists, also allotted special time for talks of interest as a further means of reaching the public.

### PICTURES

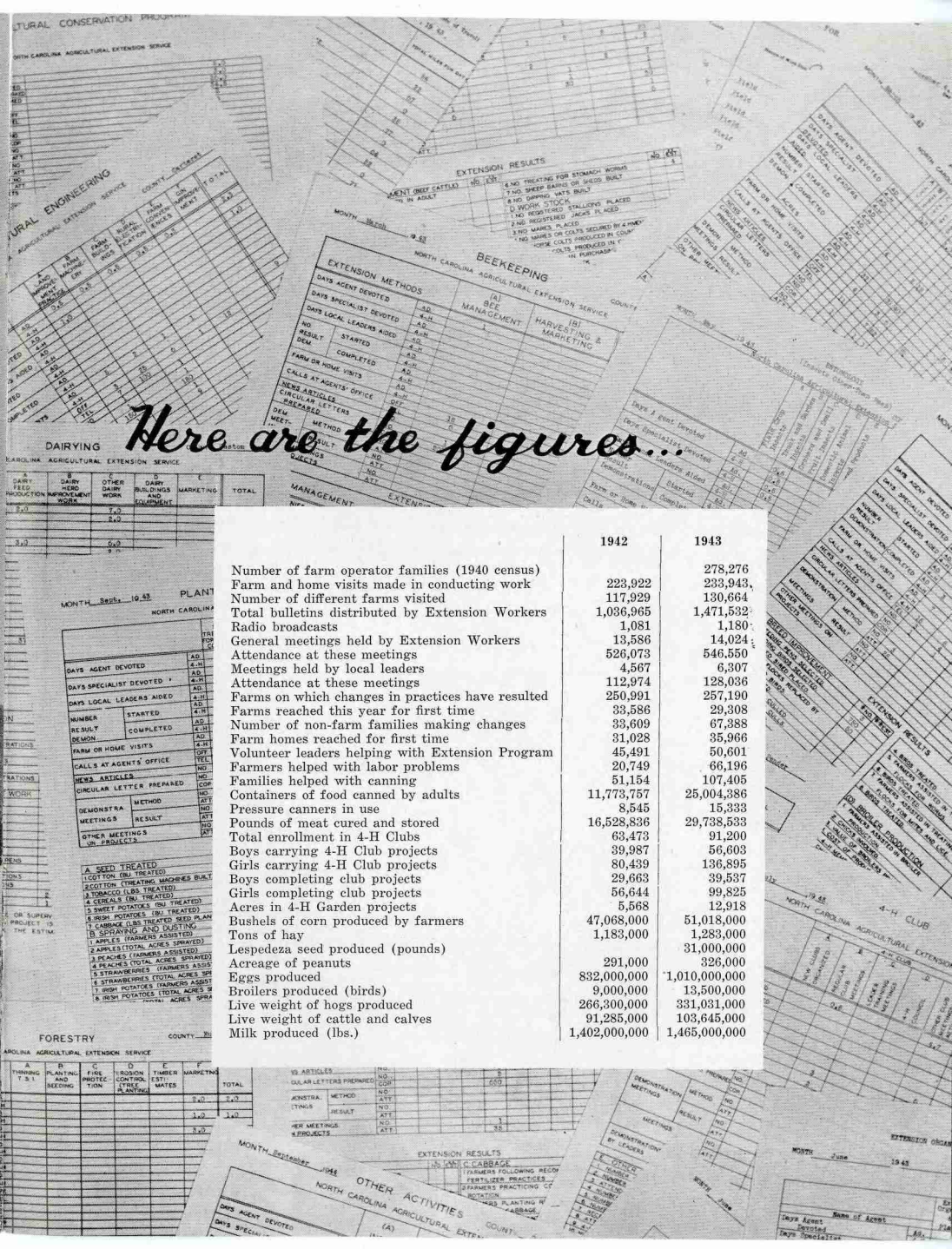
During 1943, the motion picture and still picture facilities of the College were improved so that a number of newly illustrated publications and film services could be provided throughout the state. For example, enough pictures were taken during the filming of the motion picture "Our Garden" to make three complete series on gardening. These were turned over to the horticultural specialists to be used for illustrating extension lectures throughout the state.

Colored slides were also made of the meat cutting pictures taken for the revised circular, "The Farm Pork Supply," and they too were distributed in the state. A series of pictures were made in six Western counties, Clay, Cherokee, Macon, Madison, Buncombe, and Henderson, that have been used in bulletins, newspapers, made into slides, and in numerous other ways. These pictures covered work being done with resettlement families, pasture demonstrations, milk routes, and on the use of the Bahamian labor in harvesting beans.



Here are the figures...

	1942	1943
Number of farm operator families (1940 census)	223,922	278,276
Farm and home visits made in conducting work	117,929	233,943
Number of different farms visited	110,929	130,624
Total bulletins distributed by Extension Workers	1,036,965	1,471,532
Radio broadcasts	1,081	1,180
General meetings held by Extension Workers	13,586	14,024
Attendance at these meetings	526,073	546,550
Meetings held by local leaders	4,567	6,307
Attendance at these meetings	112,974	128,036
Farms on which changes in practices have resulted	250,991	257,190
Farms reached this year for first time	33,586	29,308
Number of non-farm families making changes	33,609	67,388
Farm homes reached for first time	31,028	35,966
Volunteer leaders helping with Extension Program	45,491	50,601
Farmers helped with labor problems	20,749	66,196
Families helped with canning	51,154	107,405
Containers of food canned by adults	11,773,757	25,004,386
Pressure canners in use	8,545	15,333
Pounds of meat cured and stored	16,528,836	29,738,533
Total enrollment in 4-H Clubs	63,473	91,200
Boys carrying 4-H Club projects	39,987	56,603
Girls carrying 4-H Club projects	80,439	136,895
Boys completing club projects	29,663	39,537
Girls completing club projects	56,644	99,825
Acres in 4-H Garden projects	5,568	12,918
Bushels of corn produced by farmers	47,068,000	51,018,000
Tons of hay	1,183,000	1,283,000
Lespedeza seed produced (pounds)		31,000,000
Acres of peanuts	291,000	326,000
Eggs produced	832,000,000	1,010,000,000
Broilers produced (birds)	9,000,000	13,500,000
Live weight of hogs produced	266,300,000	331,031,000
Live weight of cattle and calves	91,285,000	103,645,000
Milk produced (lbs.)	1,402,000,000	1,465,000,000



**YOU HAVE MET THE CHALLENGE . . . YOU PRODUCED MORE . . .  
YOUR WIVES CONSERVED MUCH OF IT . . . YOUR CHILDREN  
HELPED TOO . . . AND YOU DID IT WITH LESS . . . WE ARE PROUD  
OF '43.**

This is our annual report for the year, 1943, our record of achievement with you of a goal we sometimes thought we could never reach, but always worked toward, in spite of bad weather, insects, high prices, short feed supplies, and labor scarcities.

Here, we have presented our record of what you did in 1943 as we see it. We pass it on to you so that you can see what you working individually contributed to the united whole that formed North Carolina's farm picture.

We congratulate you for the excellent job you find recorded here, and we wish you well and extend our help again for '44, '45 and the years ahead.



Director.

NORTH CAROLINA STATE COLLEGE OF AGRICULTURE AND ENGINEERING  
OF THE  
UNIVERSITY OF NORTH CAROLINA  
AND  
U. S. DEPARTMENT OF AGRICULTURE, CO-OPERATING  
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