



National 4-H History Preservation Program

August 2015, Newsletter

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August Dates in 4-H History

Aug 15 - 1974. 4-H exceeds seven million members for the first time in its history, largely as a result of the large enrollment in the 4-H television series, *Mulligan Stew*.

Aug 30 - 1959. Dedication of "Daddy Jenks Memorial Park" at National 4-H Center by Maryland Chapter, 4-H Club All Stars, in honor of Edward G. Jenkins, Maryland State 4-H Club Leader.

"Mulligan Stew" Made 4-H Television History

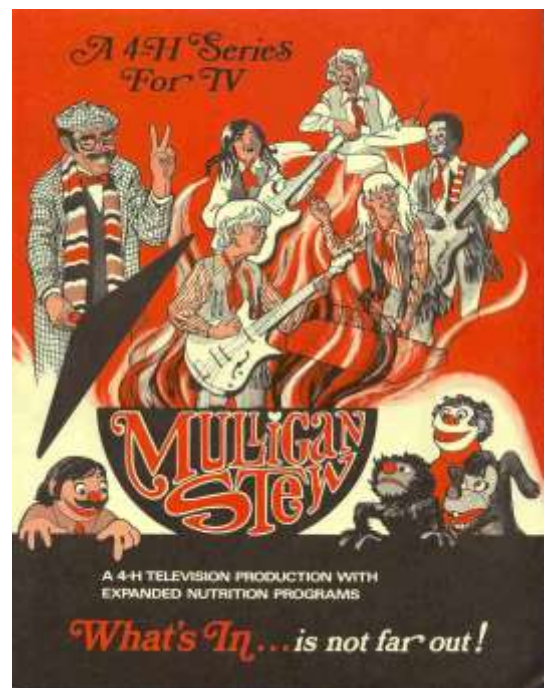
Produced in 1972 and released in 1973, "Mulligan Stew" was not the first 4-H TV series, but it stimulated an extraordinary increase in 4-H enrollment at the time.

The series of six half-hour programs centered on a kids' rock band that "turns on" to good nutrition by – a la "Mission Impossible" – solving a different type of nutrition problem in each episode. It was developed and produced by Extension Service/USDA, and filmed by USDA Motion Picture Service, based on work by Developmental Committees and Iowa State University Extension Service 4-H Nutrition Television Programs, with a grant from the Expanded Food and Nutrition Education Program (EFNEP).

Eleanor L. Wilson, national 4-H TV coordinator at the time, recalls that the 4-H TV Developmental Committee liked what Iowa State did with nutrition content, but the series did not emerge as a creative whole until Ira Klugerman was hired to direct the show. Klugerman, with a background of children's

television at WQED in Pittsburgh, came up with the title and general treatment.

Production began on location in Washington, DC in 1971. Besides budget concerns which Wilson managed, nutrition content had to meet existing standards. Sue Kleen Benedetti, Home Economics Information Specialist at the time, was named along with Wilson as Technical Director to assure that everything was nutritionally correct. Benedetti chose, prepared and staged food for the home scenes. The child actors were sometimes difficult and Wilson recalled that when she was not juggling budgets, she was settling arguments on the set or haunting local produce markets looking for just the right shade of green vegetables for the next day's shooting.



This poster was part of the promotion kit for the series

"Mulligan Stew" premiered October 4, 1972, during National 4-H Week at the National 4-H Center, but it was already a winner. Advance information had enticed the states and they were lining up their viewing schedules and

stockpiling materials. The series included the six half-hour films, leaders' guides, and a "Mulligan Stew" comic-book developed by Michigan State University.

"Mulligan Stew" was promoted and distributed through the National 4-H Service Committee, and Television Specialist Larry L. Krug recalls the comic-book printer's reaction: "We placed an initial order for one million copies of the comic book and before they got them off the presses I had to call back and order another one and a half million. They thought I was crazy. Before the series was completed we had printed over seven million copies of the 'Mulligan Stew' comic-book."

Cooperative Extension Service invested \$716,000 in "Mulligan Stew," or about \$1 per child enrolled, compared to the \$10.48 cost of enrolling a child in a single 4-H project at that time.

A 4-H member from McConnelsville, Ohio, summed up the series' appeal when he wrote, "*Dear Mulligan Stew, Thank You for putting on the show. It taught me a lot about nutrition. My little brother watched it and is eating better now. I hope you will show it again next year. It was funny too.*" From letters like that it was apparent that the series had succeeded in promoting concepts of good nutrition in an educational – yet fun – way, and the series very significantly increased 4-H enrollment at the time.

To learn more about the "Mulligan Stew" TV series, please visit <http://4-HHistoryPreservation.com/History/Television/>

National 4-H Youth Conference Center History



Did you know that there is a rustic garden at the National 4-H Youth Conference Center where small groups can hold a quiet meeting or closing

ceremony? It's the garden mentioned above that was developed 46 years ago and has been kept-up by the Maryland 4-H All Stars.

Folks Who Helped Make 4-H Great! A new series

In coming months we will feature short bios of ten people who were selected by professional Extension workers in 1962 as having made significant contributions to the 4-H program: people who "helped make 4-H great." The original series was first published in 1962 in National 4-H News and is reprinted here. To select the individuals to be featured, National 4-H News "...asked more than 30 veteran 4-H workers to send us their list of the 'top ten' contributors. We tallied the results and chose the ten people mentioned most often ..."

From a historical perspective, these individuals are the ones to whom 4-H owes its creativity and dynamism, its solid and experiential education principles, its enduring strength. These are the ones on whose shoulders this remarkable youth development proudly stands today. This series stands as a tribute to those visionary leaders to whom we are greatly indebted.

Dr. E. W. Aiton



Drawing from February, 1962 National 4-H News.

There is no doubt in observers' minds as to the contributions which Dr. E. W. Aiton has made to the youth movement which has been so much a part of his life. Testaments to his vision and determination are plentiful in today's 4-H program.

What is the background that has led this man to his being named in a list of ten people who have contributed so much to 4-H? For one thing, a 4-H career that has included every level of 4-H work: member, junior leader, adult leader (even at this time), county Extension worker, state and federal 4-H staff member.

Starting as a farm boy in Minnesota, Aiton moved steadily up the professional ladder. In 1960, after serving eight years as the first director of 4-H Club and YMW¹ Programs in the Federal Extension Service, he was appointed assistant administrator of the FES².

The marks of Dr. Aiton's influence are present in many places in 4-H. One is in the International Farm Youth Exchange (IFYE) program, which he helped to found while he was Northeastern regional 4-H field agent in Washington, D. C., from 1944 to 1950. New York State 4-H Club Leader Al Hoefer and a group of 4-H'ers journeyed to Washington with an international program in mind, and Aiton was assigned to help them. The result: IFYE.

The National 4-H Club Center is another monument to Aiton's ability to organize, then carry out a needed project. During a stint as executive director of the National 4-H Club Foundation (from 1950 to 1952), he initiated many services to 4-H as well as pushing the planning of the widely-used Center.

As the first director of the Division of 4-H and YMW Programs, Aiton wielded a great influence on club work nationally. His efforts helped increase public understanding of 4-H. (During his Extension career in Minnesota, he once served as state Extension editor.) He helped clarify the working relationship between the national policy-making group in 4-H and its parent Extension committee. He contributed to building the role of state 4-H Club leaders as professional educators. He developed the status of local 4-H leaders and blazed trails in their training and development. (He is co-author of the book "Leadership in Action in Rural Communities.")

¹ Young Men and Women's

² Federal Extension Service

Other 4-H areas promoted by Aiton and felt directly by 4-H Club members include:

- Citizenship as the main goal of 4-H Club work, rather than merely the learning of skills.
- An adjustment to the changing membership of 4-H – that is, an expansion of the program to include more activities for urban and suburban members.
- Emphasis on 4-H'ers understanding international affairs and relating them to club activities.
- Development of literature, training meetings, etc., tailored to fit the development needs of members at different ages and with different problems.
- Strengthening or working relations with many youth groups such as the Boy Scouts of America and others.

ED NOTE: The auditorium of the National 4-H Youth Conference Center in Chevy Chase, Maryland, is named in memory of Dr. Aiton.

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From the July Newsletter: Clarification about IFYE and 4-H

The International Farm Youth Exchange (IFYE) was a proud part of the official 4-H international portfolio. It began in 1948 and stimulated several variations over the years, which is why we recognized the anniversary of its origin in last month's Newsletter. When the exchange broadened its reach to more than rural participants, IFYE became known as the International 4-H Youth Exchange until the official relationship between 4-H and IFYE ended. Today, the IFYE Program, known solely by the former acronym IFYE, is conducted by the IFYE Association of the USA, Inc.

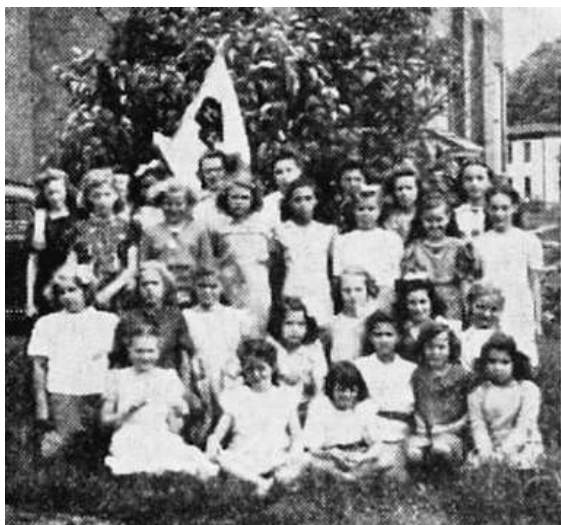
IFYE, focused on young adults 19 and older, is growing and expanding in all 50 states with opportunities in host countries all over the world, offering three to six month host family exchanges. National Program Director Alan Lambert may be reached at alanelambert@ifyeusa.org or by phone at 1-605-366-6107. Those Interested in applying to be an IFYE delegate or become a Host Family will find information online at <http://ifyeusa.org> . Several members of the National 4-H History Preservation Team participated in the original IFYE program and highly recommend its life changing experience.

The States' 4-H International Exchange Programs, which we cited in July, conducts 4-H international exchange programs for 4-H aged youth. The two programs focus on different age groups with different types of experiences and are two different programs.

We apologize for any confusion that may have been created about IFYE in last month's newsletter.

4-H Hands-on History 4-H Entrepreneurship

Peter Drucker, author and management consultant, once said, "Entrepreneurship is neither a science nor an art. It is a practice." The Uncle Sam's Helping Nieces 4-H Club in Philadelphia, NY, started practicing at a young age by opening a store in their local Grange Hall. The enterprising group of girls was featured in the August, 1944, issue of National 4-H Club News.



Uncle Sam's Helping Nieces 4-H club members used the skills learned in their 4-H club to make money for camp scholarships.

To raise money for the club and help their community during WWII, the members held a weekly rummage sale from their store. The girls collected clothes that had been outgrown or were otherwise unwanted. Sometimes they used their sewing skills to make minor repairs to holes or buttons or to give a garment a fresh look by adding lace or colorful touches of fabric from their scrap bag. They collected old jewelry to send to soldiers overseas to use as barter.

The girls were responsible for selling the items and keeping proper financial records. A member who was leaving the club donated an old wagon. The club painted it green and white and used it to make collections of items to sell.

The money earned in their store was used for 4-H camp scholarships and other club purposes.

Do you have any entrepreneurs in your club? Give it a try and find out! There are 4-H entrepreneurship 4-H activity and helper's guides available from National 4-H Supply (4-H Mall) and some state 4-H programs.

Discuss in your club ideas for starting an entrepreneurship project. What items or services might you provide? How would you manage your business and the funds earned? The 4-H entrepreneurship materials will guide you through the process of planning, preparing, implementing and finishing a 4-H business.

You can have a successful 4-H business like the Uncle Sam's Helping Nieces 4-H club did over 70 years ago.

1904 World's Fair Boys' Corn Pyramid

The following story is taken from the "National Compendium of 4-H Promotion and Visibility" on the National 4-H History Website at http://4-HHistory.com/?h=4-H_Promotion

There are several historical references to Will Otwell's corn-growing boys in Illinois and beyond in the early history of Corn Clubs in the US; the story of Otwell's creativity from 1904 is definitely a noteworthy story worth repeating.

Will Otwell was a simple, local nurseryman in Macoupin County, Illinois. He was president of the county Farmer's Institute which had sponsored an annual county corn contest for farm boys for two or three years, each year getting a bit more successful. In 1903 Illinois

Governor Richard Yates (over Otwell's protest) gave him the responsibility of creating an exhibit representing Illinois at the great 1904 Louisiana Purchase Exhibition in St. Louis. The prospect appalled the farm-bred man from Carlinville. He knew that famed artists would create beautiful displays for other states. What could he do to match them?

Then he struck upon the idea of holding a boys' corn contest, this time state-wide. Otwell extended the contest to include 50,000 entrants. In the fall of 1903, Otwell and his associates in Carlinville were busy opening packages of 10-ear entries of corn, drying them out, and repacking them for shipment to the Agricultural Palace at St. Louis. They sent down the best 1,250 samples from the contestants along with 600 photographs of the young farmers. This made up the bulk of the exhibit. Exhibition visitors came upon the sight of two huge pyramids of corn – one of yellow corn and the other of white – arranged neatly in 10-ear samples. Above the pyramids were signs reading "Grown by the Farmer Boys of Illinois!" and "8,000 Farm Boys in Contest." The fact that hundreds of samples were adorned with the pictures of the boys who grew them added the personal touch. The result: the Illinois corn display literally stole the show from the other states.



When newspapermen at the World's Fair learned that each morning Will Otwell was getting approximately a bushel basket full of mail from his youthful contestants, they literally overwhelmed him for stories.

The newspapers and magazines from around the country carried about 2,000 special articles

about the pyramid of corn from Illinois. The display received so much attention that Otwell received offers from foreign countries to stage similar contests there.

Always "raising the bar," in 1905 Otwell invited farm youth from anywhere in the country to come to Carlinville for a national roundup of corn growing contestants in his home town.

Mobile 4-H History Map Shared with Huge International Audience



4-H youth geospatial map-makers shared their 4-H History map with thousands of professional cartographers from around the world.

In July 4-H Youth and adult leaders from seven states shared their new 4-H History map with thousands of professional map-makers from around the world.

The new 4-H project was launched during the Esri International Conference in San Diego July 18-22. The 2015 National 4-H Geospatial Leadership Team of youth and adult leaders exhibited their map to 16,000 attendees from 120 countries at the San Diego convention. Team members from CA, IA, MT, NC, NY, MD, and TN, showed attendees how 4-H families will be using mobile technology to discover and visit historically significant locations where national, state and local milestones in 4-H history took place.

To see what the conference attendees saw you can visit http://4-HHistoryPreservation.com/History_Map

Several of the professional map-makers visiting the 4-H Youth Community Mapping exhibit were former 4-H'ers and were highly interested to see which 4-H

historical items might be posted in the states where they were members or where they live now.



4-H Alumni attending the Esri International Mapping Conference last month were encouraged to map their 4-H History.

Zooming in on California, National 4-H History Map users saw a Ferris Wheel near San Francisco. When they clicked on it, they uncovered the 100 year history of 4-H and the Alameda County fair. There, they found a youth-produced film made in 2014, celebrating the 100th Anniversary of 4-H and the Alameda County Fair, both of which were viewable through the Map.

A former Indiana 4-H'er spotted a symbol of an interesting person in 4-H history appearing in the middle of his state; it was the location where the first

Saturday morning 4-H TV show was hosted by a young media host, David Letterman, who went on to be a famous national network TV star.

A former 4-H'er from South Carolina found a historical marker noting the importance of US Congressman Asbury Francis Lever, whose national legislation in 1914 provided national resources through Cooperative Extension to support 4-H Youth Development for years to come.

A former 4-H'er from Wyoming noted that there were no historical 4-H sites in Wyoming. He was quick to say, "I want to nominate my favorite 4-H memory to the map, as soon as I get home." Massachusetts visitors found a variety of 4-H campgrounds and fair grounds that triggered thoughts of many memorable 4-H sites they would like to re-visit.

During the Fall of 2015 and into the future, thousands of 4-H clubs will nominate interesting national, state and local 4-H historical people, places and events for documentation on the National 4-H History Map. We encourage you to look at your local area and county and see which, if any, 4-H History sites have already been nominated. If your county has no historical 4-H location yet posted, please let us know, so we can help you get started.

For more information, please contact:

- Tom Tate tateace@aol.com
- Jason Rine Jason.rine@mail.wvu.edu

Contact the 4-H History Preservation Team:

Sue Benedetti, Chair; *4-H National Headquarters, USDA, retired*
Larry L. Krug, Vice Chair; *National 4-H Council, retired*
Eleanor L. Wilson; *4-H National Headquarters, USDA, retired*
Jim Kahler; *4-H National Headquarters, NIFA, USDA*
Chad Proudfoot; *West Virginia University 4-H Staff*
Kendra Wells; *University of Maryland 4-H, retired*
Tom Tate; *Extension Service, USDA, retired*
Melvin J. Thompson; *National 4-H Council, retired*
Ron Drum; *Maine 4-H Foundation Staff*
David E. Benedetti, Secretary; *National 4-H Council, retired*
Rick Moses, Webmaster.

Email: info@4-HHistoryPreservation.com
Visit: <http://4-HHistoryPreservation.com>
Tweet: @4H_History

