



# National 4-H History Preservation Program

## January 2016 Newsletter Volume VII Number I

### On this day in 4-H History

**January 1, 2014:** Jennifer Sirangelo becomes President and CEO of National 4-H Council.

**January 4, 1923:** President Calvin Coolidge accepts the honorary chairmanship of the National Committee on Boys' and Girls' Club Work (now National 4-H Council) beginning a tradition lasting over 70 years.



First Board of Directors of the National Committee on Boys' and Girls' Club Work who recruited President Calvin Coolidge to become their Honorary Chair.

**January 5, 1969:** Lassie and the 4-H Dogs airs on the CBS Network as an episode in the popular Lassie television series.

**January 9, 1976:** Articles of Incorporation are filed in the state of Ohio creating National Council - a merger of the National 4-H Foundation and National 4-H Service Committee.

**January 11, 1951:** National 4-H Club Foundation acquires property of Chevy Chase Junior College, future home of National 4-H Youth Conference Center, for \$364,000.

**January 15, 1902:** Superintendent of Schools A. B. Graham holds his first boys, and girls' club meeting in the county building in Springfield, Ohio.

**January 15, 1952:** On the 50th anniversary of 4-H, a commemorative three cent stamp was produced with an initial order of 110 million stamps.



This month marks the 64<sup>th</sup> anniversary of the issuance of the 4-H stamp. It covered the first class postage of a letter.

**January 17, 2002:** President George W. Bush officially inaugurates 4-H's 100-year anniversary and receives Partner in 4-H award for his support of the program.



WASHINGTON D.C.: Jared Locklear, 4-H member from Cameron, Texas, presents President George W. Bush with a "Partner in 4-H" award. Locklear represents the Texas and National 4-H programs in presenting the award to President Bush in the Oval Office in 2002. Secretary of Agriculture Ann Veneman, former 4-H member, looks on.

**January 19, 1943:** "Feed a Fighter in '43" becomes the year's 4-H membership drive; National Committee on Boys' and Girls' Club Work develops member and leader recruitment posters. These were predecessors of the National 4-H Posters produced annually by Coats & Clark Inc. starting in 1945.

**January 20, 1989:** Washington, DC, 4-H'ers share the President's Council on Physical Fitness float with The California Raisins at George H. W. Bush's Presidential Inaugural parade.

**January 22, 1924:** First National 4-H poster and theme, "We are for Boys' and Girls' Club Work," suggested by Gertrude Warren, was produced and sold by National Committee on Boys' and Girls' Club Work.

**January 28, 1986:** 4-H loses a great friend when Astronaut Ellison Onizuka, a former 4-H member in Hawaii, is lost in the Space Shuttle Challenger disaster.

**Interested in 4-H History Preservation News Updates?**

Just type: 4-HHistory.News into your browser.

**National 4-H Poster Program**

*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](http://4-HHistory.com/?h=4-H_Promotion)*

National 4-H posters were popular visibility tools in 4-H for decades. The first national poster was created as a sales item by the National Committee on Boys' and Girls' Club Work in 1924, a year before the National 4-H Supply Service was even launched. It showed a large 4-H clover emblem with the words, "We are for Boys' and Girls' Club Work." It was suggested by Gertrude Warren, 4-H/Extension Service, USDA.



First National 4-H Poster



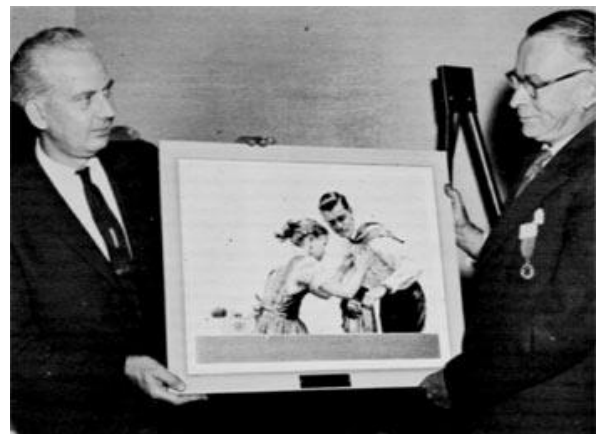
Wartime 4-H Poster 1943

Throughout the rest of the decade of the 1920s, the National Committee on Boys' and Girls' Club Work produced annual posters which were distributed throughout the Extension System and to donors, and then offered for sale through

the Supply Service. The last of this series apparently was the poster issued in 1931. Due to the Depression, no new posters were issued until after World War II. There were, however, a couple of wartime 4-H posters produced and offered through the National 4-H Supply Service.

In 1946, Coats & Clark Inc. (J. & P. Coats and Clark), which had been sponsoring the National 4-H Clothing Awards Program since 1941, began sponsoring the National 4-H Poster Program, too. Working with the 4-H Office, Extension, USDA and National 4-H Service Committee's information staff, Coats & Clark annually produced and distributed (for free) the national 4-H poster; later, they also provided the poster design as a colored slide. The poster distribution was geared to having the posters distributed in time for use during National 4-H Week.

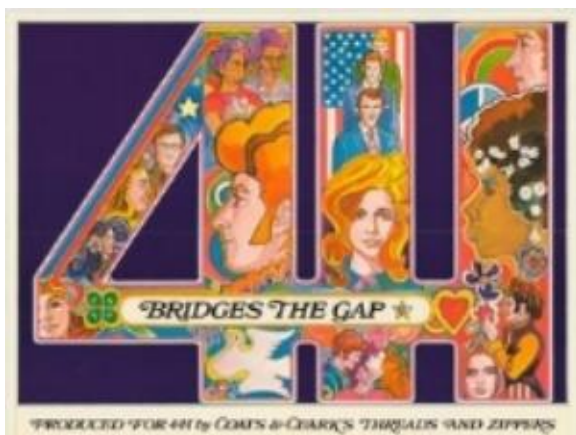
Following many years of providing 4-H leaders and agents with free posters by simply writing their headquarters, in the late 1960s Coats & Clark started offering the posters for a fee – 5 cents each (order in multiples of 20). They were available from the county agent or state 4-H office, not from Coats & Clark.



John B. Clark, president, Coats & Clark, Inc., (right) presents the original painting for the 1960 4-H Club Week poster to Kenneth H. Anderson, National 4-H Service Committee, who helped guide the program for more than 20 years. Coats and Clark Inc. furnished the official Club Week poster and distributed well over 100,000 copies of the posters annually to state and county Extension offices.

Many of the annual poster artwork pieces were painted by the famous artist, William C. Griffith, who also was the artist for about 15 of the historic 4-H calendar art pieces.

National 4-H Poster Art Exhibit, created by Mrs. Fern Kelley, program leader, 4-H, Extension USDA, confirmed that the 4-H Poster Art Program, which was held for the first time in 1970 was such a tremendous success that it would be continued again in 1971. It was her idea that 4-H Members should have a role in creating their National Poster



First National 4-H Poster created from the artwork and themes submitted by 4-H members in 1970. This final poster was developed by an artist incorporating the artwork suggested by one member and the theme suggested by another member.

According to Sue Benedetti, then 4-H Extension, USDA, who coordinated the program in the early 1970s, more than 1,350 original posters were submitted by 4-H members, as well as clubs, in the first year of the program. The posters were judged by delegates to National 4-H Conference during sessions on 4-H image. In 1971, a change in the program made it possible for posters to be judged at local, county and state levels with a highly selective group being sent to Washington for final national judging.

By the mid-1970s, delegates to National 4-H Congress were asked to suggest theme areas for 1976 posters. An article in the Fall 1978 issue of National 4-H Council Quarterly reports that the 4-H Poster Art Program continues to grow – that a recent survey conducted by National 4-H Council showed that 47 states were participating in the program, accounting for over 130,000 4-H members submitting posters that could eventually become the design for the national 4-H poster.

It is believed that the National 4-H Poster Program was disbanded in the early 1980s. Some of the

original national poster art is located at the National 4-H Youth Conference Center. A complete history of the National 4-H Poster Program can be found in the National 4-H History section of the 4-H History website <http://4-hhistorypreservation.com/Posters/>

A nearly complete set of the posters from 1946 through 1981 is also a part of the Elsie Carper Special Collection at the National Agriculture library <http://www.nal.usda.gov/exhibits/speccoll/exhibits/how/poster-collections/elsie-carper-collection-on-ext>

The only poster missing is the one pictured below in this advertisement in the February 1953 National 4-H News. If you have seen or own a copy of this poster we would appreciate hearing from you at [info@4-HHistoryPreservation.com](mailto:info@4-HHistoryPreservation.com) We are eager to complete this national collection and the historical records.



“Working Together for World Understanding” was Advertised in the February 1953 National 4-H News.

## Folks who Helped Make 4-H Great

*This is the sixth in the series of 10 articles, reprinted from 1962 National 4-H News, which featured people identified by Extension Service professional staff members as “folks who helped make 4-H great.”*

### Guy L. Noble

One of the unique features of 4-H Club work is its extensive system of private support and the allied

network of incentives and awards which help encourage boys and girls to do their best work. This support exists at all levels – national, regional, state and local. It came into existence as the Extension Service and 4-H Club workers expressed needs for help in various facets of club work.

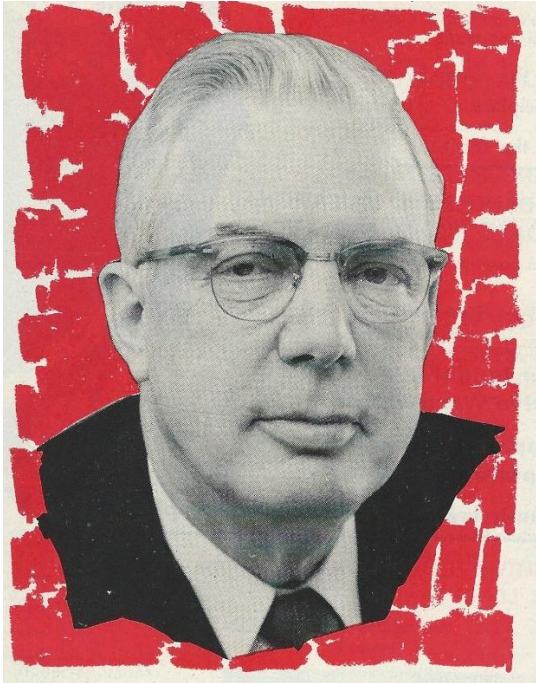


Photo and art from the July issue of National 4-H News.

One man stands out as the greatest influence on early national and regional support – Guy L. Noble. Co-founder and first director of the National 4-H Service Committee and co-originator of the National 4-H Club Congress, Noble successfully welded the link between business and government that was so sorely needed in the early days of 4-H.

Noble's story can't be told without telling the story of the founding of the National Committee, as 4-H workers refer to the organization in Chicago.

As an employee of Armour and Company, Noble induced his company to sponsor about 40 all-expense trips to the 1919 International Livestock Exposition in Chicago, then wrote to state club leaders in areas where Armour bought livestock, inviting them to select trip winners. In the meanwhile, he arranged a program of entertainment and tours for the Armour trip winners plus some 100 boys and girls who came to Chicago as guests of their local communities, railroads and other sponsors. That assemblage at the 1919 Exposition is recognized as the first National 4-H Club Congress. At that meeting, Noble met E. N.

Hopkins, who came with the Iowa delegation. Hopkins had been promoting rural youth work for years, first as editor of the *Arkansas Fruit and Farm* magazine, then as editor in charge of youth activities for the Meredith Publishing Company.

These two men, Noble and Hopkins, in 1920 and '21 followed up on earlier proposals to form a national committee to coordinate the growing number of trips and prizes for club work. In late 1921 the National Committee on Boys and Girls Club Work was born, with Noble leaving Armour to become executive secretary. (The name changed in 1960 to National 4-H Service Committee.) Industrial leaders included E. T. Meredith, Thomas E. Wilson, John Coverdale and others.

As the program progressed, Noble established the National 4-H News as an idea exchange medium for 4-H workers, the National 4-H Supply Service and other types of aid to 4-H. His success in enlisting the financial and other help of respected industrial leaders was a source of prestige for 4-H. Noble always set high standards for entertainment and other incentives offered to 4-H'ers.

Co-workers of this pioneer, in describing his work, use such terms as "Dedicated," "had a deep conviction about the value of 4-H training for youth," "a strong promoter of 4-H who publicized club work widely," and "did more to sell 4-H to the businessmen of this nation than any other single person."

Not only did Noble raise the status of 4-H in the eyes of other Extension workers by strengthening projects and providing the best in entertainment and other features for Club Congress; he helped all of Extension by working hard for large appropriations from the national legislature for the support of Extension work.

Noble also contributed to the cultural side of 4-H. He introduced concerts and other music at Club Congress, as well as plays and skits. He encouraged drama and singing as 4-H activities.

"A boyhood in State Center, Iowa, a degree in dairy husbandry at Iowa State College, and interims of work on railroads, Iowa farms, a Colorado ranch, and Washington and Alberta wheat fields" were the prelude to Noble's work at Armour, according to Franklin M. Reck in his official history "The 4-H Story."

When Noble retired in early 1958, he had served

4-H diligently and well for nearly 40 years. The cooperative effort marking 4-H Club work today is a monument to his foresight and industry.



Maryland 4-H Leaders' Forum participant fills in form to get a site on the National 4-H History map.

## Are your county and your state on the 4-H History map?

If not, they should be. Every county and every state has many historical 4-H events, people and places that deserve the recognition of being on the National 4-H History Map.

Where was the first 4-H Club in your county or state organized? Where was the first camp, 4-H or Extension office, fairgrounds, 4-H building built? Where is the longest continuous-running 4-H club or the birthplace location of state or national elected officials who were 4-H members?

Remember, for more than 100 years, 4-H members, leaders, staff and donors have been making history all across the United States. Also history happens every year, month, week and day. A new 4-H event could have been born or a new 4-H building built in your county this past year.

Start by looking at the National 4-H History map to see what is already there at <http://arcg.is/1QBM4qf> You'll first see symbol that take you to sites of National importance. If you don't see anything in your state zoom in and look around some more.

Soon the clovers, buildings, people, tents, or other symbols might begin to appear. If not, go back to a state where you saw some symbols and zoom in to learn more about local or county 4-H sites.

Would you like to learn more about the background of the 4-H History Map? Check it out on the web site [http://4-HHistoryPreservation.com/History\\_Map](http://4-HHistoryPreservation.com/History_Map)

If you are ready to nominate a location on the History Map, click on the link <http://arcg.is/1bvGogV> where you can fill in the details. *Keep in mind that your site will not automatically show up on the map immediately after you have nominated it; it has to be vetted by a group of state volunteers who review each nomination for accuracy and appropriateness.*

Would you like a little extra coaching? 4-H youth working with the project have developed a training video that you can watch on how to fill in the form to nominate a historical 4-H place of Interest (POI). Watch the video at <http://tinyurl.com/nominate4h>

The 2015-2016 4-H Geospatial Leadership Team has done an amazing job of designing and implementing this exciting program for use by 4-H'ers staff and alums in every county.

Do yourself and your county a favor and give some credit to 4-H in your area. Then, tell a friend what you did and get them to nominate a site too!

## Hands-on History 4-Hers Help Fight Hunger



Rhode Island Club girls show their patriotism with this 1918 exhibit of canned produce they have grown and preserved. Notice the flags among the canned goods.

At the start of 1919, much of the world was still recovering from World War I which had ended nearly fourteen months earlier. The January issue of Junior Soldiers of the Soil (predecessor to National

4-H News) had a number of articles about hunger in the aftermath of war.

One member wrote, “We are glad that the war is over but I am not going to stop raising food. It is just as patriotic to raise food now as ever, so let all Junior Soldiers raise more food and make ourselves known as loyal Junior Soldiers.” Later in the issue is a call to “Organize a Junior Soldier Squad.” President Hoover cautioned that, “We must export ten times as much food if we prevent Europe from starving during the coming year. Let every one of us raise food and feed” to help save Europe. Since that time, programs have been created to help combat hunger in the US and countries around the world. Yet, USDA reports that in 2014 an estimated 14.0 percent of American households (over one in seven) were food insecure at least some time during the year and the prevalence of very low food security was at 5.6 percent.

### Hands-on History

Many 4-H groups participate in some type of food drive, often during the holidays at the end of the year. But communities and families often face shortages throughout the year. Your 4-H group can help by contacting local food pantries or soup kitchens to find out their needs and how you can help. Start a food gleaning program to collect excess fresh foods from farms, gardens, farmers’ markets, grocers, restaurants and other sources for those in need. Some vegetables and preserved foods displayed at a county or state fair can be donated, too.

Make a plan for how your 4-H group can help to feed hungry families in your area.

### Why a National 4-H Film Festival?

Bradd L. Anderson - Missouri State 4-H Youth Development Specialist

As we think about harnessing “**Voices of 4-H History,**” we know that today’s young people must be prepared to live and work in a world that no one completely envisions. They must be prepared for

jobs that don’t yet exist, using technologies that haven’t been invented, and solving problems that haven’t been identified. FilmFest 4-H helps youth become producers – and not just consumers – of digital media.

**Creating something real from one’s imagination is a powerful experience.** It motivates many creative young people to develop their talents, and drives them to master skills with technologies old and new.



When a young person finds that interest that drives them, and explores it in an enriching environment that supports further growth, great things happen. Research shows that these young people tend to become more optimistic, have a larger sense of purpose in life, and develop stronger self-esteem.

If that passion is filmmaking, however, the options for teens are very limited. Opportunities to nurture their talents are usually priced out of reach, if they can be found at all. While all will face the future, these teens will approach it on a different trajectory than those who found enriching environments that helped them develop their “sparks.”

It's not too early for 4-H staff to start preparing youth to prepare entries and or prepare to attend the 2016 National FilmFest 4-H in Kansas City, Missouri, July 31 – August 3. Learn more about the idea and the program and watch top finishers from the past few years at: <http://4h.missouri.edu/go/events/filmfest/>

### Contact the 4-H History Preservation Team:

Email: [info@4-HHistoryPreservation.com](mailto:info@4-HHistoryPreservation.com)  
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