



NATIONAL 4-H CONGRESS • 1968 • CHICAGO •

SOUVENIR BOOKLET



NATIONAL 4-H CONGRESS IS CONDUCTED BY  
THE NATIONAL 4-H SERVICE COMMITTEE  
AND THE COOPERATIVE EXTENSION SERVICES  
OF THE LAND-GRANT UNIVERSITIES AND THE  
U.S. DEPARTMENT OF AGRICULTURE

National 4-H Service Committee  
59 E. Van Buren Street  
Chicago, Illinois 60605



## FOREWORD

This booklet, published as a supplement to the *Official Program* for the **1968 National 4-H Congress**, contains information of interest to everyone in attendance—4-H delegates and adults alike.

It will help to provide a fuller understanding of the roles of the Cooperative Extension Service, National 4-H Service Committee and National 4-H Club Foundation. In addition, it includes information about the various cooperating organizations which are making this 4-H Congress possible. Most are sponsoring educational programs through the National 4-H Service Committee.

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**4-H'ers IN ACTION**



## WHAT 4-H IS

**4-H** is a unique out-of-school, educational program for boys and girls. Members select practical, learn-by-doing projects and activities which are carried on under the guidance of Cooperative Extension professionals and volunteer local leaders trained by Extension.

The 4-H program is part of a national informal educational system of the Cooperative Extension Service conducted by county extension workers, the State Land-Grant Universities and the U. S. Department of Agriculture. Drawing from the resources and knowledge of these institutions, 4-H enjoys an educational status above the position of being just a club or organization. It is a vital, flexible, learn-by-doing program serving both the needs of youth and the aspirations of society. 4-H offers youth the "why's" as well as "how's" in its method of education—giving boys and girls encouragement to seek out and accomplish goals, become responsible citizens on the personal and group basis, explore careers and solve problems relating to personal values. See pages 6-9 for more details on the Cooperative Extension Service; pages 10-15 for information on two supporting groups, National 4-H Service Committee and National 4-H Club Foundation; and pages 16-48 for 4-H donors and other cooperating groups.

**MEMBERS.** 4-H is one of the largest youth programs in the world. Statistics show that three and a quarter million boys and girls are now enrolled in 4-H in the United States and Puerto Rico. Born in America, 4-H—like organizations have now been adapted in nearly 80 countries around the world.

Boys and girls between the ages of nine and 19 are eligible for membership regardless of place of residence, race, creed or socio-economic level. Over one-third of the members are from families with incomes below \$3,000. About 18 per cent are from minority races; one in seven 4-H members is a Negro (one in 10 or 11 of total population in U. S. is a Negro).

4-H is making a special effort to reach low income boys and girls who live in both rural and city areas, those who need it most. Special pilot work has been done in many areas to show that 4-H is a useful tool in reaching these youth. 4-H is now being conducted in such major cities as Chicago, Cleveland, St. Louis, Boston, Philadelphia, Providence, Kansas City, Buffalo, Indianapolis, Newark, Denver and Hartford.

Members of 4-H belonging to organized clubs elect their own officers, help plan their own programs, select their own demonstration subjects and make decisions on affairs and activities of their own club. 4-H members choose their own projects, selecting projects which fit their needs and environment. Most clubs also carry community projects in which all members have group responsibilities. Besides 4-H'ers in organized clubs, nearly a million boys and girls have been enrolled in various 4-H TV series. Other ways to belong to 4-H are through special interest groups, many set up as "short term" projects and workshops. Individuals may also take self-determined projects on their own.

Latest figures show that 37 per cent of members come from farm homes, 34 per cent from rural non-farm homes and 29 per cent from towns and cities, of which 8 per cent live in metropolitan areas. Some 26 million individuals have been enrolled in 4-H since its beginning in the early 1900's.

**LEADERS.** Some 400,000 men and women are Extension-trained as local 4-H leaders—many of them former 4-H members—who volunteer their time to help 4-H members with their program. They are aided by 150,000 older 4-H boys and girls serving as junior (teen) leaders.

**THE 4-H'S** stand for Head, Heart, Hands and Health.

**NATIONAL EMBLEM** is a green 4-leaf clover with a white H in each leaf.

**NATIONAL 4-H PLEDGE** is "I pledge my Head to clearer thinking, my Heart to greater loyalty, my Hands to larger service, and my Health to better living, for my club, my community and my country."

**NATIONAL MOTTO** is "to make the best better."

## **WHAT NATIONAL 4-H CONGRESS MEANS**

**DELEGATES.** This year 1,650 4-H boys and girls, chosen from three and one-quarter million 4-H members, are delegates to National 4-H Congress. They are state, regional and national winners in educational 4-H programs conducted by the Cooperative Extension Service. The record books of their 4-H projects have been carefully judged on the basis of their personal development and the use of improved methods. To the delegates, the winning of an all-expense trip to National 4-H

Congress represents a real achievement, usually after years of hard-earned progress and work.

**THE PURPOSE OF NATIONAL 4-H CONGRESS**, as jointly planned and conducted by the Cooperative Extension Service and the National 4-H Service Committee, is to provide state 4-H leaders opportunities for professional improvement and to offer 4-H delegates:

**Education** as they

- Serve as discussion leaders, presiding officers or participants in many events.
- Hear inspiring speeches and panel presentations.
- Discuss and analyze important issues affecting citizens of the United States.
- Develop a broader understanding of the interdependence of business, industry, science, agriculture and education.
- Explore career opportunities.
- Visit the Museum of Science and Industry, Field Museum of Natural History, the Art Institute of Chicago, Adler Planetarium, Shedd Aquarium and other points of interest.
- Enjoy new cultural experiences in music and other arts.
- Travel to and from the Congress.
- Stay at the world's largest hotel.
- Dine at meal functions attended by more than 2,500 people.

**Inspiration** as they

- Worship together.
- Share experiences with 1,650 boys and girls from other localities.
- Associate with men and women of distinction in industry, agriculture and education, including Federal and State Extension leaders and top corporation officials who help to encourage 4-H members in their program.
- Get acquainted with 4-H members from Canada and international representatives from other countries.
- Meet famous personalities who entertain them during the week.

**Recognition** by

- Donors and other friends of 4-H.
- Press, radio and television representatives who interview them for newspapers, magazines, and broadcasts in national and world-wide coverage.

- The Cooperative Extension Service and the National 4-H Service Committee.
- Fellow 4-H'ers.
- Chicago citizens.

## COOPERATIVE EXTENSION SERVICE

The State Extension Services, and the Federal Extension Service in Washington, D. C., make up the Cooperative Extension Service—of which 4-H is a part. The Federal Extension Service gives national leadership to 4-H, and the State Extension Services give State leadership. Extension is a unique, out-of-school educational program for persons of every economic and cultural background. It is available to men, women, and young people through a three-way partnership of the U. S. Department of Agriculture, the State Land-Grant universities, and the county governments who plan, finance, and conduct it.

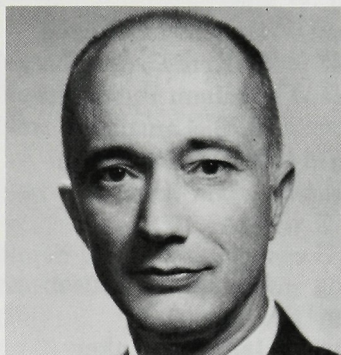
The name comes from the agency acting as a long “educational arm” that extends useful, practical information based on research done by scientists in Government, colleges and universities, and private industry.

Extension work, as most 4-Her's know, is conducted locally by county agricultural agents, county home economists and often 4-H agents. About 11,000 of these professional persons are now employed in 3,100 or so counties in all 50 States and Puerto Rico. They relay information from agricultural research stations, and other scientific laboratories, direct to the people. “The people” include young men and women like delegates to National 4-H Congress. To reach still larger audiences, radio, television, newspapers and other mass media are used for serving families in town and country, city and suburbia.

When Congress established the Extension Service in 1914, provision was made for “boys' and girls' club work” which later became 4-H work. The program is highly flexible, and is continually expanding and adapting to meet youth's changing needs and interests. The number and variety of projects keep growing to held 4-H'ers “learn by doing.” Most of today's 3¼ million 4-H'ers belong to 4-H Clubs. Others participate in other ways. For example, thousands of young people now take part by television. On TV, 4-H offers educational series with suggestions for doing projects at home. Among the subjects featured so far have been emergency preparedness, automotive



care and safety, home uses of electricity, everyday science, and dog care and training. Another currently popular approach is the special interest group. Older boys and girls, for instance, may enroll in a money management workshop; then on completing it, form another interest group.



**Lloyd H. Davis**

Administrator of the Federal Extension Service is Dr. Lloyd H. Davis; Acting Deputy Administrator is Charles E. Bell, Jr. Assistant administrators are Dr. Raymond C. Scott, Dr. Joseph L. Matthews, Charles W. McDougall and Lowell Watts. Division directors are: Dr. E. Dean Vaughan, 4-H and Youth Development; Richard R. Rankin, Management Operations; Neil J. Raudabaugh, Research and Education; Walter W. John, Information; Dr. Margaret C. Browne, Home Economics; Dr. Charles Beer, Agricultural Science, Technology and Management; Sharon Q. Hoobler, Marketing and Utilization Sciences; Earl F. Pettyjohn, Community Resources and Development and Russell A. Lock, Personnel Development and Management.

Associated with 4-H Director Vaughan are two assistant directors—Mrs. Fern S. Kelley and John W. Banning. Program leaders are Robert R. Pinches, Lloyd L. Rutledge, Russell W. Smith, Dr. Kemp Swiney and Miss Eleanor L. Wilson.



**E. Dean Vaughan**

The 4-H and youth development division cooperates with the States in formulating policies, plans, programs and operations for youth—including 4-H members and young adults. The office also works with allied youth groups, organizations and agencies and assists on all matters relating to youth Extension programs.

**Key state administrators are the Directors of Extension and the State 4-H Club Leaders as follows:**

	<b>State Directors of Extension</b>	<b>State 4-H Leaders</b>
Alabama:	Fred R. Robertson	Hanchey E. Logue
Alaska:	Arthur S. Buswell	Harlem D. Sandberg
Arizona:	George E. Hull	Graham P. Wright
Arkansas:	C. A. Vines	D. S. Lantrip
California:	George B. Alcorn	R. O. Monosmith
Colorado:	Carl Hoffman (Acting) S. Avery Bice*	C. G. Staver
Connecticut:	Edwin J. Kersting Henry M. Hansen*	Ronald F. Aronson
Delaware:	Samuel M. Gwinn	James O. Baker
Florida:	M. O. Watkins	W. W. Brown
Georgia:	L. W. Eberhardt, Jr.	T. L. Walton, Jr.
Hawaii:	C. Peairs Wilson Dale N. Goddell*	James Y. Shigeta
Idaho:	James E. Kraus C. O. Youngstrom*	Charles M. Thomas
Illinois:	John B. Claar	R. O. Lyon
Indiana:	Howard G. Diesslin	Edward L. Frickey
Iowa:	Marvin A. Anderson	C. J. Gauger
Kansas:	Robert A. Bohannon	Glenn M. Busset
Kentucky:	William A. Seay G. W. Schneider*	Jerry M. Macklin
Louisiana:	John A. Cox	C. S. Shirley
Maine:	Edwin H. Bates	O. Lewis Wyman
Maryland:	Robert E. Wagner	Richard R. Angus
Massachusetts:	Arless A. Spielman J. Richard Beattie*	Merle L. Howes
Michigan:	George S. McIntyre	Gordon L. Beckstrand
Minnesota:	Roland Abraham	Leonard L. Harkness
Mississippi:	William M. Bost	Gordon H. White, Jr.
Missouri:	C. Brice Ratchford	Frank Graham

\*Associate Director of Extension.

	<b>State Directors of Extension</b>	<b>State 4-H Leaders</b>
Montana:	Torliel S. Aasheim	Mrs. Vivienne B. Kintz
Nebraska:	John L. Adams	W. M. Antes
Nevada:	Dale W. Bohmont Joseph F. Stein*	Raymond C. Cox
New Hampshire:	Samuel W. Hoitt	Jesse James
New Jersey:	John L. Gerwig	Rollyn P. Winters
New Mexico:	P. J. Leyendecker Alfred E. Triviz*	Dorman C. Brookey
New York:	Edward H. Smith Arthur E. Durfee*	Wilbur F. Pease
North Carolina:	George Hyatt, Jr.	T. C. Blalock
North Dakota:	Arthur H. Schulz	Thomas Martindale
Ohio:	Roy M. Kottman Edwin L. Kirby*	Albert F. Gehres
Oklahoma:	William F. Taggart	Eugene Williams
Oregon:	Gene M. Lear	Burton S. Hutton
Pennsylvania:	Thomas H. Patton	Leland G. Jinks
Puerto Rico:	Roberto Huyke	Luis F. Martinez Sandin
Rhode Island:	James W. Cobble John L. Rego*	Kenneth L. Coombs
South Carolina:	George B. Nutt	J. B. Williams
South Dakota:	John T. Stone	John F. Younger
Tennessee:	Vernon W. Darter	George S. Foster
Texas:	John E. Hutchison	Floyd Lynch
Utah:	W. H. Bennett	Glenn T. Baird
Vermont:	R. P. Davison	John D. Merchant
Virginia:	W. E. Skelton	Jack M. Tyree
Washington:	John P. Miller	Thomas R. Quann
West Virginia:	Billy L. Coffindaffer Roman J. Verhaalen*	Miss Mildred Fizer
Wisconsin:	Donald R. McNeil H. L. Ahlgren*	Frank N. Campbell
Wyoming:	Neal W. Hilston Louis Schilt*	James M. Nicholls

\*Associate Director of Extension

## NATIONAL 4-H SERVICE COMMITTEE

The National 4-H Service Committee is a non-profit educational organization established in 1921 by public-spirited citizens who believe in 4-H as a valuable training ground for our nation's youth. The organization utilizes private resources to assist the Cooperative Extension Service in advancing the membership, leadership and influence of the 4-H program. The Committee's headquarters office is at 59 East Van Buren Street, Chicago.

Its continuing purpose is to enlist support from business corporations, foundations, civic groups and individuals in providing support for 4-H beyond that available through public funds. And in order that this support will be properly tailored to 4-H needs, the Committee serves in a liaison role between the Cooperative Extension Service and those who assist the 4-H program.

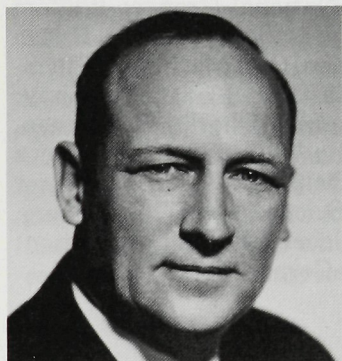
All services of the Committee are approved by the Extension 4-H—Youth Subcommittee which is part of the Extension Committee on Organization and Policy in the Association of State Universities and Land-Grant Colleges. These services fall into four broad categories:

1. After commitments are made for the sponsorship of 4-H award programs, the Program Services department is responsible for much of the liaison with Extension and the donor organizations. This includes announcement of award programs; arrangements for judging 4-H records and distributing awards and counseling with donors and Extension on details relating to 4-H sponsorship.
2. To aid in telling the story of 4-H, the Information Services department carries on a year-round program of press and radio-TV activities, as a supplement to and in cooperation with those of State and Federal Extension Services.
3. The only magazine devoted exclusively to the 4-H program is *National 4-H News*, which serves as an exchange of information and ideas among adult and junior 4-H leaders to help make their 4-H experiences more enjoyable, easier and rewarding.

4. The National 4-H Supply Service operates as a central mail-order source of more than 1,100 items bearing the 4-H emblem, items that are helpful in increasing 4-H membership, leadership and the prestige of 4-H.

Annually in the fall all departments assist with the National 4-H Congress, which came into being under Committee auspices as a means of recognizing young people and giving them the educational experience of a trip to Chicago.

### Officers and Board of Directors



**Chris L. Christensen**

The officers, directors, and members of the National Committee are all volunteers — prominent businessmen, agricultural leaders, educators and other interested citizens. The honorary chairman is President Lyndon B. Johnson. Officers are: President, Chris L. Christensen, Tulsa, Oklahoma; Vice-President, Raymond C. Firestone, The Firestone Tire & Rubber Co.; Treasurer, Herbert V. Prochnow, The First

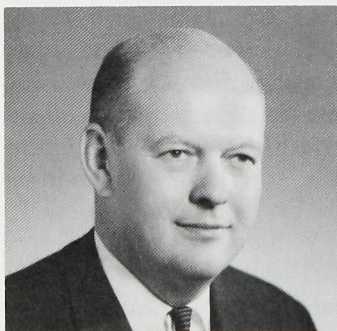
National Bank of Chicago; and \*Secretary, Joseph Davis, Chicago, Ill. Directors of the Committee are: Fred Bohlen, Meredith Corp.; A. G. DeLorenzo, General Motors; S. A. Halgren, Carnation Company; John O. Logan, Universal Oil Products Co.; William F. McCurdy, The Sears-Roebuck Foundation; L. W. Moore, American Oil Company; William E. Ogilvie, International Live Stock Exposition; C. V. Roseberry, Westinghouse Electric Corporation; J. W. Shaver, Coats & Clark's Sales Corp.; R. S. Stevenson, Allis-Chalmers; Omer G. Voss, International Harvester Company; Mrs. Charles R. Walgreen, Chicago, Ill., and Dr. E. T. York, Jr., University of Florida.

\*Officer but not a Board Director.

## Members

Members of the Committee, in addition to officers and directors, are C. M. Brown, Allied Chemical Corporation; H. H. Callaway, Pine Mountain, Ga.; Frederick A. Collins, Jr., The Sperry and Hutchinson Company; Henry F. DeBoest, Eli Lilly and Company; Dr. John A. Hannah, Michigan State University; Merritt D. Hill, J. I. Case Company; Clifford R. Hope, Garden City, Kansas; R. B. Hulsen, Moorman Mfg. Co.; Caroline Hutchins, Simplicity Pattern Co.; James E. Marler, Standard Brands Sales Company; E. S. Marsh, Santa Fe Railway system; J. M. Martin, Hercules Inc.; Allen W. Merrell, Ford Motor Company Fund; Frank E. Mullen, Beverly Hills, Calif.; Herschel D. Newsom, The National Grange; William Wood Prince, Armour and Company; Robert F. Quain, Hilton Hotels Corporation; Derek Richardson, Olin Mathieson Chemical Corporation; W. S. Robson, Eastman Kodak Company; Dr. Luther S. Roehm, Merck & Co., Inc.; Charles B. Shuman, American Farm Bureau Federation; W. A. Sutton, Citizens and Southern National Bank; Dr. Ralph W. Tyler, Center for Advanced Study in the Behavioral Sciences; E. W. Ukkelberg, Deere & Company; Allen Wagner, General Foods Corporation; and S. W. White, Jr., White Motor Corporation.

## Professional Staff



**Norman C. Mindrum**

The day-to-day activities are carried on by professional staff members, who maintain a close working relationship with the Cooperative Extension Service as well as donors and other friends of 4-H. Norman C. Mindrum, director, and Kenneth H. Anderson, associate director, head the staff. Others include Thomas Corcoran, Jerry H. Deuel, Miss Barbara Fabian, Miss Lois Howard, Norman E. Johnson, Larry L.

Krug, Miss Myra Litzenberg, Leon M. McNair, Mrs. Margarite McNally, Miss Emmie Nelson, Donald E. Osburn, Richard

Schingoethe, Jack E. Seibert, William L. Snyder, Tyrus W. Thompson and James T. Veeder.

## **Donors**

Business firms, civic groups, educational foundations and interested individuals encourage 4-H achievement by providing recognition for hundreds of thousands of 4-H members each year. More than fifty-seven donors offer state, sectional and national awards for unusual proficiency in 4-H work. These include educational scholarships, all-expense trips to the Congress and other events, U. S. savings bonds, honor medals and other educational awards.

Various donors also provide training for volunteer leaders, fellowships for young Extension workers, and recognition of 4-H alumni. Funds for all these programs are channeled through the National 4-H Service Committee. In addition, 4-H sponsors supply educational materials to 4-H members and leaders; provide meal functions and entertainment at the Congress; and lend technical assistance in many phases of 4-H work. (See pages 16-42 for companies, foundations, organizations, and individuals who participate as donors and who also cooperate on the Congress.)

## **THE NATIONAL 4-H CLUB FOUNDATION**

The National 4-H Club Foundation, located at 7100 Connecticut Avenue in suburban Washington, D.C., is a private, non-profit, educational corporation organized in 1948 to complement and assist the Cooperative Extension Service.

Beginning its 20th year, the 4-H Foundation expands private funds to carry out educational programs and services that enrich the 4-H program in ways that might not otherwise be possible with tax funds.

During 1967, some 2,600 foundations, business and industrial firms, and 4-H Clubs supported "Service to Youth" programs of the 4-H Foundation. In addition, 56 contributors earned Gold Clover Club recognition for their outstanding support.

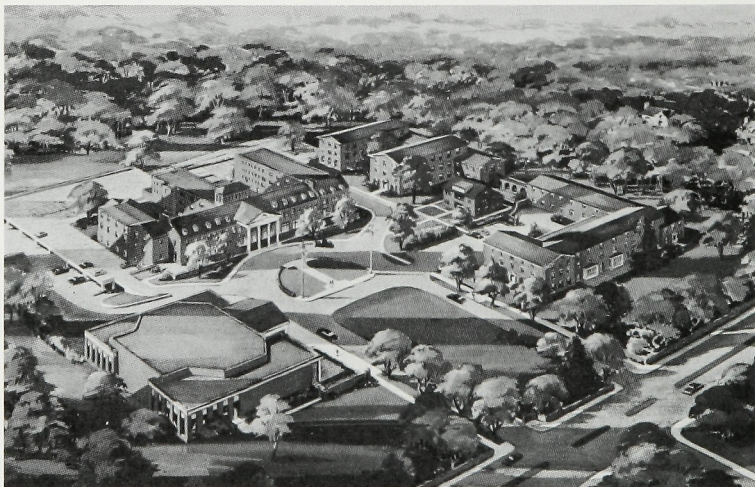
The 4-H Foundation currently operates programs for Extension in the following general areas:

1. *Program Development*: The 4-H Health Study now being conducted in Oregon and New Mexico is the most current example. Others are the 4-H in Urban Areas Study and the Science in 4-H Study.

2. *Educational Programs*: The 4-H Citizenship Short Course and the Citizenship in Action Grants are the most familiar opportunities. Last year the 4-H Foundation distributed grants to 40 local clubs wishing to continue or begin citizenship projects. Nearly 5,000 teen leaders and 1,200 volunteer leaders trained at the 4-H Center.

3. *4-H International Programs*: The International Farm Youth Exchange (IFYE) nears a total of 5,000 youth exchanged with 72 countries. The Foundation also added a Latin American office to serve Extension programs there more completely. The Teen Caravan and international service projects continue to increase here and abroad.

4. *National 4-H Center*: A record 21,000 people used the Center in 1968. The crush of youth and adults wishing to participate in educational programs there necessitates expansion. A 4-H Center which can house and train up to 800 people at one time is quickly becoming a reality. This is an increase of 500 over the present capacity.



Architect's Concept of Expanded National 4-H Center



A blue ribbon Advisory Council of nearly 100 business and industrial leaders has committed itself to support a part of the Expansion. The 4-H program throughout the United States will provide the funds necessary for the other part. Many states have already established their "fair share" amount and are beginning fund-raising programs. The new Center will be ready to serve an expanded 4-H program within five years.

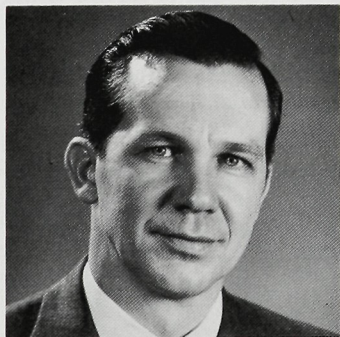


**Henry M. Hansen**

The Board of Trustees includes: Chairman, Henry M. Hansen of Connecticut; Vice Chairman, N. P. Ralston of USDA; Marvin Anderson of Iowa; Jean C. Evans of Oklahoma; Miss Mildred Fizer of West Virginia; D. L. Matthews of Gulf Oil Corporation; Dean McNeal of the Pillsbury Company; R. O. Monosmith of California; W. A. Sutton of Citizens & Southern National Bank; J. D. Sykes of North Carolina; E.

Dean Vaughan of USDA; Thomas M. Ware of Illinois and E. T. York, Jr. of Florida.

The professional staff of the 4-H Foundation includes:



**Grant A. Shrum**

Grant A. Shrum, director; W. W. Eure, associate director; Eduardo Andrade M.; Santiago D. Apodaca; Edgar Arias Ch.; David E. Benedetti; Geronimo Chavez; Albertano C'de Baca; Miss Dorothy Emerson; Miss Carole Etzler; Ronald Faas; Miss Kathleen Flom; Charles Freeman; Charles Grunewald; Paul A. Harris; Theodore Hutchcroft; Thomas Kimzey; Ralph E. Kirch; Howard E. Law; Richard Loos; John R.

Martin; Ing. Edgar Mata Q.; L. S. Nichols; W. Francis Pressly; Luke Schruben; Eugene P. Seifrit; Leonard Silvia; Melvin Thompson; D. E. Warren; B. L. Weiss; Mrs. Marilyn Wessel; and Robert Wood.

## 1968 NATIONAL 4-H AWARD DONORS

Following are brief statements about those organizations who serve 4-H as award donors of programs which are national in scope (offered to all states), and are conducted through the National 4-H Service Committee. Most of the programs listed on pages 16 through 38 culminate at the National 4-H Congress.

### ACHIEVEMENT

Ford Motor Company Fund  
Dearborn, Michigan

Ford Motor Company Fund is a non-profit organization established in 1949 to receive gifts and make contributions for educational and charitable purposes. The Fund has been supported since its founding by contributions from Ford Motor Company.

In 1962 Ford Motor Company Fund assumed sponsorship of the 4-H Achievement Program, which had been supported by Ford Motor Company for the previous ten years.

### AGRICULTURAL

International Harvester Company  
Chicago, Illinois

A leading manufacturer of farm tractors and equipment, motor trucks, crawler and industrial wheel tractors and construction equipment, iron and steel, gas turbine engines, and agricultural twine—the company is the principal inheritor of Cyrus Hall McCormick's inventive and commercial genius, and is also the trustee of his tradition of service to the farmer. The company and subsidiaries operate 21 manufacturing plants in the United States and a number of plants in foreign lands. The company's products are distributed to all countries of the world friendly to the United States. Harvester has been a substantial donor to 4-H Club Work for 49 years—even before the beginning of National 4-H Congress.



The company has provided awards for the National 4-H Agricultural program since 1955, and has provided scholarships and other awards to 4-H winners in one or more 4-H programs each year since the inception of national 4-H awards programs many years ago.

#### **ALUMNI RECOGNITION**

Olin Mathieson Chemical Corporation  
Little Rock, Arkansas

Olin Mathieson Chemical Corporation has approximately 60,000 stockholders, and manufacturing plants and offices throughout the free world. Annual sales total more than a billion dollars. Activities of the corporation are concentrated in three general areas: chemicals, metals and packaging. Agricultural chemicals include Ammo-Phos (R) fertilizers, ammonia and urea. Olin has supported the 4-H Alumni Recognition Awards program since 1953.

#### **AUTOMOTIVE**

The Firestone Tire & Rubber Company  
Akron, Ohio

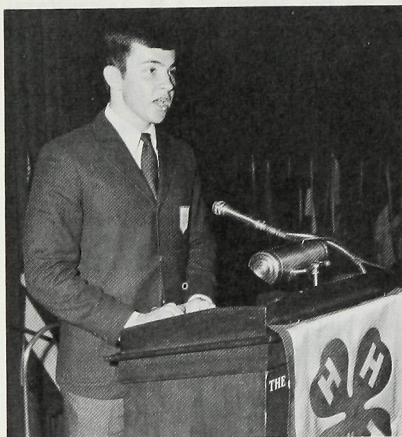
The late Harvey S. Firestone, founder, was born and reared on a farm near Columbiana, Ohio. On the Firestone homestead farm, the first practical pneumatic tractor tire was developed, inaugurating a program to put the American farm on rubber.

Raymond C. Firestone, Chairman and Chief Executive Officer of the Firestone Company, has spent most of his life on a farm. He maintains that a strong and prosperous agriculture is highly essential to the present and future welfare and security of our nation. For 16 years the Firestone Tire & Rubber Company sponsored the 4-H Club Soil and Water Conservation program. In 1960 when the Automotive Care and Safety program was initiated, the Firestone organization turned its full cooperation and support to this project and since then has provided county and state awards and college scholarships in this important activity.

#### **BREAD**

Standard Brands Incorporated  
New York, N. Y.

Standard Brands Incorporated is the largest yeast manufacturing firm in the United States. It originated back in 1868 when Charles Fleischmann and his brother, Maximillian, came to this country from Austria carrying in Charles' vest pocket a tube that contained a small culture of yeast which they knew would make good bread. This yeast was used to manufacture their first commercial compressed yeast. The Fleischmann Company expanded through the years and in 1929 became part of Standard Brands Incorporated. Standard Brands manufactures and sells many diversified products—coffee, tea, margarine, desserts, peanuts and peanut products, baking powder, pet foods, in addition to Fleischmann's Yeast. The corporation's sponsorship of the 4-H Bread program started in 1952.



## **CLOTHING**

Coats & Clark Inc.  
New York, N. Y.

Coats & Clark Inc., manufacturer of thread, zippers, tapes and trims, as well as art needlework products, has a tradition that dates back more than 155 years and is identified with the beginning of the cotton thread industry. In this country, J. & P. Coats and Clark's O.N.T. have been household words for many generations. Their consistent record has been one of high standards of quality and service. Coats & Clark Inc. takes great pride and pleasure in saluting 4-H. The work that the company has been privileged to carry on with this voluntary organization of the youth of our country and its tireless leaders is an inspiration and a challenge. Coats & Clark Inc. has been donor of awards in the National 4-H Clothing program for 28 years.

## **CONSERVATION OF NATURAL RESOURCES**

John Deere  
Moline, Illinois

In 1837—at Grand Detour, Illinois—a blacksmith's vision of a steel plow that would turn the rich prairie soil without clogging, laid the foundation of the John Deere organization, manufacturer of a full line of farm tractors and equipment, wheel- and track-type industrial tractors with matched working tools, stationary engines for both farm and industrial applications, and lawn and garden tractors and equipment. The company, with a worldwide employment of approximately 46,000 persons, operates fourteen factories in the U. S. and Canada. John Deere products are also manufactured in Germany, France, Spain, Mexico, Argentina, South Africa and Japan. A world-wide distribution system markets Deere products throughout the free world. John Deere provided

awards in the 4-H Recreation Program from 1960 through 1963 and in 1964 assumed sponsorship of county, state and national awards in the new program, Conservation of Natural Resources.

#### **DAIRY**

Oliver Corporation  
Chicago, Illinois

Oliver Corporation manufactures and distributes a full line of farm and contractors equipment. It has 3 manufacturing plants in the United States, one in Canada, and sales outlets throughout the world. Oliver is one of the leaders in farm equipment developments, including the first six-cylinder high-compression farm tractor over 30 years ago, and is recognized as a top plowmaker. It also has been a pacesetter in certified and high-horsepower and 4-wheel drive tractors and high-work capacity tillage, harvesting and haymaking equipment. Oliver management, interested for many years in 4-H Club work and similar programs devoted to improving standards of living on farms and in the cities, has participated actively in 4-H work through sponsorship of National 4-H Dairy Awards since 1957.

#### **DAIRY FOODS**

Carnation Company  
Los Angeles, California

Carnation Company is a diversified food processing and marketing firm which employs 17,000 men and women at more than 200 locations in the United States and overseas. Among its products are evaporated milk, fresh milk and ice cream, instant non-fat milk, instant breakfast, non-dairy coffee creamers, farm feeds, pet foods and a variety of tomato, potato and meat products. The Carnation Research Laboratory develops a continuing flow of nutritious and convenient new food products. Since 1909 Carnation Farms has been a center of agricultural research. The 4-H Dairy Foods program has been sponsored by Carnation since 1948.

#### **DOG CARE AND TRAINING**

Ralston Purina Company  
St. Louis, Missouri

The business of the Ralston Purina Company at the time of its founding in 1894 was hitched to the appetite of horses and mules. Back in those days the nation moved on four-legged horsepower. Purina manufactured much of the "fuel" for this horsepower in the form of animal feeds.

Today Purina, the world's largest manufacturer of animal feeds, produces more than 100 different types of feed for livestock, poultry, dogs and other animals. In addition, it manufactures breakfast cereals and other grain products, and processes and sells seafood and retail poultry products. The company has grown from one small feed store on the Mississippi river in St. Louis to an international organization including more than 200 manufacturing and processing plants located throughout

the United States, and in Canada, Mexico, Central and South America, France, Germany, Italy, Australia, and The Near East.

For many years the company has been supporting a wide range of youth projects, including college scholarships, awards for club animal production, and farm youth club projects. Since 1959 it has provided literature and other educational aids in the Dog Care and Training program and since 1961 the company has provided awards in this program. Six scholarships have been added to the awards.



#### **DRESS REVUE**

Simplicity Pattern Co. Inc.

New York, N. Y.

Founded in 1927, and thus the second youngest of the major pattern companies, Simplicity is now the largest pattern manufacturer in the world. In the United States it has offices in New York, Atlanta, Dallas, Omaha, Pittsburgh, and San Francisco and a manufacturing plant in Niles, Michigan. It maintains offices in London, Toronto, Germany, New Zealand and the Union of South Africa, and manufacturing plants in Scotland and Australia. Simplicity has been helping school girls in their sewing through the medium of home economics classes for over thirty-five years, and has sponsored the 4-H Dress Revue since 1947.

## **ELECTRIC**

Westinghouse Electric Corporation  
Pittsburgh, Pennsylvania

The Westinghouse Electric Corporation has sponsored the national 4-H Electric Program since its beginning in 1936. Westinghouse is a highly diverse, world-wide Corporation employing more than 135,000 people, many of them scientists and engineers, technicians and workmen representing many disciplines, skills, and trades. The products of their hands and minds contribute to better living for millions of customers, for 200,000 stockholders, and for themselves. Their abilities are as diverse as the 300,000 variations of the 8,000 basic products they make in nearly 100 manufacturing plants. These products range from home appliances to nuclear powered space ships, from molecular electronic circuits smaller than the pupil of your eye to turbine generators that supply the electrical needs of 1,000,000 persons.

During the last 82 years the Company's leadership in developing and manufacturing more efficient equipment for the generation distributing and utilization of electric power has made possible greater production, with less physical effort in the factory, and a new era of comfort and convenience in the home and on the farm.



## **ENTOMOLOGY**

Hercules Incorporated  
Wilmington, Delaware

As one of the nation's leading chemical companies, Hercules produces hundreds of chemicals which find their way into a multiplicity of prod-

ucts for farm, home, and industry. Insecticides, pesticides, herbicides and fertilizers are some of the products for agriculture; carpeting and apparel from the newest of the man-made fibers, olefin fiber, paints, varnishes, lacquers, papers, synthetic rubber, packaging film, and food are some of the other markets for Hercules products. Hercules has sponsored the National 4-H Entomology program since 1952.

#### **FIELD CROPS SCIENCE**

Amchem Products, Inc., Agricultural Chemicals Division  
Ambler, Pennsylvania

Amchem Products, Inc., formerly American Chemicals Paint Company, was founded in 1914. The change in corporate name to Amchem Products, Inc. was made in 1958.

The principal business of the company for the first 30 years after its founding was the manufacture of metalworking chemicals. Research in Amchem's laboratories led to the discovery of certain plant growth regulating chemicals which were put to use commercially as fruit tree sprays to thin blossoms and to prevent the premature drop of fruit. Amchem was the discoverer of the Phenoxy weed killers, 2,4-D, 2,4,5-T, etc.

Today, Amchem manufactures over 50 weed killers and plant growth regulating products to serve the farmer, industry and the home owner. Manufacturing plants are strategically located in the Midwest, on the East Coast and the West Coast. Research aims in the company are to improve crop production, whether agronomic or horticultural, through advances in weed control chemicals and/or techniques and to further the adaptation of plant growth regulators to crop production.

Amchem Products, Inc. has supported the Field Crops Science program since 1967.





## **FOOD-NUTRITION**

General Foods Corporation  
White Plains, N. Y.

General Foods Corporation, one of the nation's leading food companies, processes and markets packaged grocery products under more than 30 well-known brand names. Some 37,000 employees and 75,000 stockholders, plus thousands of suppliers and distributors, are associated with this business which is both national and international in scope. In addition to a nationwide network of distribution centers, General Foods operates more than 90 plants and other installations throughout the world, including one of the largest, most modern technical and research centers in the food industry. The company uses farm products from every corner of the nation in its line of over 250 product items, and nearly three of every four GF sales dollars are paid to suppliers who provide raw materials and services. The company annually distributes some 8 million recipe booklets and consumer information materials through General Foods Kitchens. The General Foods Fund provides 58 new food scholarships for use by college freshmen who wish to make their careers in the food industry. General Foods Corporation has sponsored awards in the national 4-H Food-Nutrition program since 1961.

## **FOOD PRESERVATION**

Kerr Glass Manufacturing Corporation  
Sand Springs, Oklahoma

With \$100 borrowed capital and an unwavering faith in God, Alexander H. Kerr introduced a revolutionary method of sealing fruit jars



by vacuum. This was the first successful deviation from the sealing wax or rubber ring means of protecting home canned foods from bacteria-laden air. In 1915 Mr. Kerr invented the now famous Kerr Mason Cap, "Self Sealing" Brand, the first two-piece cap for Mason Jars. Today the firm has grown into one of the world's largest manufacturers of home canning supplies. Before her death, Mrs. Ruth Kerr, wife of the founder of the company, was deeply interested in 4-H Club Work. From 1929 through 1963 the Kerr Glass Manufacturing Corporation provided awards in the National 4-H Canning Program and in 1964 assumed sponsorship of the Food Preservation Program which includes both Canning and Freezing.

### **FORESTRY**

American Forest Institute  
Washington, D. C.

American Forest Products Industries, Inc. (now American Forest Institute) is a forestry education and public information service representing the nation's forest products industry. It is best known as the



sponsor of The American Tree Farm System and Keep America Green programs. It has been a reliable source of information for authors and publishers of school textbooks and encyclopedias, and its free teaching aids have been widely accepted by educators throughout the nation. 1968 marks the 21st year that the Association has been donor of the 4-H Forestry program.

### **GRAIN MARKETING**

The Chicago Board of Trade  
Chicago, Illinois

Established in 1848 as a central meeting place for farmers and city buyers, the Chicago Board of Trade today is the world's oldest and

largest grain futures market. It maintains a cash market in all grains and a futures market in corn, soybeans, wheat, oats, rye, choice steers, iced broilers, and soybean oil and meal. As part of its service to agriculture, the Board supervises trade and trading procedures, collects market information, disseminates prices and checks on the business procedures



of its 1,402 members. The exchange has been working with 4-H groups since 1950 and has aided them through the distribution of Grain Marketing awards, educational pamphlets and films.

#### **HEALTH**

Eli Lilly and Company  
Indianapolis, Indiana

Eli Lilly and Company, founded in 1876, is one of the world's leading pharmaceutical firms and a manufacturer of products for agriculture, animal health and nutrition, industry, lawns and gardens and packaging. Of 17,000 Lilly employees worldwide, more than 1,900 are engaged in the vital area of research. Eli Lilly and Company has sponsored awards in the national 4-H Health program since 1956.

#### **HOME ECONOMICS—CONSUMER EDUCATION**

Montgomery Ward  
Chicago, Illinois

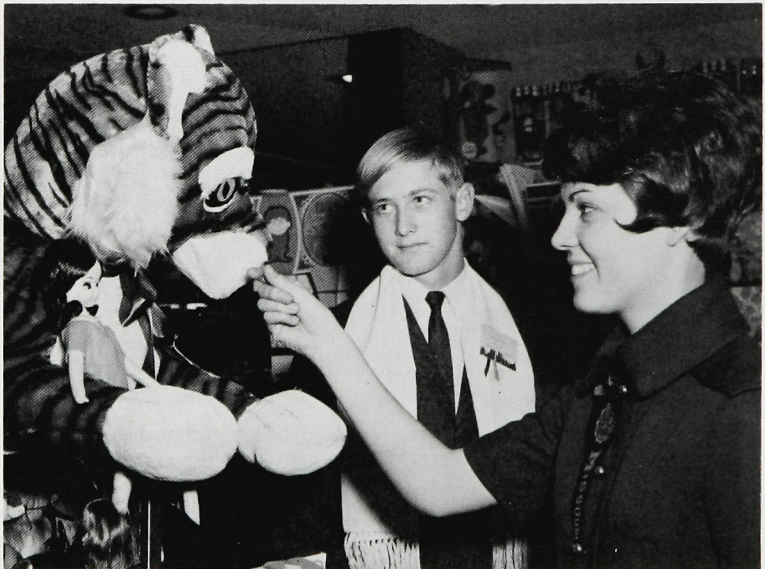
Montgomery Ward, one of the largest retail merchandising firms in the world, sells more than 135,000 different items through retail stores and catalog outlets. Mr. A. Montgomery Ward founded the Company in 1872 as the first mail order business in the world. Today Ward's annual sales are close to two billion dollars. From a small one-room office in Chicago in 1872 the company has grown into a national retail chain organization composed of 474 retail stores, 704 catalog stores, 709 catalog agencies and 10 catalog order houses strategically located to serve families in all parts of the country. Approximately 90,000 stockholders are the owners of Montgomery Ward, which employs more than 100,000 people. Montgomery Ward has the longest continuous record of sponsorship of the same national 4-H awards program, having supported national programs since 1922.

## **HOME IMPROVEMENT PROGRAM AND HOME ECONOMICS SCHOLARSHIPS**

The S&H Foundation, Inc.  
New York, New York

The S&H Foundation, which is sponsored by The Sperry and Hutchinson Company, has, since 1962, sponsored the 4-H Home Improvement Awards Program with provision for a full complement of county, state and national awards. The S&H Foundation also provides two national home economics college scholarships of \$800 each and other special state awards. These scholarships and awards were originated in 1960.

The Sperry and Hutchinson Company, distributor of S&H Green Stamps, was established in 1896 and is the largest trading-stamp plan operating on a nation-wide basis. The plan calls for retailers to give S&H Green Stamps to their customers as a discount for the payment of cash. Stamp collectors may redeem the stamps for more than 2,000 items of merchandise at some 800 Redemption Centers in communities all over the country.



## **HOME MANAGEMENT**

Tupperware  
Orlando, Florida

Tupperware is one of the nation's leading direct selling companies. The complete line of plastic housewares for food preparation, storing and serving is marketed in the United States and 39 other countries of

the free world. Tupperware is sold only through the unique home party plan and the name has become a household word.

Tupperware, headquartered in Orlando, Florida, is an operating division of the Rexall Drug and Chemical Company. The International Headquarters are beautifully landscaped with lakes and gardens and have become a Florida showplace.

The company in its 17-year history, has constantly worked to strengthen the profession of home economics and the concept of good home management. The sponsorship of the 4-H Awards Program in Home Management provides Tupperware the opportunity to assist the youth of America in the development of life concepts as they pertain to home, family and nation. The company sponsored the program for the first time in 1966.

## **HORSE**

Merck & Co., Inc.  
Rahway, New Jersey

Merck & Co., Inc., a prominent member of the closely related chemical and pharmaceutical industries, has contributed significantly to the progress of both through its program of research, particularly in the fields of human and animal health. Merck research is conducted by a staff of 1,800 at an annual expenditure rate of more than \$50 million. In addition to manufacturing plants and research centers in the United States, Merck operates plants in 22 foreign countries. The company is engaged in discovering, producing and distributing drugs and medicinal chemicals for human and animal health, industrial chemicals and fine chemicals. Through the Merck Chemical Division, the Company provides a variety of products to improve animal health and nutrition. Formulated products, designed to meet the specific needs of livestock health, include the "Top Form" line for horse care. Merck animal health products also include other consumer products, as well as specialties available only through veterinarians, and bulk products for animal feed manufacturers and agricultural chemicals. The Company has sponsored the National 4-H Horse program since 1966.

## **HORTICULTURAL**

Allis-Chalmers  
Milwaukee, Wisconsin

From a small builder of French burr millstones to a company which supplies capital and consumer goods to a world-wide market—this is the growth story of Allis-Chalmers, spanning a period of 120 years. Engineering design, development and manufacturing experience gleaned since 1847 are represented by farm, industrial, construction and material-handling equipment; gasoline, LP and diesel engines, metallic and non-metallic ore, cement and food processing equipment; automated systems, hydraulic turbines, and power-generating machinery; large

steel mill drive motors and control systems, plus many other capital goods. Included among consumer goods are suburban tractors, snow-removal equipment and other outdoor products.

Allis-Chalmers now has 28 plants, engineering and research facilities in the United States, Canada, Mexico, Great Britain, Australia, Italy and France. There are over 190 offices, branches, warehouses and parts depots, plus approximately 4,000 dealers and distributors responsible for the sale and servicing of company products that help grow and



process food; generate and transmit electricity; pump water, gas and other fluids; build and maintain roads; move dirt and handle a wide range of other materials. Allis-Chalmers is also a leader in research and the development of the fuel cell. The company has sponsored awards in the national 4-H Horticultural program since 1946.

## **LEADERSHIP**

The Sears-Roebuck Foundation  
Skokie, Illinois

The Sears-Roebuck Foundation, endowed by Sears, Roebuck and Co., supports various educational and charitable programs and works with responsible organizations to improve American community life and thereby strengthen the democratic framework of American society.

The work of the foundation is coordinated centrally in Skokie, Illinois and administered by regional representatives throughout the country. This work is based on the philosophy that "business must account for its stewardship not only on the balance sheet, but also in matters of social responsibility."

The foundation's support of 4-H activities dates back more than 46 years. Since 1961 the foundation has provided a full complement of

awards in the national 4-H Leadership program. In addition to the national program in Leadership, the foundation gives financial support to hundreds of separate 4-H projects throughout the country.

### **PETROLEUM POWER**

American Oil Foundation  
Chicago, Illinois

The American Oil Foundation, supported by American Oil Company, contributes to many charitable and educational projects and organizations. Since 1945 American Oil Foundation has been associated with the tractor program. It now sponsors Petroleum Power programs in 40 states . . . Alabama, Arkansas, Colorado, Connecticut, Delaware, Florida, Georgia, Idaho, Illinois, Indiana, Iowa, Kansas, Louisiana, Maine, Maryland, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, Montana, Nebraska, New Hampshire, New Jersey, New York, North Carolina, North Dakota, Oregon, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Utah, Vermont, Virginia, Washington, West Virginia, Wisconsin, Wyoming.

### **PETROLEUM POWER**

Humble Oil & Refining Company  
Houston, Texas

With headquarters at Houston, Texas, Humble Oil & Refining Company is an integrated company with nation-wide operations. Its areas of activity extend into virtually every state from Maine to California, and from Florida to Alaska. Some 30,000 Humble employees across the nation carry on the work of finding, producing, transporting, manufacturing, and marketing oil products. The company has long been a supporter of education and youth activities, including the national 4-H



Tractor program which it has sponsored since 1956. This year Humble sponsors the Petroleum Power program in Arizona, California, Nevada, New Mexico, Oklahoma, and Texas.

#### **PETROLEUM POWER**

Standard Oil Company (Kentucky)  
Louisville, Kentucky

The Standard Oil Company (Kentucky) has sponsored the national 4-H Tractor program in Kentucky since 1946. In addition, representatives of this company actively support many programs in the interest of rural youth in nearly every community in their territory. It has always been very close to its friends and is proud of its reputation as the first to supply fuels and lubricants to the farms of the South. The company in 1968 sponsors the Petroleum Power program in Kentucky.

#### **PETROLEUM POWER**

The Standard Oil Company (Ohio)  
Cleveland, Ohio

Incorporated in Ohio on January 10, 1870, as The Standard Oil Company, it expanded into the "Standard Oil" group, world-wide in scope, and remained a segment of the Rockefeller dynasty until 1911 when the Supreme Court of the United States decreed it be broken up. It since has operated under the original charter, independent of others—first, as a refining and marketing company and now fully integrated. Sohio owns and operates 2 refineries, an acrylonitrile plant, 4 plastics companies, numerous laboratories, 2 large research centers and 2,274 miles of pipelines. Its gasoline, oil and other products are sold through more than 3,500 service stations, 300 of which are company owned and operated. Sohio has long been interested in 4-H Club work and has supported the national Tractor program in Ohio since 1945. This year the company sponsors the Petroleum Power program in Ohio.

#### **PHOTOGRAPHY**

Eastman Kodak Company  
Rochester, New York

In little more than 85 years Eastman Kodak Company has grown into the world's best-known photographic manufacturer and a leading member of the chemical industry. More than 110,000 men and women are employed by the company here and overseas.

Kodak photographic products for the amateur and professional—cameras, films, and related equipment—flow from company plants to markets throughout the free world. Other photographic products and processes have important applications in business and industry, medicine and science, government and defense. Chemicals, plastics, fibers, and vitamins hold an important place in Kodak's business, diversified now as never before.



Through the years Kodak has always been concerned with the education of the nation's youth. This concern is reflected in the company's financial contributions to higher education, extensive training program and tuition aid for its employees, interest in youth achievement programs, and of course, the simplification of photography so that young people can learn to use this modern communications tool as well as to enjoy a wholesome and useful pastime. Kodak attaches much significance to its national sponsorship of 4-H Photography awards since 1964.

## **POULTRY**

Heisdorf & Nelson Farms, Inc.  
Redmond, Washington

Founded in 1945 by Arthur and Mary Heisdorf in Kirkland, Washington, Heisdorf & Nelson Farms, Inc. has grown from a small proprietorship to one of the largest poultry breeding companies in the world. In August, 1966, Heisdorf & Nelson Farms, Inc. continued its expansion by moving into its new modern office building in Redmond, Washington.

Famous for its egg-type bird (the H&N "Nick Chick" leghorn) H&N hatches increased from 52,000 in 1946 to over 200,000,000 in 1967, including the franchise and affiliate output. At the present more than 200 independent associate hatcheries distribute "Nick Chicks" throughout the World. H&N has expanded into most of the countries of the free World including breeding farms in Brazil, Japan, Great Britain, Germany, France, Sweden, Scotland and Ireland. The Company has over 275 full-time employees. The remarkable growth of the organization is the result of painstaking research to develop a better chick for egg production.

The principal breeding and research farm is located in Woodinville, Washington with facilities for more than 60,000 layers. A new 500 acre isolated breeding farm is being developed at Yelm, Washington. Other breeder farms and Company owned hatcheries are maintained at Petaluma, Riverside and Redlands, California; Warsaw, Indiana and Griffin, Georgia. H&N has served as National Sponsor of the 4-H Awards for Poultry since 1962.

## **SAFETY**

General Motors  
Detroit, Michigan

General Motors is primarily a producer of passenger cars and trucks. It was organized in 1908 bringing together several small automobile producers and over the next ten years, a number of component and parts manufacturers. General Motors has 128 plants in 70 communities in 18 states. In addition, GM has seven plants in Canada and assembly, manufacturing or warehousing operations in 22 other countries. In 1967, employment averaged 728,000 men and women and at

the end of the year, there were 1,399,000 owners of General Motors stock. GM has sponsored the National 4-H Safety Program since 1945.

### **SHEEP**

Wilson & Co., Inc.  
Chicago, Illinois

Wilson & Co., Inc., a subsidiary of Ling-Temco-Vought, Inc., Dallas, is one of the nation's largest meat and food processing companies. Principal meat and food processing plants are located at Albert Lea, Minnesota; Boston, Massachusetts; Cedar Rapids and Cherokee, Iowa; City of Industry, California; Denver, Colorado; Kansas City, Kansas; Landover, Maryland; Logansport, Indiana; Monmouth, Illinois; Ogden, Utah; Oklahoma City, Oklahoma; and Omaha, Nebraska in the United States. Overseas, the company has processing plants in Brazil, England and New Zealand. The company also has five poultry processing plants in the United States and forty-four sales branches. Wilson & Co. has been a supporter of 4-H Club work since 1922. Currently the company awards six scholarships to national winners, and U.S. Savings Bonds to state winners in the Sheep Awards Program. The company also provides 4-H Congress Trips for six state winners in livestock projects.

### **SWINE**

Moorman Mfg. Co.  
Quincy, Illinois

In 1885, T. R. Moorman first sold a mineral mixture for hogs prepared in his barn. Today, Moorman's is a leader in the manufacture and sale of feed concentrates, minerals, and parasite-control products for livestock and poultry with more than 2,600 Moorman men serving farmers, feeders and ranchers in over 32 states. Moorman's feed research program is one of the most extensive and famous in the nation. Currently the company owns 2,359 research acres in the Quincy, Illinois, area. Moorman's has participated in local and state 4-H Club work for a number of years and has sponsored the National 4-H Swine Awards Program since 1958.

### **VETERINARY SCIENCE**

The Upjohn Company  
Kalamazoo, Michigan

The Upjohn Company, founded in 1886, is a world-wide producer of pharmaceuticals. The common denominator for the company's various divisions is chemistry applied to the development and sale of chemicals in useful forms to a wide variety of markets. The markets include chemicals for use in agriculture, cosmetics and industry, as well as medicine. Long interested in 4-H Club work, the Upjohn Company is sponsoring the National 4-H Veterinary Science Awards Program in 1968.



## 1968 SPECIAL NATIONAL 4-H DONORS

### CITIZENSHIP

In Memory of Thos. E. Wilson

On August 4, 1958, Thos. E. Wilson passed away at the age of 90. He was the founder of Wilson & Co. Inc. meat packing company and the Wilson Sporting Goods Company. He was nationally recognized for his support of 4-H Club work and for his kindly understanding of the needs of youth. He was one of the founders of the National 4-H Service Committee, served as President from 1924 to 1958, and was made President Emeritus upon his retirement in May, 1958. The national Citizenship program was established in his honor in 1948.

### YOUR SEWING MACHINE

The Singer Company  
New York, N. Y.

Growing from a partnership formed in 1850 by three men with \$40 and an idea, The Singer Company today employs over 125,000 men and women and operates 162 manufacturing facilities in 29 countries.

Singer makes more than 400 different varieties of sewing machines for household and industrial use which it sells throughout the world. In addition, divisions of the company are engaged in the manufacture and sale of office equipment, furniture, heating and air conditioning equipment, textile machinery, guidance and fire control systems, meters and controls, instrumentation and home entertainment equipment. Singer has supported the Leader Sewing course since 1955 and has also been active in foreign countries where 4-H type programs are conducted.



#### **CROP PROTECTION—CROP PRODUCTION SCHOLARSHIPS**

Chevron Chemical Company, Ortho Division  
San Francisco, California

Founded in 1907, Chevron Chemical Company manufactures, under the ORTHO trade mark, more than 500 insecticides, fungicides, weed killers, and fertilizers for farm and garden use. From its humble beginnings, serving local apple growers in the Watsonville, California, area, the Ortho Division now has over 40 plants operating throughout the United States, Puerto Rico, Canada, Mexico, and France. In addition to its manufacturing and research facilities, Ortho offers a complete field service to farmers and dealers through its staff of marketing-oriented technical men. Distribution of Ortho agricultural and garden products is extensive. The company has supported 4-H Club work since 1957.

### **FORESTRY SCHOLARSHIPS**

Homelite, a Division of Textron Inc.  
Port Chester, New York

Homelite, with executive offices in Port Chester, New York, has factories in Gastonia, North Carolina, and Greer, South Carolina, manufactures a quality line of gasoline-engine driven chain saws, pumps, generators, blowers and ride-on mowers. These are sold through sales and service offices in 44 major cities and by more than 5,500 dealers. In 1957, Homelite's intense interest in forestry prompted its sponsorship of four \$1,600 4-H Forestry scholarships each year. Homelite also provides annual awards to outstanding students in eight of the country's leading forestry schools.

### **HOME ECONOMICS SCHOLARSHIPS**

Sunbeam Corporation  
Chicago, Illinois

For 75 years Sunbeam Corporation (until 1945 known as the Chicago Flexible Shaft Company) has been a leading manufacturer of products for home, farm, and industrial use—including animal clipping and shearing equipment, electric appliances, electric clocks, personal care products, lawn sprinklers, power lawn mowers, industrial heat-treating furnaces, aircraft instruments and electromechanical components. The company's first products, made in 1893, were hand-powered, commercial horse-clipping machines. The famous Sunbeam trademark is now known throughout the world as the symbol of outstanding product performance and quality. For 13 years (1946-1958), Sunbeam sponsored the annual National 4-H Sheep Shearing Contest, reflecting its realization of the importance of the wool crop to the nation's economy. The corporation has provided Home Economics college scholarships since 1960.

### **HOME ECONOMICS SCHOLARSHIPS**

The West Bend Company  
West Bend, Wisconsin

Founded in 1911, The West Bend Company launched a reputation for fine cooking utensils with the introduction of an aluminum frying pan, pie pans, sauce pans, and water dipper. From those early days to the present, West Bend has continuously introduced new housewares and appliances, expanding both its line and its business, until today it produces over 600 different products and has become a recognized leader in the housewares field. A pioneer in both aluminum and stainless steel cookware, West Bend today fashions housewares from almost every practical metal and plastics as well. In addition to

its main plant in West Bend, Wis., the company operates manufacturing facilities in Sheridan, Ark., and Barrie, Ontario, Canada. Other plants are located in Toronto, Ontario; Taunton, Mass.; Anoka, Minn., and Peoria, Ill. The West Bend Company employs over 3,000 people and ranks as one of Wisconsin's 20 largest industries. Its total facilities presently cover nearly 1.8 million square feet. West Bend began offering two \$800 home economics scholarships in 1963.

#### **LIVESTOCK CONSERVATION DEMONSTRATIONS**

Livestock Conservation, Inc.

Chicago, Illinois

The purpose of LCI is to promote practical and proper methods of livestock management pertaining to losses which reduce the economic value of livestock, meat, milk and related products. LCI's object is to initiate and encourage education and research, to correlate and coordinate livestock loss prevention activities and information at all levels of the industry. LCI has sponsored the 4-H Livestock Conservation Demonstration program on both state and national levels since 1936.

#### **LIVESTOCK JUDGING**

Armour and Company

Chicago, Illinois

Starting in 1867 as a small slaughtering establishment, Armour and Company, a foods, chemicals and industrial products corporation, today employs approximately 38,000 people and has more than 30,000 stockholders. Among the products are fresh and processed meats, dairy and poultry products, soaps, chemicals, industrial chemicals, leathers, pharmaceuticals, adhesives, road graders, power shovels and other industrial equipment. Today, the company produces more than 2,000 products for home, farm and industry. Armour has been supporting 4-H Club work since 1918.

#### **NATIONAL 4-H FELLOWSHIPS**

Massey-Ferguson Inc.

Des Moines, Iowa

Since 1953, Massey-Ferguson Inc., Des Moines, has sponsored four national 4-H Fellowships per year providing for twelve months' residence and advanced study in the Washington, D.C. area under the supervision of the Federal Extension Service, U.S.D.A.

Three advances associated with the development of Massey-Ferguson—the Ferguson System of integrated tractor and implement, the self-propelled combine and, most recently, Pressure Control—have profoundly influenced the progress of farm mechanization.

The Massey-Ferguson group of companies operates 41 manufacturing plants in 12 countries.



### **PUBLIC SPEAKING**

Union 76 Division, Union Oil Company of California  
Palatine, Illinois

The Union 76 Division (formerly Pure Oil Division) of Union Oil Company of California operates four refineries, a fleet of tankers and towboats and a pipeline network, and markets gasoline and other petroleum products through 28,000 service stations in 37 states. Union 76 Division has served as a donor in the 4-H Public Speaking program since 1950.

### **REPORT ON SPECIAL 4-H EVENTS**

Elgin National Watch Company  
Elgin, Illinois

Elgin, long famed for its high-quality jeweled watches, is today a diversified organization manufacturing and marketing a variety of high-precision products. In addition to a wide selection of watches, the company produces complete lines of home decorator clocks, and Elgin transistor portable radios. The company has facilities in New York, N. Y.; Elgin, Illinois; Toronto, Ontario, Canada; Neuchatel, Switzerland; and St. Croix, Virgin Islands. Elgin is owned by some 5,000 shareholders. It has provided national watch awards for delegates at dairy, poultry fact-finding, livestock judging, National 4-H Congress and other 4-H events since 1950.

### **REPORT TO THE NATION**

The Conrad Hilton Hotel  
Chicago, Illinois

Opening in May, 1927 as the Stevens Hotel, the Conrad Hilton was acquired by the Hilton Hotels Corporation in 1945. Since that time it

has become internationally famous as a headquarters for business, religious, political, and civic convention meetings. As the world's largest hotel, it is uniquely equipped to accommodate both large and small groups. A continuing program of training for all employees and a series of regular weekly meetings, attended by department heads and supervisors, help the Conrad Hilton provide friendly, trouble-free service to almost 1,000,000 guests each year. Since the hotel has been headquarters for the annual National 4-H Congress for many years, management has become very interested in 4-H Club work. Beginning in 1950, the Conrad Hilton has contributed financial support for an annual trip to Washington, D. C. and other cities for a group of outstanding 4-H members selected to present the "4-H Report to the Nation."



#### **U.S.-CANADIAN 4-H EXCHANGE**

International Minerals & Chemical Corporation  
Skokie, Illinois

International Minerals & Chemical Corporation manufactures more than 80 products for agriculture, industry and the home. The company is the world's largest independent producer of fertilizers and fertilizer materials, and these and other agricultural products account for 45 per cent of IMC's business. The other 55 per cent is in a growing range of products running from oil well drilling muds to food flavor enhancers. The company is the nation's largest producer of monosodium glutamate, which it markets under the trade name Ac'cent. It also manufactures refractories, industrial minerals and chemicals, animal feed ingredients, and insecticides, and it is a major supplier of special products for the glass, ceramics, foundry and petroleum industries. IMC has 9,250 employees in some 200 mines, plants and offices around the world. International Minerals & Chemical Corporation has sponsored the U.S.-Canadian 4-H Exchange program since 1960.



## 1968 SECTIONAL 4-H DONORS

The following donors provide support in selected states in cooperation with the National 4-H Service Committee:

The Atchison, Topeka, and Santa Fe Railway System  
Chicago, Illinois

Santa Fe Railway's 13,000 miles of track, extending from Chicago to the Gulf of Mexico and the Pacific Ocean through 12 southwestern states, make it one of the longest railroads in the United States. Known as the "route of the Chiefs," it offers its shippers fast, dependable freight service and its passengers luxurious comfort in a fleet of streamliners including the world renowned Super Chief. Chartered in Kansas in 1859, the railroad began operations 10 years later. Today it employs over 40,000 people; has more than 100,000 stockholders, and assets totaling more than 2 billion dollars. Santa Fe has supported 4-H Club work on a regional basis since 1923, offering both achievement and college scholarship awards.



Chicago, Burlington & Quincy Railroad Company  
Chicago, Illinois

The Burlington Railroad continues a century-old tradition of active participation in the agricultural development of the West, with activities directed toward further improvement in farming methods in its territory. Since 1927, the Burlington has cooperated with 4-H Clubs in the western states served by its 11,000-mile system. In 1968, it contributed to 4-H work in eight of those states. The railroad's agricultural agents work closely with 4-H groups on the state and county level.

The Chicago and North Western Railway Company  
Chicago, Illinois

The Chicago and North Western Railway Company is one of the largest of the nation's railroad systems and comprises more than 11,600 miles of railroad serving Illinois, Michigan, Wisconsin, Iowa, Nebraska, Missouri, Kansas, Minnesota, South Dakota, North Dakota and Wyoming. More than a century ago the railroad pioneered in the develop-

ment of what has become one of the most productive agricultural areas in the world and historically has been a major carrier of agricultural products and supplies.

Although primarily a freight railroad, the North Western operates Chicago's largest commuter railroad service, handling about 84,000 riders daily. Through subsidiary chemical companies, the North Western is also a producer of chemicals used on the farm, in industry and in homes.

In 4-H activities, the North Western ranks as a charter sponsor having fostered the 4-H movement since 1923. Currently, it offers 4-H scholarships, of which eight are \$400 agricultural economics scholarships and three are \$400 forestry or agricultural business scholarships.

Cities Service Oil Company (CITGO)  
Tulsa, Oklahoma

Cities Service ranks 10th in total assets among the top petroleum companies in the country and 30th in total assets among the 500 largest industrial corporations in the U.S. Its operations encompass the petroleum, natural gas and petrochemical fields, where its activities include exploration, production, transportation, refining, distribution and marketing. Its petroleum products consist of a full line of quality automotive and industrial fuels and lubricants. Its CITGO stations are strategically located east of the Mississippi. Cities Service has actively supported 4-H Club work since 1952. It sponsors the 4-H Key Club or the 4-H Honor Club in 20 states. In 1967 CITGO presented more than 5,000 gold keys to outstanding 4-H boys and girls.



## Illinois Central Railroad Chicago, Illinois

For 116 years the mid-American states served by the Illinois Central have called the railroad a good neighbor. Over all these years the railroad has worked toward community prosperity and development. Among the contributions made by the railroad through its Agricultural and Forestry Department are:

**Soil Testing:** The railroad started soil testing before the turn of the century. This work is still being carried on at the soil testing laboratory at Jackson, Miss. Here thousands of soil samples are tested free of charge each year for farmers, civic groups and fertilizer companies. This program is responsible for a large amount of the increased use of fertilizer and agricultural limestone by farmers, which in turn leads to increased tonnage handled by the railroad each year.

**Dairy Herd Improvement:** In 1916 the railroad started its bull lending program in Southern Illinois. From this beginning it spread over the entire area served by the Illinois Central where hundreds of bulls were loaned free of charge to farmers. This practice led to the establishment of artificial insemination associations in the states of Kentucky, Tennessee, Mississippi and Louisiana. Today this work, which was started in 1945, is being carried forward by the states and the universities, with the Illinois Central still continuing to furnish some bulls.

**Soybean Promotion:** The railroad was a pioneer in this field. As far back as 1927 it ran special trains emphasizing the importance of soybean production. Hundreds of bushels of seeds were distributed to farmers in Illinois, Iowa and in the Mississippi Delta. This early encouragement helped lead to soybean's present important position in American agriculture.

**Forestry Program:** A full scale forestry program was inaugurated in 1945. The mechanical tree planter perfected by the Illinois Central a few years later has revolutionized tree planting in the railroad's mid-southern states, which has been a big factor in influencing the locating of paper mills and wood-related industries in the area.

For 45 years the Illinois Central has contributed to the work of the 4-H organizations. In six mid-American states the Illinois Central awards 18 educational scholarships to 4-H youths who are state project winners.

## The Milwaukee Road Chicago, Illinois

The Milwaukee Road operates 10,600 miles of railroad in the 14 states covering the important agricultural, forestry, industrial and mining areas of the Midwest and the Pacific Northwest. The railroad extends from Chicago, Illinois, to Seattle and Tacoma, Washington, and



serves the cities of Milwaukee, St. Paul-Minneapolis, Omaha, Sioux City, Butte, Spokane, and Kansas City as well as western Indiana and the Upper Peninsula of Michigan. It has always been interested in the development of the West and in the rural people in the areas served by it. Since 1925 the Milwaukee Road has contributed to the 4-H Club program in the states through which it passes. Since 1962 the company has sponsored two 4-H grain marketing transportation scholarships of \$400 each to current or former 4-H members in selected states.

#### Successful Farming through The Edwin T. Meredith Foundation Des Moines, Iowa

Since 1902, Successful Farming magazine has been serving families that make farming their business, homemakers and farm youth. One of the leading national magazines, Successful Farming now circulates to some 1,200,000 readers. Several state and regional editions provide its readers with information of special interest and use. Successful Farming was founded by the late Edwin T. Meredith and the Foundation named for him. It annually provides Merit Scholarships to deserving young people. Mr. Meredith, interested in rural youth, served as the first president of the National 4-H Service Committee. His interest in rural America is carried on by Successful Farming and the Edwin T. Meredith Foundation. Each month the magazine provides excellent printed and visual teaching materials to agricultural classes and extension personnel. Since 1962, the Meredith Foundation has provided two scholarships of \$800 each.

## OTHER MAJOR CONGRESS COOPERATORS

Many other organizations and individuals assist in making the National 4-H Congress a success, including the following:



The Art Institute of Chicago  
Chicago, Illinois

The Art Institute of Chicago is one of the largest art museums in the United States. Its collections of paintings, sculpture, prints, drawings, Primitive, Oriental and Decorative arts are valued at more than \$250,000,000. It also includes one of the largest art schools in the world, Goodman Theatre and School of the Drama, and two important libraries of art and architecture. The bronze lions that guard the Art Institute have looked up and down Michigan Avenue since 1894. The museum was founded as a school in 1886 and moved into its present building in 1893. Since then it has grown to five times its original size. The latest addition, the Morton Wing, opened in October 1962. More than 45,000 persons are members of the Art Institute which is largely supported by gifts, endowments and memberships. School children, members and visitors from around the world enjoy special exhibitions as well as permanent galleries. Since 1962 the 4-H girl delegates have visited the Art Institute, with special interest in the world famous collection of Thorne Miniature Rooms. The museum is open free at all times.

The Central Church of Chicago  
Chicago, Illinois

The non-denominational Central Church was founded shortly after the famous Chicago fire by 50 business and industrial leaders to serve visiting people from across the United States and around the world. It



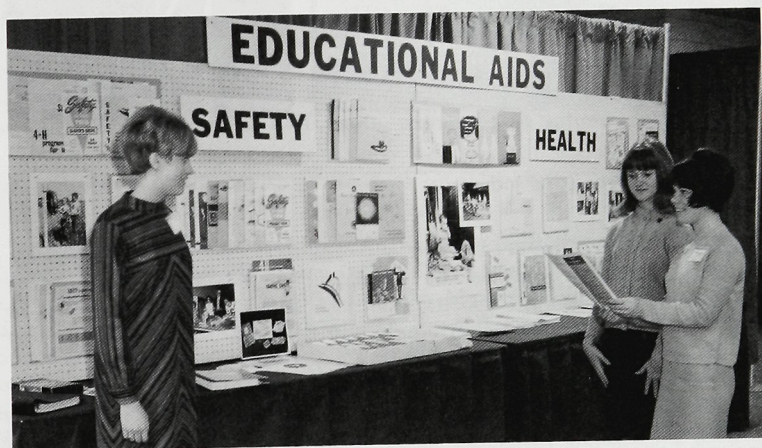
celebrates its 94th birthday on December 4, 1968. With Dr. David Swing as its first pastor, the church was organized "downtown where the people were," ministering without regard to class, color, or creed. The church soon was housed in the Central Music Hall, State and Randolph streets, where the Marshall Field and Company store stands today. Later the church filled the Auditorium building before moving to Orchestra Hall, where it was located for over a quarter of a century. For a brief time near the end of World War II, the church moved to the Studebaker Theatre and then transferred to the Conrad Hilton Hotel. In 1966, the Central Church returned to the spacious confines of Orchestra Hall. Dr. Kenneth Hildebrand has been the minister since 1948. Since the beginning of the National 4-H Club Congress, the Central Church has held a worship service on the opening Sunday of the event. The 4-H service is televised this year over WGN-TV (Channel 9), on which Dr. Hildebrand appears each week.

#### Chicago Sunday Evening Club Chicago, Illinois

The annual visit of 4-H members and leaders during the National 4-H Club Congress is one of the significant occasions on the calendar of the Chicago Sunday Evening Club. All Chicago is proud to see these young people, four abreast, march down Michigan Avenue and file into the great Orchestra Hall auditorium to attend this famous nonsectarian service. Since the early days of the Congress, 4-H members have visited the Club, which arranges a special music program and brings an outstanding religious leader to give the address. The great Orchestra Hall organ accompanies the famous choir. Selected 4-H Club delegates also take part in this service, which has been televised in recent years on Channel 11. The entire program has inspired enthusiastic letters of approval from 4-H'ers year after year.

Field Museum of Natural History  
Chicago, Illinois

Field Museum of Natural History ranks among the four leading natural history museums of the world. Its exhibits present the story of the earth, its plants, animals and people both past and present. Its staff of research scientists, working both on expedition and in the Museum, continue to add to the scientific knowledge of the world. The Museum was started at the time of the World's Fair of 1893 (Columbian Exposition). The founder was the late Marshall Field and the Museum bore his name, Field Museum of Natural History, from 1905 until 1943 when the name was changed to Chicago Natural History Museum. It was changed back to Field Museum of Natural History in early 1966. The present building, opening in 1921, has 12½ acres of exhibition space divided in 47 halls on three floors. Most popular exhibits are those of the Egyptian mummies, the African waterhole with giraffes, Bushman the gorilla, a 6,000 karat blue topaz, the 72-foot skeleton of the Brontosaurus—about 100 million years old, the village scenes from American Indian life, Malvina Hoffman's sculptures showing the unity and diversity of the human race and the amazing replicas of plants and flowers in the Hall of Plant Families. The exhibits are viewed by nearly 2 million persons annually, including individuals and organized groups from around the world. Annually since 1921, the Museum has welcomed 4-H delegates for a tour during the Congress.



International Live Stock Exposition  
Chicago, Illinois

For 68 years the International Live Stock Exposition has been a world-renowned exhibition of farm animals. This exhibition, together with allied educational and commercial agricultural displays, fills to capacity the 13-acre Amphitheatre—the country's largest building of its

type. In 1968 during the week of Nov. 29-Dec. 7, more than \$130,000 in cash prizes will be offered in the competitions featuring 37 breeds of beef and dairy cattle, horses, sheep, and swine. Championship Rodeo will be featured at the 14 performances of the International Horse Show. One of the reasons for bringing 4-H young people to Chicago is to give them an opportunity to see this great agricultural event. Delegates arriving for 4-H Congress early will have an opportunity to visit the Exposition.



#### Museum of Science and Industry Chicago, Illinois

Chicago's Museum of Science and Industry, founded in 1926 by Julius Rosenwald, occupies the reconstructed Fine Arts Building of the World's Columbian Exposition of 1893. It is the Museum's purpose to picture great historic experiments and their development into present-day processes which fill the needs of a modern civilization and represent the American Way of Life. Its 14 acres of exhibits are constantly changed to keep them abreast of new discoveries and methods. A major section, portraying America's farm story in a life-size rural setting sponsored by International Harvester, features a 4-H unit designed as a demonstration of activities and a tribute to 4-H services. "Food for Life," another exhibit sponsored by Swift and Company, shows livestock and poultry and points out how each contributes to better living. Newest feature is a Consumers' Research Center where visitors indicate food preferences. The museum has provided educational opportunities to 4-H Congress delegates since 1933.





National Live Stock Producers Association  
Chicago, Illinois

The National Live Stock Producers Association serves fifteen member marketing cooperative associations operating in 150 live stock markets throughout the United States. Launched by farmers in 1921, the organization today markets over \$959 million worth of live stock annually for 400,000 farmers and ranchers. The organization owns and operates three subsidiaries: (1) National Feeder and Finance Corporation, which, through six regional credit corporations, loans in excess of \$193 million annually to live stock farmers; and (2) the National Live Stock Publishing Association, which publishes *National Live Stock Producer*, the nation's leading live stock magazine; and the National Producers Service Company, which provides commodity trading facilities. Since 1921 the National Live Stock Producers Association has supported 4-H Club work at local, state, regional and national levels.

Mrs. Charles R. Walgreen  
Chicago, Illinois

Eighty-nine years of sparkling living have built the vibrant person who is Mrs. Myrtle Walgreen, wife of the founder of the Walgreen Drug chain. When she was 50 years old, Mrs. Walgreen began to garden and started right off with 5,000 bulbs and seedlings. In her middle 50's she learned to fly a plane. At 60 she took her first color exposure with her camera and now is a "Champion Lensman" with FPSA (Fellow of the Photographic Society of America) after her name. She has been known to average 4 showings of her travelogs and nature slides a week. In June 1960 she was awarded a Doctor of Laws from Northland College for her educational work in photography and gardening. Of all her interests, Mrs. Walgreen rates 4-H Club work first and for 25 years (1938-1962), she personally sponsored the National 4-H Beautification of Home Grounds program. This year she is underwriting the cost of shooting and producing complimentary sets of color slides of the Congress (one set for each state).

## DONOR ANNIVERSARY CITATIONS

EACH YEAR during the Congress, donors and other cooperating groups are recognized by the National Committee for their support. The following friends of 4-H will receive citations at the Delegates' Assembly on Wednesday, December 4:

### Donor Merit Award Citations

<b>Company</b>	<b>Program</b>	<b>Years of Support</b>
Kerr Glass Manufacturing Corporation	Food Preservation	40
Ralston Purina Company	Dog Care and Training	10
John Deere	Conservation of Natural Resources	5
Eastman Kodak Company	Photography	5
Wilson & Co., Inc., A Subsidiary of Ling-Temco-Vought, Inc.	Sheep	5
The Upjohn Company	Veterinary Science	1



