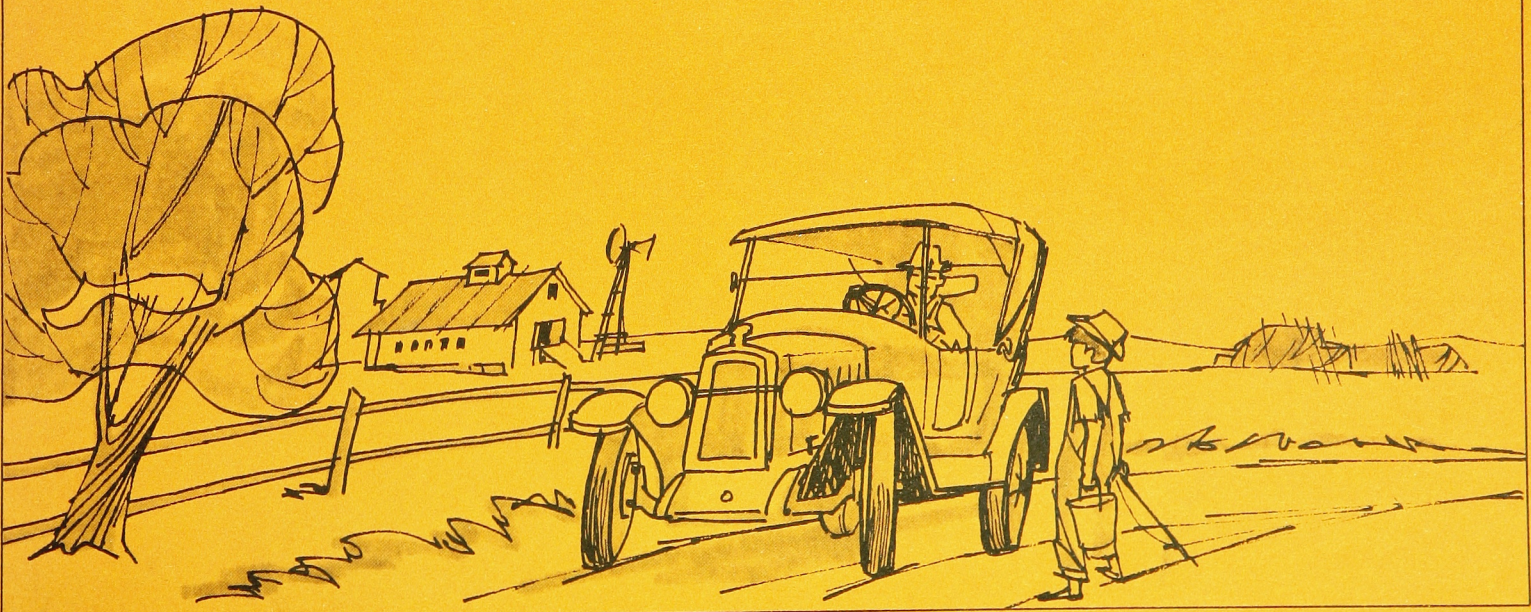




FROM A DREAM TO REALITY

A HISTORY OF
THE NATIONAL
4-H SERVICE COMMITTEE
1921-1971



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This brief history of the National 4-H Service Committee, Inc. is published in observance of the organization's 50th anniversary of service to the 4-H program. Principal author is James T. Veeder, head of Information and Publications Services, with the valued assistance and counsel of Kenneth H. Anderson, associate director, National 4-H Service Committee and Paul C. Taff, former state 4-H leader and assistant extension director, Iowa State University.





This brief history of the National 4-H Service Committee, the first national organization of 4-H leaders, is a tribute to the 50 years of service to the 4-H program. Principal author is James T. Weaver, Extension Specialist, and it was prepared with the assistance and counsel of Kenneth H. Anderson, assistant director, National 4-H Service Committee, 1440 East 12th Street, state 4-H leader and assistant extension director, Iowa State University.

IN THE BEGINNING

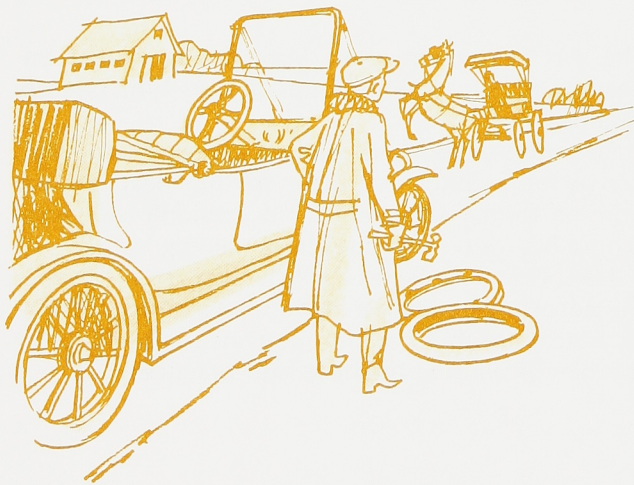
If 4-H has rightfully been called America's unique contribution to the field of education, then the National 4-H Service Committee* can be considered the nation's unique model in the field of voluntary service. Both 4-H and the Committee that serves it, represent a singular blending of the interests of home, school, business and government. Both grew out of a similar fortunate meeting of the forces of history and chance, demonstrated needs of farm families and agriculture and the willingness of dedicated men and women to meet those needs.

The 4-H movement arose from the farsighted endeavors of two major groups in late-19th Century America—

- Educators—who had grasped the need and had drawn the architectural plans for practical application of formal education, but couldn't sell local school boards on such in-school training.
- Land-Grant Colleges—which had put together the necessary building materials for a newer, stronger agriculture, but couldn't convince farmers to try the new promising methods and practices.



* In this publication, reference to Committee or National Committee is synonymous with National Committee on Boys and Girls Club Work before 1960 and National 4-H Service Committee from 1960 to the present.



They found the answer to their mutual needs by passing on new ideas in agriculture and homemaking to boys and girls organized in out-of-school clubs. They found strength to support their new educational structure in the small town businessmen, bankers, newspaper and magazine editors who provided awards—the additional motivation youngsters needed to learn in a voluntary system.

Around the turn of the century, county superintendents of education had taken their progressive ideas to rural communities in out-of-school programs. Among the superintendents and teachers identified with the new informal thrust in education were: A. B. Graham, Ohio; O. J. Kern, Illinois; O. H. Benson, Cap E. Miller and Jessie Field, Iowa; E. C. Bishop, Nebraska; J. C. Hetler, North Dakota; L.R. Alderman, Oregon; O. B. Martin, South Carolina and William Hall Smith, Mississippi.

From the land-grant colleges and U. S. Department of Agriculture came technology and such thought leaders as Liberty Hyde Bailey, Cornell University; Perry G. Holden of Iowa State University; Seaman

A. Knapp of the federal department and others. Corn clubs, canning clubs, clubs of boys and girls with interests in animals and other things connected with agriculture and the home sprung to life in rural America. School fairs at which young people could show the results of their work and gain recognition for themselves as well as the values of the club program followed. Farmers, homemakers, family-oriented people served as volunteer leaders in the movement later to be designated 4-H Club work.

Extension Service Authorized

The Smith-Lever Act of 1914 established the Extension Service of the U.S. Department of Agriculture as the organizational base for a nation-wide club movement. In the U.S. Department of Agriculture, Dr. C. A. True, director of the Office of Experiment Stations was given the added responsibility of heading the new Extension Service. Two extension offices were created—one for the North and West with Dr. C. B. Smith in charge and O. H. Benson working to develop club work—the other for the South with Bradford Knapp in charge, J. A. Evans as assistant and O. B. Martin and I. W. Hill in charge of club work.

In the fall of 1914, George E. Farrell, Cook County, Illinois, country-life supervisor, joined Benson in Washington. Three years later, Miss Gertrude Warren also joined the federal staff as an assistant in club work.

World War I provided the Extension Service with emergency funds for encouraging food and fiber production by club members and an all-out effort in preserving food by home canning. By mid-war there were over a half million club members and nearly 1,000 county club workers. But by war's end, club enrollment had dropped to 220,000. By mid-1919 the war emergency funds had been discontinued.

That year, state club leaders and the federal extension staff met in Kansas City to establish guidelines for the conduct of club work. During the meeting, Gertrude Warren laid out a plan for a broader 4-H Club home economics program. And committees were appointed to develop work projects in home

economics and other subject matter areas. The leaders in attendance planned well for the future of club work. And it is well they did as the Kansas City meeting was the last to be held until state leaders gathered again at National 4-H Conference in 1927.

In 1920 there were only 127 agents under appointment. Farrell and his co-workers in the U.S. Department of Agriculture puzzled over ways to secure the money to keep club work growing. How, he wondered, could his department lobby in Congress for funds for this important informal educational work? Could private support be obtained without jeopardizing the relationship between club work and government?

History had already set the stage. The precedent was there in the support local businessmen and farm publications had given since the beginning of the club movement.

Necessity had invented the script. Money was what was needed. Big money. More money than the town banker or street-corner druggist could provide.

Businessmen the Key

Perhaps chance brought the right people together . . . Giants of industry . . . Bankers . . . Newspaper editors . . . Organization leaders . . . Men of vision . . . Successes in their fields. They shared the same interests in America's young people as the educators and agriculturalists.

Was it chance or necessity that first interested these men in club work? Was it chance that led E. N. Hopkins to that meeting in Arkansas in 1914 to hear club work crusader Perry Holden urge businessmen to "Work with boys and girls? Finance them in the purchase of pigs, chickens and seed? Show adults the way?"

Hopkins showed fellow businessmen the way. He organized the first business cooperation for Arkansas club work—a program of loans, prizes, trips and publicity—not too different from the program eventually adopted by the National Committee when it was later organized.

When Hopkins joined "Successful Farming" magazine in 1916 he carried his enthusiasm for club work with him. By the next year he had inspired E. T. Meredith, publisher and then U. S. Secretary of Agriculture, to offer a \$250,000 loan fund to help farm youngsters start in business for themselves.



Was it chance that brought Thomas E. Wilson to the 1916 International Live Stock Exposition just as a group of club boys were examining the exhibits? What made Wilson stop and talk to them? How did he “sense (that) they like myself, were keenly interested in livestock? I thought perhaps I could help them in some way,” Wilson recalled later. He started that very day by inviting the 11 boys and their leader to lunch with him—the very first of the annual Wilson Day dinners—a program highlight of National 4-H Congresses to come.

What prompted G. L. Noble to visit with such State Club Leaders as Ray A. Turner, Michigan; T. A. Erickson, Minnesota and Paul C. Taff, Iowa, at the International Live Stock Exposition? Was it their enthusiasm for boys and girls club work which started the Armour employee on his dream of a national committee?

First Annual Club Tour

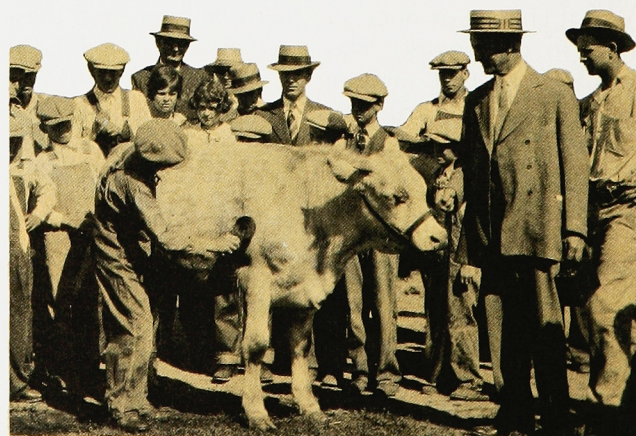
Perhaps it was chance that put G. L. Noble, researcher turned public relations man, in contact with a former college roommate turned “pig club leader.” His interest in club work further aroused, Noble convinced his employer, Armour and Company, to appropriate \$5,000 to sponsor trips to the 1919 International Live Stock Exposition for some 40 boys and girls—the first annual club tour.

It was that 1919 tour that first brought together the diverse talents of key business leaders and others. A trip to Chicago and the International Live Stock Exposition had already become a prized goal for many club members. When the Exposition introduced boys and girls’ classes at the 1916 International, the interest of state leaders as well as members was heightened. Packing companies and railroads began sponsoring trips to the International for young people from their marketing areas. Convinced of the educational value of the trip to the “Big City,” state leaders began bringing to Chicago not only youngsters with animals to exhibit, but state and county winners who had done outstanding work in other club projects. Individual club leaders began contacting business firms for financial aid and assistance in arranging accommodations and tours,

often duplicating contacts made by other leaders. It became increasingly clear that some coordination of effort was needed.

Thus, when Noble set about organizing that first tour for Armour and Company he also opened it up to other interested groups. Young people sponsored by Swift, Wilson, Meredith and several railroads joined with Armour’s delegation, and with state-sponsored delegates, brought the total to 211 club members for the first club tour.

Club work was still so little known in those days, that Noble had trouble at first convincing the management of the 1919 International Live Stock Show to furnish free exposition passes to the eager young people. The group however soon attracted the attention of Chicagoans. Led by Armour’s “Jackie Girls Band” the club members marched down Exchange Avenue to visit the Armour packing plants. Traveling by special elevated trains, they visited Marshall Field, the Chicago Art Institute, the Chicago Board of Trade and the Chicago Post Office. As guests of





Meredith they saw the movie "The Heart of the Hills" starring Mary Pickford. And part of the delegation travelled overnight to Milwaukee by steamship. Everyone agreed the first club tour was a great success. Businessmen had found a good program for helping young people, but an organization for carrying it out was needed.

Let's Start a Committee

The National Swine Show brought key extension and business leaders together in Des Moines, Iowa, in October 1920. By that time all were agreed on the need for coordinating the rapidly multiplying support programs of business and industry. When Extension's George Farrell said, "There ought to be a national committee", Noble, Hopkins and Milton Danziger of Extension's Washington office took his statement as a cue for action.

Two months later, Noble had conducted the Second Boys and Girls Club Tour. When it closed, Noble and Hopkins chatted as they walked over the Chicago River bridge . . . "What happened to the committee that Farrell suggested to coordinate all this?" Noble inquired.

"Nothing," Hopkins replied
"Then" said Noble, "Let's start one."

Before the year ended, Noble and Hopkins had secured Farrell's support for a private citizens' committee with representatives of public agencies serving as advisors. And they set about drawing up a list of suggested personnel for the committee.

In June 1921 Noble resigned from Armour and planned his future around a committee that still existed only in his dreams. He spent the summer corresponding with state club leaders asking their advice on the role private industry and a national committee could play in aiding club work.

When Noble began contacting businessmen for financial support of the committee, his proposals were met with skepticism. He was unknown to most of the men whom he approached and club work was considered a new and untried idea. Even with Hopkins' encouragement, Meredith agreed to serve as chairman of a committee only if Thomas E. Wilson would join the committee too.

It was a fortunate stipulation. Wilson not only pledged financial support to the committee, he opened corporate doors previously closed to Noble.

A meeting was called on September 30, 1921 to consider the formation of a National Committee on Boys and Girls Club Work. Present besides Noble, Hopkins and Meredith were Barney H. Heide, secretary of the International Live Stock Exposition, John Coverdale, secretary of the American Farm Bureau Federation and A. B. Drummond, representing Thomas E. Wilson. Coverdale promised stenographic help, office space and limited financial support.

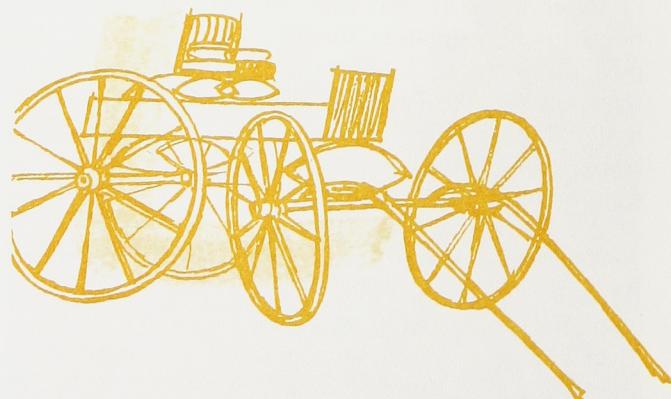
Agree on Committee's Objectives

The group met again just before the International Live Stock Exposition opened. Farrell represented the Extension Service. Presidents and managers of regional fairs also were in attendance. It was agreed the committee's objectives would be to:

- Promote club demonstrations before state associations of commerce and the various fairs and expositions.
- Inform the public about club work.
- Encourage banker loans to young crop and livestock raisers.
- Secure educational trips to college short courses and fairs.
- Coordinate all private support of club work.

As the group met, Noble was conducting a tour of 675 boys and girls through International Harvester's McCormick works. They agreed on a budget of \$30,000 for the next year's operations and commissioned Meredith to ask Noble to become secretary of the Committee. As soon as the meeting was over, Hopkins taxied to the McCormick works, rushed to the platform and announced that a National Committee had been formed and Noble was to be its executive secretary.

While the Committee's birth drew little attention in the press, it drew enthusiastic applause from the boys and girls it was to serve. The National Committee on Boys and Girls Club Work had been officially born.



THE TWENTIES

As Noble sat at his donated desk in the American Farm Bureau office during those early months of 1922, the task before him must have loomed large indeed. It was up to Noble to find the resources for the \$30,000 budget optimistically approved by the Committee's board and that was not easy in 1922.

American farm prices inflated during the war had dropped drastically as Europeans turned to other markets. Banks which had extended credit too liberally to farmers, began to foreclose their mortgages and then, failing to recoup their losses, themselves failed. Inflation had pushed up prices until consumers refused to buy and merchants were stuck with shelves-full of unsalable items. Businessmen were hesitant in giving money even to proven worthy causes.

Nonetheless, sizeable cash contributions were secured that first year from Meredith Publishing Company, Wilson and Company, International Harvester Company, Montgomery Ward and the Chicago

Board of Trade. To help make contacts, Meredith loaned Hopkins on a part-time basis and other committee members helped too.

All efforts in that very first year were not concentrated on gaining financial resources. Looking to its objective of informing the public about club work, the Committee became a radio pioneer. Through arrangements with Westinghouse Radio Service of Chicago, news of club work was presented each Monday, Wednesday and Friday at 6:00 p.m. In 1922 there were only 30 stations and a quarter million receiving sets scattered across the nation.

Meredith Publishing gave the radio broadcasts prominent play in its special publication, *Boys and Girls Club Leader*. "Club members having wireless receiving sets and others who can arrange to listen in on a neighbor's set . . . will hear something interesting and spicy about club work," the *Leader* promised in its May, 1922 issue.



Original members of the National Committee who attended the first annual meeting in 1921 (from left) were—B. H. Heide, secretary International Live Stock Exposition; E. N. Hopkins, *Successful Farming*; O. M. Plummer, manager Pacific International Livestock Exposition; G. L. Noble, secretary National Committee; F. L. Eaton, president Interstate Fair Association; George E. Farrell, assistant in charge of Boys and Girls Club Work, Washington, D.C.; R. M. Striplin, secretary Southeastern States Fair; John W. Coverdale, secretary American Farm Bureau Federation; R. F. Eagle, Wilson & Co., Inc., John C. Simpson, secretary Eastern States Exposition; E. T. Meredith, publisher of *Successful Farming* and chairman of the National Committee and Thomas E. Wilson, Wilson & Co., Inc.

Selected America's healthiest 4-H girl in 1922 was Marguerite Martin of Tyner, Tennessee.



First National 4-H Congress

The first National 4-H Congress was held in 1922. Then, however, it was called the Fourth Annual Club Tour and First National Boys and Girls Club Exposition. The first nationwide canning demonstration contest was held in the old International building at the end of the cattle barn. Only a board partition separated the demonstrators from the cattle.

Despite their surroundings, the girls worked skillfully at tables, canning fruits, vegetables and meat, eager to compete for the prize—a two months' trip to Europe. The winning Iowa and Colorado teams toured France in 1923, demonstrating their skills under the sponsorship of the American Committee for Devastated France.

The first national health contest also was held behind screens in the cattle barn. The idea of selecting the healthiest boy and girl captured the imagination of the press. And the Extension Service achieved its aim of gaining public interest and attention in young people's personal health.

A record contest providing trips to National Club Congress for girls with outstanding records in 4-H home economics projects also was introduced in 1922. Its sponsor, Montgomery Ward, became the first company to donate educational awards on a national scale, setting the pattern for many other programs and donors to follow.

Noble arranged the Congress program just as he had arranged the earlier tours. State Club Leaders Paul C. Taff, Iowa, and Ray Turner of Michigan, carried major responsibilities for the event with the help of Gertrude Warren. Other Extension Service leaders supervised exhibits, demonstrations, judging events, home economics and health contests.

After one year's operation, the fledgling National Committee could claim several successes, but few in the area of financial support. Despite all out efforts, only \$3,396 of the optimistic \$30,000 budget goal had been obtained. The recession slowed industry's participation in philanthropy and Noble often drew from personal funds to pay the Committee's bills.



Some 700 delegates and their leaders attended the First National 4-H Congress in 1922 and toured the Field Museum of Natural History.

At the end of 1922 the organization's bank balance stood at \$6.10.

Financial Position Improved

The Committee's financial position improved in 1923. Several railroads contributed \$10,000 to the operating fund and provided educational trips to the National Club Congress. The year-end bank balance grew to \$1,000 as Noble's salary went unpaid for several months to keep the treasury out of the red.

On April 1, 1923 a mimeographed circular appeared from the National Committee titled, *The Boys and Girls Club News*. Distributed monthly to manufacturers, railroads, bankers, farm organizations, the press and Extension Service, it was the pre-

decessor of today's *National 4-H News* magazine.

In 1924, Iowa State Club Leader Paul Taff, was designated superintendent of National Club Congress, a responsibility he carried until 1936. A year earlier he had served as chairman of the first leaders' committee for this event. Working with him were Lois P. Dowdle of Georgia; W. J. Jernigan, Arkansas; Maude Sheridan, Colorado; Allen L. Baker, Pennsylvania and Elsie Trabue, Connecticut. They were assisted by George Farrell and Gertrude Warren of the Federal Extension Service. In succeeding years, and to the present day, committees of state and federal 4-H leaders have carried major responsibilities in the planning and functioning of National 4-H Congress.

Participation Quotas Established

The Extension leaders worked hard and long as 1,800 delegates and leaders descended on the 1923 National Club Congress. Transportation facilities were overtaxed and no meeting or banquet hall could handle such numbers. Later it was agreed to limit delegations to 50 boys and girls per state. While the huge delegation was too large for most facilities, the young people were an impressive sight entering the arena for the first 4-H parade at the International Amphitheater.

From the Wilson plant where they had dined, the delegates marched more than a mile in freezing rain along poorly lit streets to fill the arena with their fresh young faces, state songs and yells. Spectators from many states yelled back as the Amphitheater rocked with enthusiastic noise. Then audience and paraders sang the National Anthem. Barney Heide, Exposition Manager, who but a few years before had reluctantly granted passes to this group of unknown young people, came into the press box with tears streaming down his cheeks, saying, "Gentlemen, this is the greatest thing that has happened at the International since I became general manager 30 years ago." The next day the story of the parade made the front page of the *Chicago Tribune*. Club work had become big news in Chicago.

Coolidge Accepts Honorary Chairmanship

Adding to a successful year was President Calvin Coolidge's acceptance of the honorary chairmanship of the National Committee, a precedent followed by each succeeding president. In his letter of acceptance, Coolidge wrote, "Probably no activity is of more importance to the future standing, prosperity and social position of agriculture, than the Boys' and Girls' Farm Clubs. Their activities warrant the belief that they will greatly aid in the solution of many of the problems of farm life and it gives me very great pleasure to accept the honorary chairmanship of the National Committee of Boys' and Girls' Club Work." President Coolidge also sent a personal telegram of congratulations to delegates assembled at the 1923 Club Congress.



Propose to Double Club Membership

Controversy greeted the National Committee's proposal for a 100 per cent increase in club membership. At that time there were only about 500,000 club members across the nation. Some extension leaders feared they would be unable to secure trained leaders or funds required by a rapidly increasing enrollment. However, following a meeting of Noble and extension leaders, the National Committee was encouraged to help attack the problem on two fronts—secure more members and also more funds to serve their educational pursuits.

The attack was on and in late 1924, a nationwide campaign was launched for one million members by 1925. Buttons calling for "One Million in 1925" were offered to each club member who brought in a new member. The National Committee offered eight educational trips to Washington to the state showing the greatest ratio of completed projects in 1925 compared with the previous year. Arizona won the prize by more than doubling its percentage of project completions. But the daring goal of one million members fell short. In fact, it took more than a decade to reach that goal. But in 1924, the Committee was young and optimistic and the returning prosperity buoyed the spirits of everyone. The membership campaign gave the club movement increased exposure and dramatized youth's need for greater educational opportunities. The campaign also helped obtain congressional appropriations to expand club work.

Committee Aids Capper-Ketcham Act

Dr. C. B. Smith, chief of Cooperative Extension, suggested that Noble secure the help of Senator Arthur Capper of Kansas in drafting a bill which would appropriate funds for Extension including club work. The Senator had been interested in club work since his days as a Kansas newspaper publisher when he lent more than \$100,000 to club members to buy pigs, calves and poultry. He readily agreed to introduce the bill in the Senate. Congressman Samuel Ketcham, Michigan, introduced it in the House.

To help secure passage of the bill, Noble enlisted the support of 19 national and 78 state organizations. He arranged for adults and club members to testify before congressional committees. Approximately 200 days and some \$10,000 of the Committee's meager funds were spent on preparing litera-

ture, traveling and telephoning for support of the bill. Of course, public agencies had no money for such activities.

As finally signed into law on May 22, 1928, the Capper-Ketcham Act specified that 80 percent of all appropriations be used "to further develop the Cooperative Extension system in Agriculture and Home Economics with men, women, boys and girls." It was the Committee's hope the legislation would encourage the hiring of county club agents who would devote full time to club work. Destiny in the form of the Great Depression intervened, however. Most of the funds were used for the vital purpose of keeping agriculture alive in the dust bowls, droughts and new agricultural adjustment programs of the 1930's. The legislation did accomplish one other thing—it included the first mention in federal legislation of Extension's work with boys and girls.

Gladys Bull of Olney, Maryland, was one of the 4-H members to testify before congressional lawmakers in support of the Capper-Ketcham Act. With Miss Bull in Washington were—Florence E. Ward and Gertrude Warren of the Federal Extension Service; H. J. Baker, extension director in New Jersey; Dr. C. B. Smith, chief of Cooperative Extension and George E. Farrell who was in charge of club work in the North Central States.





A visit to International Harvester Company's tractor works was a feature of the Annual Boys and Girls Club Tours and National 4-H Congresses which followed.

To express its gratitude to Noble and the Committee, the Land-Grant College Committee on Extension Organization and Policy adopted this resolution on April 14, 1928: "RESOLVED: That the Committee on Extension Organization and Policy of the Land-Grant College Association . . . does hereby express its profound appreciation of the distinct service which you and the National Committee . . . have rendered in promoting the Capper-Ketcham Bill . . . Such progress as has been made is due in large measure to your constant and continuing effort in its behalf. Knowing the sacrifices you have made

in so long neglecting your regular work, this committee wants you to know that it appreciates your interest and effort in this matter which is of such vast importance to Extension work in the United States . . ."

Despite its preoccupation with legislation, the Committee expanded its services in a number of directions in those years. In 1924, the Committee's monthly newsletter was turned into a printed leaders' magazine, distributed free to lists of leaders furnished by the states.

While extension leaders had taken a leading part in selecting award recipients since the earliest National Club Congress, it was 1924 when an extension committee was formally charged with judging records on which awards were to be made. Ray Turner, then senior agriculturist in charge of club work in the North Central States, acted as chairman of the committee, a responsibility he carried through 1951. The 1924 National Club Congress delegation also witnessed the first style show. The same year, the first award in the leadership program, a trophy, was given to a club boy. Five years later, the awards for general 4-H achievement were inaugurated.

Supply Service Begun

To furnish members and leaders with the pins, labels and stickers they needed to foster a sense of belonging and public awareness of the club movement, a Supply Service was launched in 1925 as a central, non-profit source of supplies. Its very first item was a color poster of the 4-H clover which had gained support through the efforts of Gertrude Warren and other extension leaders as the insignia of boys and girls club work. Sale of the poster and other items helped defray the cost of producing a booklet of songs, rituals and facts about club work and available 4-H supplies. This "Handy Book of Club Work" gave a much needed assist to leaders and members.

In 1924, the Committee arranged a weekly half-hour program on radio station WBBM, Chicago. The programs included talks by business and college representatives and 4-H Club members, news and music and a serial about a mythical 4-H family. Success of the broadcasts encouraged other stations over the country to introduce similar programing.

The Committee's expansion into new service areas naturally brought forth differences of opinion among extension leaders as to the role of private donor support. Together, extension leaders and Committee, in late 1924, worked out the guide lines—

- The National Committee would assist by coordinating the efforts of private donors.
 - All private support—awards, educational materials and other services—would be primarily for aiding boys and girls and not for furtherance of the donor's commercial interests.
- It would be the continuing role of U.S. Department of Agriculture and the state agricultural colleges to administer 4-H work.

In 1927, the Committee published Fannie R. Buchanan's "Dreaming" and "Plowing" songs, helping to make good music part of 4-H work.

Decade Marked by Growth

As the decade of the twenties drew to a close, the Committee could point with pride to its own growth and that of the 4-H movement. In 1921, the year the Committee was founded, club membership totalled 273,614. By 1929, membership had expanded to 750,000 including 86,000 new members who enrolled that year alone. Funds made available by the Capper-Ketcham Act made it possible to hire more extension agents and thus expand opportunities for greater participation of youth. And in that final year of the decade, the National Committee disbursed \$82,500 of donor support in the form of awards and services to boys and girls club work.

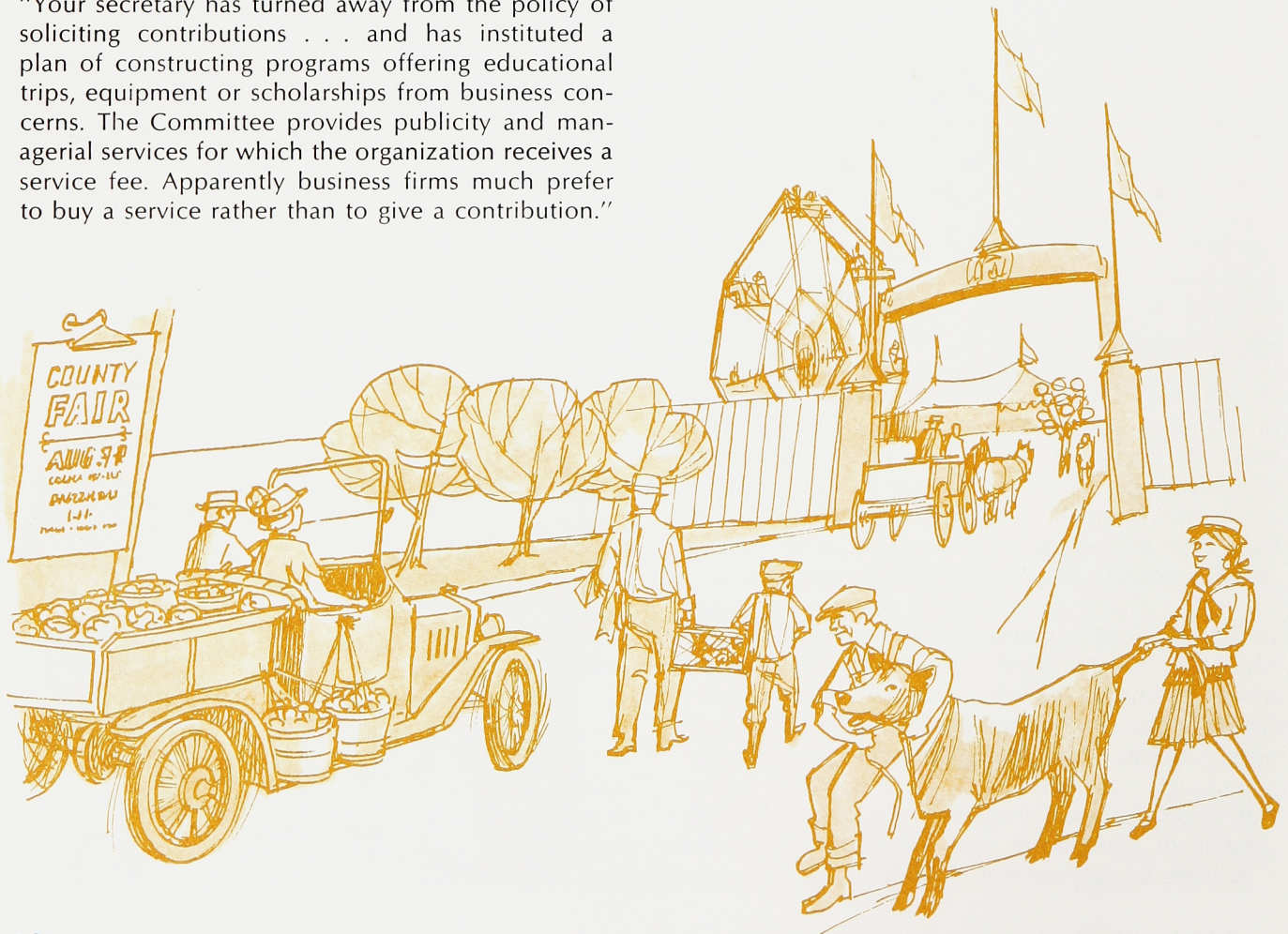
Clarence Goecke, 12-year-old 4-H member from State Center, Iowa, exhibited the grand champion steer at the 1928 International, the first time a 4-H member's animal had topped the show.



In 1924, the Committee had secured its charter from the State of Illinois as a "not-for-profit organization." And during the decade, the Committee had moved its eight-member staff from the American Farm Bureau Federation offices to its own headquarters at 360 North Michigan Avenue. The future had never looked brighter.

But it was not to be. There were signs of economic troubles ahead. The stock market had crashed in 1929, the rumblings could still be heard, and even if businessmen had not quite figured out how to interpret the sound and fury, they were a bit more cautious about their philanthropy.

In the Eighth Annual Report of the National Committee, dated November 30, 1929, Noble stated, "Your secretary has turned away from the policy of soliciting contributions . . . and has instituted a plan of constructing programs offering educational trips, equipment or scholarships from business concerns. The Committee provides publicity and managerial services for which the organization receives a service fee. Apparently business firms much prefer to buy a service rather than to give a contribution."



THE DEPRESSION THIRTIES

The Depression did not immediately affect the National Committee. In 1930, the organization offered more than \$100,000 in prizes, scholarships and trips. For the first time scholarships were awarded. And more than \$5,000 in scholarships were offered personally by Thomas E. Wilson for achievement in meat animal projects. Delegates to the National 4-H Congress in 1930 also saw a 4-H member delegate preside for the first time at the huge annual banquet, a practice that has been repeated each year to the present time. The Congress continued to grow and in 1931 some 70 people were required to fulfill committee responsibilities for various programs at the national event.

If 1932 was bad, 1933 was worse. Some firms and individuals discontinued support and others cut their contributions materially. National 4-H Supply Service sales decreased another \$5,000. Radio broadcasts were limited to National 4-H Congress. The Committee cut salaries 20 to 50 percent, reduced its staff and lengthened vacations without pay.

For the first time since World War I, 4-H enrollment decreased. From September 1932 to September 1933 Extension lost 382 county extension agents. And a movement among Congressmen to curtail federal support for Extension was gaining momentum. The Committee's citizen members helped per-

Boys and Girls Club building erected in the Union Stock Yards area in 1934 and dedicated during that year's National 4-H Congress.



suade President Franklin D. Roosevelt to order a 25 percent reduction only, with a delayed effective date of March, 1934.

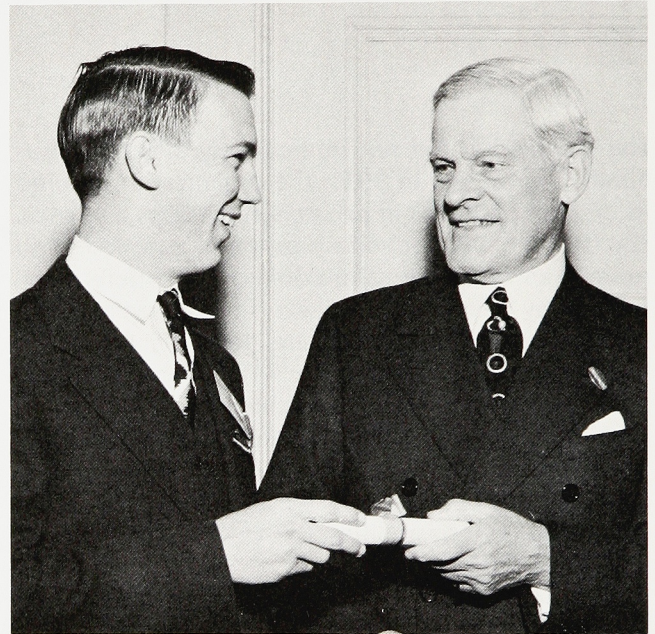
More and more time of county extension agents was being required to carry out the national crop control program under the agricultural adjustment administration legislation. Men in state leaders' offices were drafted to supervise crop reduction work and to control relief programs brought on by an unprecedented drouth. Volunteer leaders were having to assume more responsibilities for the 4-H Club program. Rather than reduce extension funds it was recognized more money was needed, and the President canceled his order.

To help secure additional needed public funds, the Committee's members again worked with Extension in drafting a measure which later became the Bankhead-Jones Act of 1935. The bill authorized up to three million dollars for extension work. However, it did not specify the amount to be used for 4-H Club work. By the time the act went into effect in 1936, war threatened in Europe and Extension's efforts turned to increasing food production.

Committee Looks Back with Pride

As the National Committee and the country emerged from the depression, the organization could look back on those lean years with justifiable pride.

- It had secured commitments from at least four donors to broaden the system of awards and encourage 4-H members at all levels of achievement. Thomas E. Wilson, Chicago Mail Order Company, Kerr Glass Manufacturing Corporation and Montgomery Ward responded by providing county and state recognition as well as national awards to 4-H members.
- Contests had served a valuable purpose. They had dramatized the new club program, increased its membership and the support of public and private sectors alike.
- Through the depression years, the Committee had tried to make life a little richer, a little more fun, for rural America. The Committee had published 4-H plays and a National 4-H Club Song



Thomas E. Wilson, long-time president of the National Committee, was one of the first donors to give scholarships. Among those honored in the early thirties was Wye Mills of Maryland.



Book. It had reached out through the columns of *National 4-H News* and over the radio waves with hobby information and tips on inexpensive recreation. House-bound, with little money for “just having a good time,” rural America was grateful.

- The Committee had helped 4-H emphasize the “Heart H”. It encouraged club members in their groups to work for community betterment and incentives were provided in a National 4-H County Progress program sponsored by Sears, Roebuck and Company. Three counties received \$1,000 cash awards to further improve their communities and St. Louis County, Minnesota, received the top award—a \$10,000 4-H Club building.
- Two leadership scholarships offered by Edward Foss Wilson, son of Thomas E. Wilson, focused on the potential of 4-H as a leader-training vehicle for youth. And bringing a group of ministers and state 4-H leaders together at National 4-H Congress, the National Committee furthered Extension’s efforts to identify and emphasize the character-building values of 4-H. From the meetings of religious and extension leaders 4-H participation in Rural Life Sunday emerged.

Some of the early leaders saw the club movement as a means for Extension to reach adults through their children. Two new programs of the thirties advanced this purpose. A National 4-H Club Farm Accounting program, sponsored by International Harvester Company, encouraged youth of the “dust bowl era” to work with their parents in a more business-like approach to farming. The Rural Electrification program, supported by Westinghouse Electric Corporation, enabled young and old to intelligently participate in the era of rural electrification expansion.

- In 4-H electrification, Westinghouse pioneered in gaining local support for a nationwide program. In addition to making its own resources available in the form of educational awards and printed materials for leaders, the corporation encouraged local power suppliers to serve as resource people and to train volunteer 4-H leaders in their communities. The sound philosophy of “youth programs flourish best with local support from a good neighbor in the community,” has expanded over the years. And key business leaders supporting national 4-H programs, have assisted county groups in securing support from local businessmen for local programs.





The parade of 4-H youth at the International Live Stock Exposition started in 1923 and continued as an annual feature of National 4-H Congress for more than four decades.

At Last . . . One Million Members

Important to those enthusiastic, but perhaps now more realistic Committee founders of the twenties, 4-H enrollment in 1936 reached that elusive goal of one million members.

Confident it was back on the road to financial stability, the Committee moved its offices to a suite occupying the entire 12th floor of the Auditorium Tower and increased its staff to 16 in 1936. The Committee survived the depression years and looked with pride to its monetary accomplishments. During that period, the National Committee, through the generosity of its donors, became one of the major contributors of scholarships to agricultural colleges. In the period of 1928-1938, 349 scholarships valued at nearly \$110,000 were offered through the Committee to young men and women. Beginning in 1938 scholarships were regularly awarded winners in national 4-H programs, a policy

still adhered to in the 1970's.

In 1931, the Committee contributed for the first time to advanced study and scientific research as Thomas E. Wilson offered a fellowship for formal study and research on the value of 4-H training.

Mary Eva Duthie of Cornell University was the recipient of the fellowship. Her extensive research was conducted under the direction of Dr. J. H. Kolb, University of Wisconsin Rural Sociologist.

The Payne Fund, established that same year, offered fellowships for scientific study of leadership, motivation and learning to former 4-H'ers with extension experience. When the fund exhausted its resources in 1938, the National Committee continued to donate fellowships until the late 1960's. Additional study and research grants were subsequently provided by other donors.

Committee's Report Sent to County Staffs

The National Committee's Annual report of 1937 was significant in many ways. While previous reports had been typewritten and distributed in limited numbers, the 16th Annual Report was printed. And for the first time it was mailed to all county extension agents as well as to directors, members, friends of 4-H and federal and state extension leaders. The enlarged report also contained key addresses given at the last National 4-H Club Congress.

In 1938, Mrs. Charles R. Walgreen of Chicago, personally accepted sponsorship of a National 4-H Beautification of Home Grounds program . . . a relationship which was to continue for 25 years. At that time, Mrs. Walgreen and Mrs. Ruth Kerr were the only women serving as citizen members of the National Committee on Boys and Girls Club Work.

Extension and Committee Roles Discussed

Progress of the National Committee was not achieved without growing pains, however. Some extension leaders were concerned with the vigorous leadership role being taken by the Committee.

The concerns were aired in a series of meetings involving extension leaders and Committee personnel. Discussions touched on operational procedures in awards programs, public information, *National 4-H News* and National 4-H Congress. Perhaps the

Chicago's Century of Progress brought 4-H members to Farm Youth Day, August 13, 1933. John Wetta of Kansas and Edna Schweitzer of Illinois rode in the honor car.



greatest change resulting from the discussions related to the magazine, which up to that time had been distributed without charge.

National 4-H News in order to survive the thirties accepted advertising. Now, as Extension examined the results, there were concerns that advertising messages did not always reflect 4-H ideals and the mailing lists of leaders furnished by the states represented a captive audience for commercial appeals.

To reduce the magazine's dependency on advertising, *National 4-H News* became a monthly subscription magazine in January, 1940. Almost overnight the mailing list dropped from 80,000 to 16,000 volunteer leaders.

Before the decade closed, 1939, the Extension Service took a significant and important step in organizing the Extension Subcommittee on 4-H Club Work. Authorization of the subcommittee climaxed efforts of State 4-H Leaders T. A. Erickson, Minnesota; M. H. Coe, Kansas; W. J. Jernigan, Arkansas; Hallie L. Hughes, Virginia and Federal Extension Service Leaders Ray Turner and Gertrude Warren. The organizers saw the purposes of the subcommittee to—promote the future of 4-H Club work, coordinate the national program, facilitate professional improvement of 4-H Club leaders and study trends and tendencies of 4-H work.

Donald Mosher, DeKalb, Illinois, 1936 national winner in Farm Electrification with his donor.





THE FORTIES

If differences of opinion existed in the 4-H family, in the late thirties, they were soon forgotten after December 7, 1941, that never to be forgotten "Day of Infamy." Food became an important weapon in the hands of America's fighting forces, her allies and the liberated peoples. Extension, business and youth united to feed and supply the free world.

National Mobilization Week for Farm Youth, April 4-11, 1942, focused attention on the nation's need for food and fiber and the role youth could play, through 4-H, in meeting that need. The Committee offered transcriptions of a 4-H radio program for broadcast by local radio stations during Mobilization Week. National 4-H Gardening Programs inspired thousands of young people, and adults, too, to plant "Victory Gardens" in every free field and

vacant lot. Women and children mobilized to do the work of men now overseas. Victory Farm Volunteers were organized as the youth branch of the U.S. Crop Corps—national volunteers to help harvest needed crops. Town and city youth over 14 years of age worked on farms under the direction of the U.S. Department of Agriculture, proudly wearing a VFV emblem offered through the National 4-H Supply Service.

At the request of the Federal Extension Service, the National Committee helped Extension promote adult participation too, by merchandising a Women's Land Army uniform through the 4-H Supply Service. Women, 18 years of age or over, volunteered to serve at least one month and were paid the prevailing farm wage in their area.





National 4-H News in a single campaign, helped meet the nation's need for machinery and materials—a drive to raise funds to buy ambulances for the Army and the Red Cross. Money for the ambulances was secured primarily through scrap drives of badly needed materials. The campaign served as a model for similar efforts in many states.

The early months of 1942 were bleak indeed for America and her Allies. But by the time the first wartime 4-H Congress convened in Chicago, the Marines had landed on Guadalcanal and British-American forces were in North Africa. It was a small and sober congregation of 4-H'ers who met that year. State delegations had been reduced from 50 to 20 members. Many tours were canceled as delegates gave their time to serious discussion, starting with the age-old question, "What is This War All About?" and ending with "What Are Youth's Best Contributions to Winning the War?" Delegates ate a regular Sixth Service Command Field Ration—the same breakfast prepared that morning for hundreds of thousands of men in uniform.



At the 25th Anniversary National 4-H Congress in 1946, recognition was given to four founders of the National Committee and to 45 state and national 4-H leaders who had served the 4-H program for at least 25 years.

When U.S. Secretary of Agriculture Claude R. Wickard told delegates that "Every farm boy and girl in America has a man's part or a woman's part to play in helping to win the battle of production," his audience responded with both enthusiasm and confidence. They were sure they could do the job.

Feed a Fighter

"Feed a Fighter in '43" became the theme for that year's 4-H membership drive. Statistics were distributed showing how much was needed of each commodity to feed a serviceman for one year. Everyone joined the effort to "Feed a Fighter." The National Committee developed member and leader recruitment posters. These were the predecessors of the annually prepared national 4-H posters produced by Coats & Clark Inc. starting in 1945. The same year, National 4-H Club Week took over the period formerly designated 4-H Mobilization Week.

Just how successfully 4-H'ers met national goals during World War II is evident in these statistics:

- The nation's 1½ million 4-H'ers produced or preserved enough food to care for a million fighting men for three years.
- In Georgia, club members raised almost \$10 million in war bonds and produced enough food in one season to fill a 10,000-ton ship. Similar results were achieved by club programs in other states.
- Du Page County, Illinois, 4-H'ers harvested enough milkweed floss to make 1,100 life jackets.



Sponsor Goals for Victory Breakfast

In March 1945, the National Committee sponsored a National 4-H Goals for Victory breakfast in Washington, D.C., in connection with National 4-H Club Week. Present were representatives of Congress, the Army, War Food Administration, War Production Board, the FBI—and Vice President Harry Truman.

It was a fortunate meeting. Mr. Truman recalled his early experiences with 4-H. During breakfast he laid claim to organizing the first 4-H Club in Western Missouri and to leading a fund-raising venture to send 4-H'ers to state round-up. Three months later when long-awaited legislation for 4-H expansion came to the White House for signature, Mr. Truman, who had then succeeded Roosevelt as President, signed it into law.

The Bankhead-Flanagan Act as it was called, authorized nearly \$8 million of a total appropriation of over \$12 million for furthering 4-H Club work. It appeared to be the realization of the Committee's long-term dream of at least one full-time rural youth worker in every rural county. Unfortunately, while the legislation succeeded in increasing the amount of time extension personnel devoted to 4-H Club work, it did not lead to the expected increase in the number of agents devoting full time to the youth program. The Committee's dream of more professional youth workers still had not become a reality.

The Committee, however, was successful in efforts to secure formal recognition of the services rendered by volunteer leaders. A uniform plan of awards based on length of volunteer service was adopted in 1946 with the National 4-H Supply Service designated to handle the "award of the clover."

Post War Changes

World War II irrevocably changed 4-H as it had changed the country. As America's food stocks were drained to feed its fighting men and allies, Americans realized the need to conserve its grain and livestock-producing lands. Again 4-H Clubs became one of Extension's methods of reaching adults. New programs were established in Forestry, Soil and Water Conservation and Livestock Conservation.



Among 41 state winners in the 4-H Tractor Maintenance program of 1949 was this Kentucky 4-H girl. The six national winning boys each received a \$300 educational scholarship.

These programs continued the war-time emphasis on production, but added other dimensions through field demonstrations and quality control.

The Livestock Conservation program for youths and adults actually grew out of a need expressed by a former 4-H'er who had lost many animals to Bang's disease. The National Committee encouraged the Extension Service to form state livestock conservation councils. The Committee then supported the effort with posters, circulars, cartoon newspaper mats and publicity for use by the state groups. More than 25 states engaged in special livestock conservation campaigns, drawing attention to economical

production of high quality products through better management and feeding.

The 4-H Tractor program was another born of need and aimed at reaching adults as well as youth. Beginning in the central states in 1943, Standard Oil Company of Indiana sponsored a 4-H tractor maintenance program. Mechanization was the answer to increased war-time food production, but farm equipment factories were geared to war production. The answer, extension leadership believed, was to encourage those on the farm to better use and maintain the equipment they already had.

Emphasize Leader Training

From the beginning, Extension had carried on training programs for its volunteer leader staff. However, the Tractor program was unique. It called for the training of volunteer 4-H leaders before the project was introduced to members. By the time the program secured nationwide sponsorship in 1945, the Extension Service had solidly organized resources to stimulate increased use of power on the farm. Between 1945 and 1950, 110,000 youth and 11,000 adult leaders were trained in tractor care, maintenance and safety. Its success led the National Committee into the increasingly important job of securing funds for leader training in other program areas.

After World War II, 4-H, like America itself, awakened to its place in the world. Although 4-H-like organizations had already spread to South America in the thirties, the war brought 4-H to the Orient and Europe. Former members returning from the armed services told of their experiences with youth movements abroad. Visitors from other lands gave extension workers an international perspective on what 4-H Club work and the National Committee had to offer.

In a speech at the 1949 meeting of the National County 4-H Club Agents' Association, A. G. Kettunen, Michigan State Club Leader, quoted a Danish representative's view of the National Committee—"We have had club work for 20 years, but this is the kind of an organization we need to support the program." Kettunen added his own testimonial, "The most significant thing which has happened in the history of 4-H Club work was the organization of the National Committee on Boys and Girls Club Work in 1921."

People Come Closer Together

With the war bringing all peoples of the world closer together, youth and adults alike, showed increased interest in our form of government and that of other lands. The Thomas E. Wilson 4-H Citizenship program recognized young America's feeling of patriotism and a desire to serve. Two annual scholarships were made possible by a trust fund established by Wilson's business friends in 1948.

The International Farm Youth Exchange program also was founded that same year. It reflected the desire of 4-H'ers to live, work and share experiences with farm families abroad and to host visiting youth from other countries. One of the first projects of the newly-formed National 4-H Foundation, IFYE representatives were featured on National 4-H Congress programs throughout the decade of the fifties.

The war changed National 4-H Congress, too. At that first war-time Congress, tours were all but eliminated as delegates discussed their role in the war effort. By war's end, young people who had done grownup jobs on battle front and home front were not content to return to a 4-H Congress featuring only tours and entertainment. They wanted to explore America's new place in the world and their own new place in America—a different America—with modernized, mechanized farms requiring fewer farm workers, with exciting new careers in the cities beckoning young talent. In the 1950's 4-H'ers would be moving to those cities. And 4-H would move along with them.

Louisiana delegates as they arrived on the Panama Limited to attend the first wartime National 4-H Congress in 1942.



Committee's Support Broadened

The decade saw other changes at the National Committee and a broadening of program support by the private sector. In the summer of 1941, the Committee's office was moved to its present location at 59 East Van Buren Street, an address which has become well known by millions of 4-H members and leaders.

In almost every year of the decade, new private support of national 4-H programs was arranged by the National Committee. In 1941, Coats & Clark Inc. became donor of awards in the Clothing program. Three years later, The Firestone Tire & Rubber Company joined the Committee's Roll of Honor with recognition for work in Soil and Water Conservation. General Motors in 1945 started its support of 4-H Safety activities. Allis-Chalmers accepted sponsorship of the Garden program in 1946, and Simplicity Pattern Company the Dress Revue program a year later. In 1948 two new donors began

their work with national 4-H programs . . . Ford Motor Company—Achievement—and Carnation Company—Dairy Foods. All of these donors of national 4-H awards programs continue their support of county, state and national awards in the golden anniversary year of the National Committee, and in many other ways over the years, have helped to strengthen and broaden the educational methods and values of the 4-H movement.



THE FIFTIES

The fifties had barely begun when hopes for world peace were shattered. North Korea attacked South Korea on June 25, 1950. The decisive action taken by the United Nations aroused the interest and support of many Americans who had previously been unfamiliar with the fledgling world organization or who had felt it to be unworkable. Suddenly, communities wanted to fly the United Nations flag in observance of the fifth Annual UN Day.

The National Citizens' Committee for United Nations Day was overwhelmed with requests for flags. Hampered by an inadequate supply and by authorization of only two flag manufacturers, the UN Committee and Extension turned for help to the

National Committee on Boys and Girls Club Work. Would the National Committee make available materials and patterns for sewing the UN flag? Would the Committee encourage women and girls to make and display the flag as an expression of hope for the world? The Committee would and it did!

The flag kits were available on September 1. And by October 12, 35,000 orders had been received. Eighty patriotic, civic, religious, farm and youth organizations sponsored this modern-day Betsy Ross project and two 4-H girls presented to President Truman the first UN flag made by farm women and girls.



In its report on UN Day 1950, the National UN Citizens' Committee commented on . . . "the extraordinary job of organization performed by the National Committee on Boys and Girls Club Work" . . . which produced and distributed the flag-making kit. All other work of the Committee had been postponed for a period of six weeks to fill the orders that poured in at a peak rate of over 1,000 orders per day.

Nor was this the end of the organization's international service. Testimony to the high regard which the Committee's leadership commanded in Washington can be seen in staff appointments to international bodies. President Dwight D. Eisenhower appointed G. L. Noble as vice chairman of the 4-H Committee of the People-to-People Program organized in 1956 to promote world peace.

Assistant Director Kenneth H. Anderson, who had joined the Committee from his native South Dakota

in 1938, served as consultant to the International Cooperation Administration and organized a Rural Youth Leaders' Workshop in Ecuador, for Latin American Countries.

Committee a Leader in Communications

From the beginning, the National Committee recognized the importance of publicizing the 4-H program. Club news was sent out over radio in the very first year of the Committee's existence. And a monthly mimeographed news service was instituted during its second year.

By the thirties, the National Committee had built a press service which prepared and mailed localized announcements to media in each state accepting a specific 4-H awards program. And near the end-of-the-year, releases were distributed telling the achievements of county, state and national winners.



For many years, the National Farm and Home Hour beamed the 4-H story to listeners across the nation. Its popular host, Everett Mitchell, over the years, interviewed many 4-H members including 1950 national Tractor program winner Marcus Hoelscher, Rowena, Texas.



In 1938, major newsreel producers and editorial representatives of general circulation magazines were invited to National 4-H Congress for the first time. Millions of Americans learned of 4-H. In 1940, some 20 magazines featured stories on 4-H including the Saturday Evening Post.

The first Annual 4-H Donors' Conference was held in 1948. It brought together representatives of 4-H donor organizations, National Committee staff and Extension Service leaders.

The Conference which has been held each year since, facilitates communication, provides opportunities for updating donors on 4-H and Committee developments and services, and allows for planning and arranging National 4-H Congress events.

In 1949, the National Committee saw another opportunity to bring the 4-H name and emblem to the attention of the public. And the national 4-H calendar program was born. Calendars not only proved to be an effective method of exposing more people to 4-H, it provided another way of gaining local donor support for 4-H.

Committee Redoubles Communications Efforts

The fifties saw the National Committee move aggressively into the "Age of Communication" as the organization redoubled its efforts to get the 4-H name before the public.

In 1951, a long-time dream was realized as the Committee undertook the publication of a definitive history of the 4-H movement. The National Committee underwrote Franklin Reck's research and writing of "The 4-H Story." An Extension Leaders' Committee supervised his work and the Committee arranged for publication.

Chicago newspaper coverage of National 4-H Congress hit an all-time high in 1953—4,711 column inches of stories—nearly 27 full newspaper pages eight column wide!

With Chicago then the center of the infant television industry, the National Committee was able to attract nationwide audiences for 4-H with 65 network and 150 Chicago radio-TV broadcasts at the 1954 National 4-H Congress.

4-H Members, the Program's Best Examples

The organization had long realized that 4-H'ers, themselves, were the best examples of club program benefits. Through its Supply Service, the National Committee encouraged 4-H members to wear and display the 4-H emblem so that the public would associate these fine young people with the educational movement with which they were affiliated. The Committee also encouraged 4-H members to tell the 4-H story to others. Al Lighthall, the Committee's official photographer for three decades, offered prizes for the best 4-H stories and photographs submitted to the 4-H Round-up section in *National 4-H News*.

In 1950, The Conrad Hilton Hotel accepted sponsorship of the first Report-to-the-Nation tour in which specially trained 4-H members traveled to Washington, D.C. and to other major cities relating their own experiences as 4-H'ers. The young people received the plaudits of businessmen, government leaders and others as they spoke enthusiastically about 4-H. Succeeding teams of "4-H Reporters" have received the same warm response across the length and breadth of America.

Extension Gives 4-H Division Status

Recognizing the need for even greater expansion of informal educational opportunities among 4-H youth and young men and women graduating from the program, the Federal Extension Service created a Division of 4-H Club and Young Men and Women's Programs in 1952. E. W. Aiton, executive director of the National 4-H Club Foundation since its incorporation in 1949, was named the division's first director.

This action gave 4-H added status and provided for greater staff emphasis on program development and evaluation. It also facilitated the formation and coordination of program development committees with representation of federal and state extension leaders, donors and National Committee personnel.



Public understanding and appreciation of 4-H and its programs were increasingly important in the 1950's as the movement entered a critical period of self-examination and redirection. America was becoming citified. As farm populations declined, 4-H also appeared destined to reduce its sphere of influence. Could 4-H keep its strong rural program and yet move its educational offerings and methodology to the cities and start an urban program? Would traditional farm and home projects or variations of those projects work in an urban center with different social and business patterns?

In a shrinking world of expanding, crowded cities, all peoples had to learn to live together harmoniously. Could 4-H make a contribution? Was it oriented too highly to the individual? The spirit of competition? Should emphasis shift from achieving alone to achieving together? As the Extension Service wrestled with these questions, the National Committee found ways to help.

Committee Arranges Urban Support

In the early years, A. B. Graham, Ohio pioneer in boys and girls agricultural club work, proposed that 4-H move to the city. And in Portland, Oregon, a 4-H program dating back to World War I had been conducted in cooperation with the city schools. 4-H in Denver, Colorado, started during World War II. And the program had some acceptance in other urban areas before the Committee's leadership grasped the opportunity to help establish a 4-H out-of-school program in Chicago in 1958.

Long-time 4-H friend and donor, John B. Clark, president of Coats & Clark Inc., became convinced of the need to demonstrate that 4-H was flexible enough to serve youth wherever they lived—even in the city. He contributed \$25,000 to the University of Illinois through the National Committee. With the grant plus additional help from The Sears-Roebuck Foundation and Standard Brands Incorporated, the university undertook the bold experiment in Chicago. A husband and wife team were hired to enroll 4-H youth and organize a program meeting the needs of youth. While serving appreciable numbers of urban youth, the Chicago program also provided a model for similar work in other metropolitan centers.

Finance Research on Competition

Over the years, the Committee had channeled private support into programs offering awards. To gain greater insight into the values and uses of competition and awards in 4-H, the National Committee provided financial support for a research project conducted by Mary Ruth Rapp as a doctoral thesis at Harvard University. This work, the most comprehensive study of 4-H awards and competition ever undertaken, pointed up the values of recognition to participants in the informal educational program.

In response to requests from Extension, the Committee secured agreement from donors to increase county medals to four in most national programs. Group recognition also was provided in several programs such as Recreation and Rural Arts.

End of an Era

The year 1958 brought significant change to the National Committee. G. L. Noble retired as director of the National Committee after nearly four decades of service to the 4-H youth program. Thomas E. Wilson, the Committee's long-time chairman, died. Their departure marked the end of an era for the National Committee, for 4-H and in retrospect, the nation as a whole.

The era of the self-made business giant was over. Big business had been built by men like Thomas E. Wilson who rose from clerk to president of his own company. Philanthropic organizations had been built by men like G. L. Noble, researcher, who preferred working with people. Now their places were being taken by second-generation corporate men with capabilities in management and finance. The successes of those giants in realizing their dreams, the bigness of the organizations they founded, foretold changes to come. Business and philanthropy and 4-H had grown beyond the ability of individual men, even giants of men, to handle alone.

- In 1958, 1,600 delegates came to Chicago for National 4-H Congress, far too many for Thomas E. Wilson to invite to share his luncheon table.
- In 1958, the National Committee channeled \$946,000 into the 4-H program, far too large a sum for G. L. Noble to make up any deficits out

of his pocket money.

- In 1921, when the Committee was formed, there were only 273,000 club members; by 1958 there were over two million . . . far too many for any one-man organization to serve. It required the combined resources of giant corporations and of giant government.

And if the modern expressions of support for 4-H, phrased as "corporate responsibility" or "business' social concerns," sounded a bit less personal than Thomas E. Wilson's "I thought perhaps I could help them," they were no less real. Business was investing 50¢ for every government dollar put into 4-H. The private sector was very much involved.

Personal involvement with 4-H was not lost either. John Coverdale succeeded Wilson as president of the National Committee. One of the founders of the Committee, he had provided that first desk and stenographer for G. L. Noble, 37 years earlier, in the offices of the American Farm Bureau Federation. Norman C. Mindrum, who succeeded Noble, was a former 4-H'er in his native Minnesota. His personal interest and involvement led him into work as an assistant state 4-H leader, executive director of the National 4-H Club Foundation, and then director of the National Committee. Associate Director Kenneth H. Anderson helped make the orderly transition from one generation of leadership to the next.

Business Involvement Grows

The involvement of business in the support of 4-H programs increased throughout the decade. In 1950, Pure Oil Company, later to be merged into Union Oil Company of California, accepted sponsorship of the Public Speaking program. Standard Brands Incorporated became a donor in the National 4-H Bread program and Cities Service Company honored outstanding youth in the 4-H Key Award program. The same year, Hercules Incorporated became affiliated with the Committee and the Entomology program. Eli Lilly and Company started sponsorship of the National 4-H Health program in 1956, Moorman Manufacturing Company the Swine program in 1958 and Ralston Purina Company, the Dog Care and Training program in 1959.

In the fifties, as in previous decades, the volunteer 4-H leader continued to symbolize personal involvement with youth. And the role of the leader was looming more important than ever. If 4-H was to make rapid and sustained growth in numbers of participants and its educational offerings, Extension, the National Committee and donors would need to give greater attention to this segment of the 4-H family. Such cooperative effort brought to 4-H leaders the technical assistance of The Singer Company in a training program designed to help improve the teaching capabilities of volunteers and the sewing skills of their members. The program of instruction then given locally by the company's staff was simply titled *You and Your Sewing Machine*.

To help secure needed volunteers and to draw attention to the accomplishments of former 4-H members, the National 4-H Alumni program was instituted in 1953 with Olin Corporation as donor of awards. While the program recognized outstanding 4-H alumni, it also triggered an active search for all former 4-H members and encouraged their participation as leaders and resource persons.

Personal contacts with 4-H members by the National Committee's staff, and travel to 4-H activities and events, frequently were replaced by developmental tasks of providing materials and methodology needed by volunteers. And leaders somehow managed to maintain meaningful contact with young people as the gap between generations widened.

Slowly, perhaps too slowly, 4-H began to clear the way for the program advancement in the sixties. Passage of the Aiken-Hope bill consolidated all previous legislation relating to the Extension Service including 4-H and broadened its base of programming. 4-H was moving into the cities and suburbs. Extension, responding to the challenge of Sputnik, was restructuring 4-H projects to include more emphasis on science. But in the 1950's, change still came slowly. Few sensed the knowledge explosion, the racial explosion, the youth explosion, that would propel 4-H and the nation into the tremendously challenging sixties.



THE SIXTIES



All elements of the 4-H family took up the challenge of the sixties as represented by these leaders who participated in the Donors' Conference of 1961. (seated) Dr. Earl Butz, dean of agriculture Purdue University; E. F. Schneider, vice president International Harvester Company; S. W. White, Jr., president Oliver Corporation; Chris L. Christensen, president National Committee; (standing) Norman C. Mindrum, director National Committee and Mylo S. Downey, director 4-H programs, U. S. Department of Agriculture.

The 1960's opened optimistically. An energetic young President John F. Kennedy, proclaimed that the torch of leadership had passed to a new generation of Americans. And the President called idealistic young men and women to reach out to their less fortunate fellow Americans, to the underdeveloped nations and even to reach for the moon. Who, from the vantage point of the comfortable fifties, could foresee the assassinations, riots, the violence that was to come? Who could imagine the social unrest and the shattered dreams that would mark the decade? And who would expect man's successful race to the moon?

During the sixties, the National Committee, 4-H, the Extension Service, like other American institutions, were confronted constantly, by a changing flood of demands. There were demands by black people, poor people, young people. They brought changes in ideas—what was wrong with society and what should be done about it—and changes in

institutions—business, school, church, political parties, administrations in Washington. Institutions with which 4-H had traditionally cooperated were in a state of flux. Choosing the right course whether for a nation, a youth organization or a supporting national group of public-spirited citizens was no easy task in the sixties.

Committee Chooses More Descriptive Name

At the annual meeting of the Board of Directors of the National Committee in May 1960, Chris L. Christensen was elected to the presidency of the organization. He brought to the Committee, experience gained as Dean of Agriculture and Extension Director at the University of Wisconsin and executive of a large corporation. His strong leadership continued through the remainder of the decade. At this same meeting, the National Committee on Boys and Girls Club Work became the National 4-H Service Committee, a name more descriptive of its functional service to 4-H.



(above) In 4-H science education, Carol Williams, Georgia, shows the whys as well the hows of plant propagation. (below) A special interest entomology group learn together in Glendive, Montana.



For the first time since the depression, 4-H enrollment declined in the early 60's. If 4-H was to expand, it would have to change. It would require all the skill of the Extension Service, and the National Committee and other cooperators to preserve the best of 4-H tradition while boldly changing its programs to meet the challenging sixties.

Inspired by space exploration in the late fifties, America had awakened to the role of science and the realization that children were being ill-prepared for life in such a world.

The Whys as Well as the Hows

4-H continued to play its unique educational role. While the schools emphasized the "pure" sciences, 4-H traditionally stressed the practical application of scientific knowledge on the farm and in the home. Extension increased its efforts to encourage 4-H'ers to ask the "Whys?" as well as the "Hows?" in their "learning by doing" projects.

There was at least one major problem. Few volunteer leaders felt qualified to answer scientific questions. They knew *how* to bake a cake or apply fertilizer; they didn't always know *why* it was to be done in a certain way. To give volunteers the information they needed to answer the "why" questions, the National Committee expanded its services in the areas of leader training and educational literature.

The Committee had been involved in leader training since the thirties. When the depression cut into federal and state appropriations for Extension work, the Committee redesigned *National 4-H News* to better serve volunteer leaders. In the forties, donors in the Tractor program and later in Recreation and Rural Arts, set aside funds for leader training schools as part of their program support. In 1955, You and Your Sewing Machine became the first 4-H program devoted exclusively to training adult leaders, both volunteer and professional. In those years, too, special emphasis was given to training older 4-H members for leadership roles. And Miss Emmie Nelson, field representative of the National Committee, traveled extensively throughout the states working with Extension and 4-H leaders. She



National 4-H Food-Nutrition program winners of 1962 received a lesson in space-age nutrition and \$400 educational scholarships.

counseled and encouraged the development of more effective leadership programs among youth.

In 1960, alone, the National Committee disbursed \$140,000 for training leaders in Tractor, Clothing and the new Automotive program. Two years later, the Committee made outright grants of more than \$94,000 to State Extension Services for leader training and program development. And the next year, the Committee provided a grant of funds to help conduct a National Extension Training Conference on Career Exploration and Youth Employment.

In 1968, The Firestone Tire & Rubber Company which had assumed sponsorship of the 4-H Automotive program eight years earlier, agreed to fund experimental programs for expansion and leader training in 21 states. The same year, General Motors also provided grants to states for 4-H safety programing and leader training.

Earlier, a guide for leaders had taken equal priority with publications for members in the Tractor program. And as literature developed in support of other 4-H programs, leaders' materials also received

major attention. Many donors offered publications and other aids to help volunteer leaders in their work with youth.

Central Source of Program Literature

The sixties saw the Committee move aggressively into the publication of 4-H literature for both members and leaders, thus becoming, a central national source for *educational aids*.

With Extension's 4-H program committees guiding the planning and development of publications and donors providing financial and technical assistance, the National Committee published more than 50 members' manuals and leaders' guides during the decade.

The 4-H Electric Program Committee, with Westinghouse Electric Corporation support, undertook the production of guide sheets for 4-H members. Later in the decade, the guide sheets were combined into manuals for members and guides for leaders. And in 1966, an Electric Program Handbook for 4-H leaders was compiled with assistance of Westinghouse.

The first 4-H Photography literature for members and leaders was written by a developmental committee in 1963 with technical and financial assistance from Eastman Kodak Company. Throughout the remainder of the sixties additional units were produced. Later, a leader training kit appeared as the result of a survey of program needs and an evaluation of publications in 4-H Photography.

In the sixties, The Singer Company with Extension and National Committee cooperation issued a revised series of literature for leaders and members in the Your Sewing Machine program. The Upjohn Company assisted in the development of 4-H Veterinary Science publications and The Sperry and Hutchinson Company helped produce guides for members and leaders in the Home Improvement program titled, Color-Texture-Design . . . In Space. Simplicity Pattern Company, Standard Brands Incorporated and Carnation Company issued publications to assist members and leaders in Dress Revue, the Bread program and Dairy Foods. And Ralston Purina Company which had accepted sponsorship of the 4-H Dog Care and Training program, now produced educational material for leaders and members.

During 1968, the Field Crops Science Program Committee with the assistance of Amchem Products, Inc., restructured program emphasis to plants and soil science. The National Committee published the members' manuals and leaders' guides. The same year, exploratory work was done on a 4-H Bicycle program. Extension, The Goodyear Tire & Rubber Company, National Safety Council, The Bicycle Institute of America and National 4-H Service Committee combined talents to issue members' and leaders' materials in that fast growing program.

A 4-H Dairy Developmental Committee started work on a broadened program for urban as well as rural young people. American Quarter Horse Association helped develop publications in the popular 4-H Pleasure Horse program. And The Stanley Works financed 4-H Woodworking literature prepared by a developmental committee of extension leaders and specialists. As programs were adapted

to urban as well as rural youth, the 4-H Tractor program became the Petroleum Power Program and American Oil Foundation assisted in publishing materials on small engines.

Near the end of the decade, society's concern for better nutrition brought the Extension Service, General Foods Corporation and National Committee into production of a highly successful series of 4-H Food-Nutrition publications.

People's concern for conservation, the environment and natural beauty triggered efforts in those areas. John Deere undertook sponsorship of the Conservation of Natural Resources program in 1964. And The Sears-Roebuck Foundation added support of a Community Beautification program to its existing sponsorship of the Leadership program.

Demand for Educational Aids Increases

In 1966, Committee involvement had grown to the point where a special publication was required just to list the 170 educational aids the Committee had produced with the technical assistance of Extension and the support of donors. By the end of the decade, the Committee's publications work had grown to amazing proportions. In 1969, the Committee distributed at cost, 1,400,000 copies of educational publications for members and leaders in 12 program areas. In addition, the Committee processed orders for publications offered by donors in 12 other programs.

National 4-H News distributed nearly 3.5 million educational items. And the National Committee produced 2½ million copies of awards program leaflets, handbooks and report forms in support of its numerous 4-H programs.

Throughout the sixties the National Committee was ever mindful of its responsibilities and services to 4-H. Having altered its organizational structure in the 1950's, to provide for 15 directors and up to 50 citizen members, Committee leadership proceeded to expand and strengthen these important organizational entities. And by 1965 the Committee's roster

of citizen members totaled 45 leaders of business, industry, education and agriculture.

Committee's Budget at \$2,000,000

In 1966, the National Committee's Board of Directors approved the organization's first \$2,000,000 budget. Two years later, Norman C. Mindrum reviewed his first decade as administrative head of the Committee. He gratefully noted that donors and other friends of 4-H in those 10 years had contributed nearly \$12,000,000, and that 93 percent had been directed to the support of programs requested by Extension. In the same meeting, Associate Director Kenneth H. Anderson reported gross sales of the National 4-H Supply Service in 1967 topped \$1,000,000 for the first time. The National Committee and its services to 4-H had come a long way since 1921.

Two new program donors brought their support to National 4-H programs in 1966. Tupperware Home Parties became sponsor of awards in Home Management and Merck & Co., Inc. became affiliated with the 4-H Horse program.

Death claimed G. L. Noble, the Committee's first director and its principal founder on September 22, 1967.

(left) Participants in an Annual 4-H Donors' Conference. (right) Mylo S. Downey and John W. Banning of the Federal 4-H Staff, as they answer questions on 4-H expansion posed by donor representatives.



Extension Leadership Changes

The decade of the sixties saw significant changes in the Federal Extension Service. Mylo Downey, a member of the Federal 4-H staff since 1954, took over as director of the 4-H Division as E. W. Aiton advanced to the position of assistant extension administrator in 1962.

By 1966, a major thrust in 4-H was "Operation Expansion." Pilot programs in selected counties of several states had proved the potential for vast growth in both numbers and enriched program offerings. That year, the National Committee's Annual 4-H Donors' Conference was themed to Expanding 4-H Opportunities. Federal, state and county extension personnel reported on their successful efforts and shared their aspirations for continued growth.

The following winter and spring, staff of the National Committee assisted the Extension Service with seminars and conferences on 4-H expansion.

The move to cities and suburbia, started earlier, gained momentum in the sixties. The experiment in Chicago brought 4-H to 3,376 young people between 1958 and 1964. A \$20,000 bequest to the National Committee was earmarked for continued work among Chicago's urban youth spearheaded by Dr. and Mrs. Lawrence Biever.



In the view of many youth organizations, 4-H had the philosophy, programs and methodology suited to work with city youth. Said a YWCA spokesman, "The individual project unique to 4-H teaches individual responsibility—the factor that's hardest to achieve in low-income areas. 4-H also reaches into the home, building communication between parent and child. And, strangely enough, 4-H is a drawing card—a name that means something in a dense, urban area where thousands exist, but aspiration often doesn't."

With Extension Service approval, the Committee began seeking donors for programs with appeal for urban and suburban as well as rural youth.

War on Poverty

When President Lyndon B. Johnson announced his war on poverty, 4-H noted it had been in the front lines of that battle all along. Surveys revealed that about a third of all 4-H members came from families with incomes below the subsistence level established by the Office of Economic Opportunity. When the Extension Service authorized a pilot project for low-income families in Arkansas, the National Committee was right there with a \$2,000 grant. The Committee also provided recognition items, small tools, fabric and staff time to help Extension test various methods of working with deprived youth. Several national 4-H donors also supported the innovative program.

Boys and girls, some from poverty areas, see and enjoy a new environment through formal and informal 4-H camping programs.



And when the Nation's newest land-grant university, Federal City College, Washington, D.C., began organizing 4-H Clubs in that city's ghettos, the National 4-H Supply Service gave some 200 4-H girls' dresses to stimulate interest in the infant program. The National Committee also provided several expense-paid trips to National 4-H Congress for promising young District of Columbia leaders.

Television—A Way to Reach Youth

In the sixties, 4-H realized it was serving a generation of young people who had grown up with one eye on the television set and one ear close to a transistor radio. In 1961, the Committee provided facilities at Congress for sound-on-film interviews by television stations outside Chicago. Arrangements were made for Report-to-the-Nation delegates to appear on donor-sponsored television shows with youth appeal—such as Danny Thomas and Andy Griffith—as well as those with parent appeal—Tonight and Today shows. Statements by entertainment, sports and political figures supporting 4-H, were taped and distributed to radio stations as an aid in recruiting new members. Slides were distributed to television stations and used in public service time periods.

Finally, in 1966, the Committee ventured directly into television program development and distribution. Ralston Purina Company underwrote the cost of video taping television programs in a series called, "Dog Sense." Produced by Colorado State University, the National Committee arranged for promotion and distribution of the series. Before the end of the decade, the Committee was working with Extension on television series in photography, conservation, nutrition and emergency preparedness and in drafting guidelines for even greater use of the television medium.

4-H Makes Significant Adjustments

National 4-H leadership in the Federal Extension Service changed once more during the decade. Dr. E. Dean Vaughan was named director of the Division of 4-H and Youth Development replacing Mylo S. Downey who retired in 1967.



Annually the President of the United States receives a bound copy of the 4-H Report to the Nation. In 1966, these 4-H spokesmen representing two-million members, made the presentation personally to President Lyndon B. Johnson at the White House.

At the close of the sixties, it was evident that 4-H had made significant adjustments. Starting as practical, informal boys and girls club work, offering educational experience for rural youth, the 4-H program had demonstrated its ability to meet equally well, the needs and aspirations of urban boys and girls. Over the years, 4-H also had created an effective program of informal adult education through training and support of its volunteer leader force. 4-H had grown up in rural America, come of age in an urban society and found it could serve young people everywhere.

Flexibility had become an accepted pattern in programming. Young people interested in short term projects were accepted just as enthusiastically as those with traditional year-round programs. Older 4-H youth were encouraged to determine direction of their own projects and to carry on their work independently as well as in more formally organized 4-H Clubs.

Reaching out to cooperate with other community,

church and youth organizations, the Extension Service experimented with paid program aides and placed greater reliance on youth assuming leadership roles.

At the end of 1968, the publication, "A People and a Spirit," was issued by an Extension Study Committee of the U.S. Department of Agriculture and National Association of State Universities and Land-Grant Colleges. The comprehensive report set forth organizational guidelines, goals, program direction and emphases for the Cooperative Extension Service in the immediate and distant future.

National Committee Helps Interpret Report

Assisting Extension leadership interpret the report's guidelines and goals for 4-H, the National Committee in 1969 scheduled two regional meetings of its donors. Meeting in Chicago and New York, business leaders were brought into the dialog and processes of seeking greater expansion of 4-H, especially in the inner-city and among low-income families.

During the sixties it became increasingly evident that young people wanted and needed to become more involved in the planning of 4-H youth development programs. At the 1968 National 4-H Conference in Washington, D.C., delegates were encouraged to help design 4-H programs of the future. National Conference each year since has provided similar opportunities for delegates to participate in the program planning process.

Over the years many delegates to National 4-H Congress had been directly involved in evaluation of the event and had performed other important responsibilities. However, it became apparent that young people should provide greater assistance in planning the Congress program. The National Committee, Extension and donors responded favorably to youth's suggestions as they adjusted programs, events and overall Congress operations accordingly.

4-H had more than simply survived the unpredictable sixties; it had grown. Enrollment in 4-H was at an all-time high of 2,861,536 members in 1969 with leadership—volunteer adult and juniors—totaling nearly 500,000. Extension also reached more than one million other youth during that year.

While the Joint USDA-NASULGC Study Committee's report, *A People and a Spirit*, set broad goals, operational guidelines and program direction, it lacked specificity and methodology needed for implementation of its recommendations, including the doubling of 4-H enrollment by 1975. Those deficiencies were met with a document, "4-H in the 70's." That report accepted the goal of doubled enrollment. And it stressed the great need for additional resources, particularly financial support from both the private and public sectors if 4-H was to expand in urban areas. "4-H in the 70's" addressed itself to the major projected national social and economic problems of the decade. The document also noted the current positive image enjoyed by 4-H and emphasized the need to preserve, strengthen and build on that image.

"4-H in the 70's" Identifies Program Thrusts

It identified needed additional support for overall expansion of 4-H in rural and urban areas, community development, quality of environment, nutrition, health, and new 4-H educational program methods. The report also listed resource needs for individual development in citizenship, leadership, business and careers, international dimensions of 4-H, extension organizational and professional staff support, in-service and leader training.

In the seventies, 4-H saw for itself two important functions—first, to educate youth and secondly to demonstrate youth program methods. "4-H should lead the way for other youth-serving organizations which are less willing or able to risk their operations on other than time-tested, proven methods and programs," the Extension Committee on Organization and Policy reported. "4-H should demonstrate the newest and best, as a laboratory for social science research and testing."

As Extension set about meeting its goal of a doubled 4-H enrollment during the seventies, Congress appropriated \$7.5 million for 4-H type programs promoting nutrition education in the inner-city. 4-H was moving aggressively into the decade ahead.



THE SEVENTIES



Representatives of donor organizations helped 4-H prepare for the seventies. Persons who discussed new 4-H programs at a meeting in Chicago (from left) were—Mrs. Lorraine McCullough, 1969 national 4-H Alumni winner and urban leader in Cleveland; Bette Jane McCabe, Standard Brands Incorporated; George Wilkins, Carnation Company; J. W. Tilsch, Santa Fe Railway System and Bruce T. Hilton, Ford Motor Company Fund.

As the Extension Service prepared for the seventies, the National 4-H Service Committee also evaluated its services to 4-H and contemplated its course for the future.

In 1970, the National Committee disbursed \$1.3 million in funds contributed by donors for the advancement of 4-H programs. Nearly 220,000 members earned recognition for their accomplishments in projects, community service, citizenship and leadership. And a national judging committee of extension personnel reviewed about 1,800 records in selecting scholarship and other sectional and national winners.

Educational Aids Services Increase

During the year, the National Committee prepared and distributed more than two million copies of awards program leaflets, handbooks and report forms to assist members, leaders and extension professionals in their work. And the Committee's ser-

VICES as a central national source of educational aids gained momentum.

New publications for members and leaders were issued in the areas of Plants and Soil Science, Woodworking, Photography, Electric, Entomology and Food-Nutrition. Donors provided financial and technical assistance. And the Committee's expanding list of educational publications offered to states at cost totalled 79 in 12 program areas. State Extension Services responded positively with orders in excess of two million copies.

While the Committee continued its important service of publishing and distributing program literature, the organization looked for ways to help produce other needed educational aids. Slide sets, film spots, recordings and promotional materials were prepared. Many of the 150 aids were made possible by the financial and technical assistance of 4-H donors.

Committee Provides Television Services

During the year 1970, Eastman Kodak Company with the help and guidance of the Extension Service and National Committee, produced a television series, 4-H Photo Fun Club. The Committee assumed responsibilities of providing promotional and supplemental materials in support of the series and arranged for its distribution. Premiered at a national television workshop in Colorado in mid-1970, 4-H Photo Fun Club has since been shown on more than 90 commercial and educational stations in less than a year.

Informal research conducted by the Committee, Extension Service and donor indicates the validity of the concept that 4-H produced television series can reach more young people, especially those not previously enrolled in the movement. Preliminary

studies showed some 70 percent of the young viewers who enrolled in 4-H Photo Fun Club had no previous experience with 4-H and that two thirds of these youth wanted to become affiliated with the 4-H movement. Other information derived from the series demonstrated the success of television as a teaching medium as more than half the viewers surveyed showed improved skills and increased knowledge of photography.

In mid-1971, distribution of another television series was assured with the National Committee again taking responsibilities for promotion and distribution of the Extension Service produced series, Living in a Nuclear Age. By the fall of 1971, negotiations were being carried on for promotional and distribution services of still another series produced by the Extension Service in the area of food-nutrition and titled, Mulligan's Stew.

Highlights of the television series for 9-12-year-olds are pointed out by Dick Arnold, series leader, to Robert P. Fordyce, youth services Eastman Kodak Company; Dr. E. Dean Vaughan, assistant administrator of 4-H and youth development Extension Service, U. S. Department of Agriculture and Carl Dumbald, director of photo information Eastman Kodak Company.





Work Expanded with Films and Slides

Visual services of the National Committee received another boost when Eli Lilly and Company provided the National Committee with a film on health careers titled, *Without Warning*. Funds given by the company made it possible for the Committee to provide each State 4-H Office with a print and to arrange for extensive bookings on television. In 1971, the national health program donor also provided a limited number of film prints of *Students Look at Drugs*, as young and old alike became increasingly concerned with society's use and abuse of drugs.

Late in 1970, the National 4-H Veterinary Science Committee began the task of bringing together 26 suitable slide sets to illustrate lessons in the three-units of program literature. Work on the first several sets in this series is underway by National Committee personnel with the assistance of The Upjohn Company, national program donor.

By the fall of 1971, the National Committee was awaiting expected necessary support for an integrated educational approach to learning using multi-media aids in the National 4-H Horse program. Working with a committee of extension specialists and state 4-H leaders, the National Committee expects to channel program support into media including print, audio-visuals and strengthened leader training opportunities. Similar planning and developmental activities are being carried on in a host of other programs.

Committee Evaluates Other Services

In an effort to determine the relevancy of 4-H awards program leaflets, the Committee conducted an informal survey among county extension agents, volunteers leaders and older 4-H members. The resulting positive suggestions were incorporated into newly produced materials during 1971.

If the first two years of the seventies are a true indication of things to come, Extension, the Committee and donors will be working even closer as an effective team in providing new and interesting 4-H educational offerings to an eager-to-learn audience

of young people and dedicated volunteer and teen leaders. Giving added validity to this observation is the National Committee's current staff involvement in 19 program developmental and seven special committees appointed by Extension and which are functioning or scheduled to meet before the end of the year.

These committees cover the broad gamut of 4-H programming from aerospace and automotive to veterinary science and woodworking . . . And such home centered programs as consumer education, home improvement and home furnishings. Still other committees are determining needs and directions of programs in community development, leadership, citizenship and work with teens, older youth and urban 4-H members. Many of these groups are expected to develop methodology and exciting new aids. They will be looking to the National Committee and 4-H donors for assistance in bringing these

These men have seen the contributions National 4-H Congresses have made to young people over the years. (from left) Val Kuska, Nebraska, retired from the Chicago, Burlington and Quincy Railroad; Kenneth H. Anderson, associate director National Committee and Paul C. Taff, former Iowa state 4-H leader and assistant extension director and currently supervisor of health service facilities at the Congress. Taff has attended all 50 Congresses, the only person to do so.



program helps into production and general 4-H use.

While National 4-H Congress annually receives maximum staff effort, there are numerous other national and regional events in which the National Committee performs an important service role. In 1970, the former Grain Marketing program was broadened to include the marketing of many other commodities. And 23 states participated in a 4-H Commodity Marketing Symposium hosted by the Chicago Board of Trade January 31-February 3, 1971. This event and project work leading up to it provide new dimensions in the important area of business and economics education. The Committee's staff also assisted with electric workshops, tractor operators' contests, an invitational automotive event, the Junior Poultry and Egg Fact Finding Conference and a 4-H food-nutrition workshop for state training teams.

The Annual 4-H Dairy Conference after being held in Chicago for 15 years, moved to Madison, Wisconsin, to be held in conjunction with the World Dairy Expo. The National Committee has provided program and publicity support of this event for many years.

Realign Departmental Staff Responsibilities

In the summer of 1970, the National Committee undertook a realignment of staff responsibilities. Becoming effective September 1, T. W. Thompson, former director of the Program Services Department, became assistant director of the Committee. Donald E. Osburn succeeded Thompson as director of Program Services. James T. Veeder, director of Information Services, also took on added supervisory responsibilities for editorial and advertising functions of *National 4-H News* under a broadened departmental designation, Information and Publication Services. Norman E. Johnson, manager of National 4-H Supply Service assumed added responsibilities connected with supervision of National 4-H News circulation. A list of the Committee's professional staff of 16 appears on page 56.

The year also brought organizational changes to the Extension Service. Federal designation was dropped

in favor of Extension Service, U. S. Department of Agriculture. In an administrative reorganization Dr. E. Dean Vaughan advanced to the position of assistant administrator, 4-H and Youth Development.

National 4-H Congress Climaxes Year

Before the end of 1970, more than 1,600 delegates attended the 49th National 4-H Congress programmed to the theme, "We Care." Program features and activities of the Congress reflected the evaluation of delegates to the previous event and their eight spokesmen brought back to Chicago for an in-depth discussion and suggestions for each aspect of the Congress program. State 4-H leaders, extension staff and personnel of the National Committee continued to carry major responsibilities for the operation and coordination of National 4-H Congress. However, more than 100 delegates accepted roles as presiding officers, delegate coordinators and in other ways were directly involved in the conduct of the Congress.

With the inflationary spiral ever moving upward and with rapid expansion of services to 4-H, it became increasingly evident that automation and other efficiencies would need to be adopted by the Committee. Data processing equipment in the late fifties had provided increased efficiencies in the operation of the Supply Service. It also had given the Committee flexibility in handling the vast mailing lists of National 4-H News and lists of media for the Department of Information Services.

In 1970, steps were taken to replace data processing equipment with a computer which will be installed in early 1972. The Information and Publication Services Department, reacting to the rapid change in newspaper reproduction methods and increasing demands for educational literature, in October 1970, leased a computerized typesetting machine. Since then, the department has distributed pre-set releases with excellent results.

A Look at the Anniversary Year

Plans made earlier for the dual observance of the Golden Anniversaries of the National 4-H Congress and National 4-H Service Committee became opera-



Blaine J. Yarrington, (right) president of American Oil Company and the fifth president of the National Committee with Norman C. Mindrum, director of the Committee, note the dual golden anniversaries of the National 4-H Service Committee and National 4-H Congress.

tional in late 1970. And nearly all communications from the Committee proudly emphasized 50 years of service to 4-H.

Donors demonstrated their interest in the anniversary observance when nearly all of them increased their scholarship awards from \$600 to \$700. This generous response allowed the National Committee to announce an all-time high in the dollar value of scholarships offered—more than \$180,000.

On April 26, 1971, the 4-H family was saddened by the death of Chris L. Christensen, president of the National Committee for more than a decade. His friends responded with a memorial fund for use in furthering the 4-H program. And at the Golden Anniversary Congress four scholarships will be awarded national winners in the Citizenship program in Mr. Christensen's memory.



Officers of the National Committee who met during the 1971 Donors' Conference were—Vice President Raymond C. Firestone (fourth from left); President Blaine J. Yarrington (second from right); Secretary Norman C. Mindrum, (right). With the officers (from left) were—Norman E. Sugarman, the Committee's legal counsel; Joseph Davis, former secretary; Dr. E. Dean Vaughan, assistant administrator, Extension Service, U.S. Department of Agriculture and in the background, Dr. Luther S. Roehm, member of the Board.

Blaine J. Yarrington, president of American Oil Company became the fifth president of the National Committee at the annual Board meeting in May. His deep interest in 4-H and his strong leadership give promise of an era of service to 4-H unparalleled in Committee history.

At the annual meeting, the Board of Directors budgeted an all-time high of \$2,279,383 for the Committee's support of the 4-H program during the year ending January 31, 1972.

"4-H Bridges the Gap" was chosen as the theme of 4-H in 1971 and subsequently became the program emphasis for the 24th Annual 4-H Donors' Conference and the observance of National 4-H Week in early October. It also has been adopted as the theme of the 50th National 4-H Congress.

Bridging the gap might well sum up the Committee's service to 4-H during its golden anniversary

year. The National 4-H Supply Service with its 1,200 emblemized items helped give the 4-H program increased identity. Information and Publication Services through its year-round distribution of releases, photographs and other informational materials, brought the story of 4-H and its accomplishments to people across the country.

New project literature and visual aids produced with the assistance of the Extension Service and donors helped 4-H members and leaders bridge the gap of understanding and substituted the known for the unknown. And to keep leaders informed of numerous new aids available, the Committee issued a revised edition of its Catalog of Educational Aids with some 200 entries.

National 4-H News which for nearly five decades had helped volunteer adult leaders bridge the gaps with their members, found new ways to assist. These included combining of June-July magazine into a

single issue and enlarged monthly issues throughout the year.

As the Golden Anniversary National 4-H Congress approaches, the months of planning are being transformed into operational procedures. The National Committee's office hums with activity as the staff prepares for the largest and most exciting of all national 4-H events.

National 4-H Congresses in Brief

G. L. Noble on the 25th anniversary of National 4-H Congress observed . . . "National 4-H Congress started merely as an educational tour—a reward for outstanding 4-H Club members." While continuing to recognize 4-H member achievement, National 4-H Congress over the years has taken on ever-larger educational dimensions.

For many delegates, National 4-H Congress provided their first visit to Chicago, their first major trip away from home and their first trip by train or plane. Delegates are typically awed by the size and efficiencies of The Conrad Hilton Hotel, Congress headquarters for many years. They are overwhelmed by the congeniality of their counterparts from distant states and find much in common about which to converse. Delegates relish the friendliness and genuine interest of leading businessmen and industrialists who greet them with a smile and a hearty handshake. And their emotions throb as they worship together at Central Church and when the flag is spotlighted and the assemblage joins in singing the National Anthem at the opening assembly.

National 4-H Congress delegates have won the plaudits and respect of Chicagoans as they moved about the city intently sampling its cultural offerings and visiting points of interest . . . the Field Museum of Natural History, Chicago's Museum of Science and Industry, the Art Institute, Planetarium and Shedd Aquarium. They have responded with equal fervor to Chicago's offerings of good music, drama and distinctive architecture.



Presiding Delegate Oscar Johnson, Jr., Chicago and Lynn Kelly, Torrance, California, escorted Chicago's Mayor Richard J. Daley to the platform for his welcome to delegates who attended the 1970 National 4-H Congress.





For each succeeding generation attendance at National 4-H Congress has marked the fulfillment of a goal. But perhaps even more, participation in the event has sparked renewed enthusiasm for leadership roles in 4-H and the community. For delegates attending National 4-H Congress it is the "time of their lives." To those adults privileged to associate with the delegates, Congress is an invigorating experience radiating pride and confidence in the current generation of 4-H youth.

Recount Changes, Innovations

Over the years, National 4-H Congress not only has been marked by changes, it has innovated change. Throughout its 50-year history, National 4-H Con-

gress programs have reflected the needs, the concerns and the aspirations of the young people of each era.

In the early 1920's, a largely farm membership found inspirations and satisfactions in a program heavily centered around the International Live Stock Exposition—exhibits, demonstrations and contests that would provide incentives for young people and recognition for the organization they represented. It was a time when G. L. Noble and a few state 4-H leaders like Ray Turner, Paul Taff and federal extension workers such as George Farrell and Gertrude Warren could handle the planning and supervisory details of National 4-H Congress. Their abilities to determine policies governing the

event and to create a solid base for operations of future National 4-H Congresses is evident in this golden anniversary year.

While the depression, droughts and adjustments of agriculture production in the 1930's reduced participation in National 4-H Congress, delegates were no less enthusiastic. Music, drama and cultural aspects of life were brought into Congress programing. Delegates were inspired by celebrities, people of achievement in aviation, exploration, sports and by other solid examples of purposeful living and service to others.

World War II drastically changed the pattern of Congress programing. Emphasis was on food production and preservation. Discussions, speakers, activities took on serious, almost somber tones. While delegates coming to Chicago were few in number, their commitment to the war effort was more than evident.

Since the late forties, D. Merrill Davis, supervisor of music in the city schools of Jackson, Ohio, has led the group singing at each Congress.

Through the fifties and sixties, National 4-H Congress continued its successful format of programing. Notable speakers, stars of television and the problems and concerns of the era vied for the attention of delegates. The adult programs took on added significance for leaders and others attending the Congress. And the music changed from the smooth strains of the big band to rock 'n roll and then to the hard and soft rock sounds of today.

Through the years, National 4-H Congress has not been devoid of romance as noted by one delegate in her remarks at Sunday Evening Club in 1952. Marlene Huchinson noted that 24 years earlier, her mother and father had been delegates to the 4-H Congress. Back in Nebraska they lived 15 miles apart, but had to come to Chicago to become acquainted. The romance started as the two walked to the Sunday Evening Club and sat through the service together.

Preview of Golden Jubilee Congress

Perhaps even more closely attuned to the needs and aspirations of youth, the 1971 Congress promises innovations in programing. Delegate assemblies will give way to workshops as the youth delegates concern themselves with the problems and issues of the day . . . politics, religion, poverty, race, personal development, health, communications, environment and ecology, community development and the free enterprise system . . . and they will call on resource persons for guidance. A huge anniversary banquet and party on the closing night of the Congress will be held in the newly rebuilt convention center, McCormick Place. President Richard M. Nixon, honorary chairman of the National 4-H Service Committee, has been invited to address delegates, leaders, friends of 4-H and alumni of former National 4-H Congresses.

Providing youth with living examples of dependable, purposeful citizenship, these national 4-H Alumni program winners were recognized in 1961. (standing from left) Senator John J. Sparkman, Huntsville, Alabama; Jesse W. Tapp, Los Angeles, California; John Volk, Battle Creek, Nebraska; Reverend Carl W. Staser, Frankfort, Michigan. (seated) Miss Sallie Hill, Dallas, Texas; Miss Minnie F. Witham, Glencliff, New Hampshire; Mrs. Hughena Miller, Fallon, Nevada and Miss Julia Faltinson, Ames, Iowa.



The best of tradition will be kept at the golden anniversary Congress. The National 4-H Dress Revue, held continuously since the early twenties, will be staged for all delegates and leaders by Simplicity Pattern Co. Inc., for the 25th time. The opening general assembly will have a patriotic flavor and establish the theme of the event as it has so many times before.

International Harvester Company again will host the total Congress assemblage at a luncheon, an event predating the start of National 4-H Congress. And the delegates will enjoy the fellowship of dining together and with executives of many prominent corporations at a breakfast hosted by The Firestone Tire & Rubber Company, luncheons given by Ford Motor Company Fund and General Motors, and at special recognition events hosted by their respective donors. There will be time for "rap sessions" with other delegates and with leaders of education, government, industry and agriculture. Delegates will enjoy Chicago's world renowned symphony orchestra led by Arthur Fiedler at The Singer Company's Pop Concert and the versatility of the Back Porch Majority brought to Auditorium Theater by Tupperware Home Parties. Tours and little time for relaxing and for shopping will fill their memorable five day visit in Chicago.

The Golden Jubilee National 4-H Congress promises to scale new heights of personal involvement by delegates, leaders and friends of 4-H. With youth delegates in numerous workshop sessions and adults participating in special programs, it will be a fitting climax to 50 years of fruitful cooperation of the Extension Service, private sector, the National 4-H Service Committee and to all who have contributed to making 4-H the highly esteemed youth development program it is today.

In 50 years of National 4-H Congress it is estimated that 60,000 young people have attended the event and benefited directly from its educational offerings. Congress also is the time for the annual awarding of several hundred scholarships and thus provides another dimension in youth development, the creation of desire for educational fulfillment beyond high school. Since scholarships were initially given in the

late twenties, more than 6,300 4-H members have earned grants to attend the school of their choice. Such assistance provided by donors through the National 4-H Service Committee now totals nearly \$3 million.

A Blending of Government, Business, Philanthropy

The National Committee is truly a unique blending of government, business and philanthropy. It has received throughout its 50-year history the generous support of the elite of America's private sector. The Committee's strong leadership has been drawn from business and industry, education, government, agriculture and civic groups. As public-spirited citizens, concerned for the needs of youth, they have given unstintingly of themselves, their time and their valuable counsel. Their perception of 4-H and its important place in society perhaps was most succinctly stated by the Committee's long-time president, Thomas E. Wilson.

Addressing representatives of the Extension Committee on Organization and Policy and the National Committee's Board of Directors in 1938, he said . . .

"By long observation we have become convinced that the 4-H Club program is a vital factor in the life of rural youth. It has done what the public school system has not yet found a way of doing. It presents to members real life situations and problems and furnishes the means for their solution. The results are both tangible and intangible. 4-H Club projects and activities are more than make believe. Almost at the moment a youngster joins a club, he has to make decisions and exercise initiative and self reliance. The member works with real things and learns his lesson by doing. Naturally, as citizens, we are interested in any programs that achieve these results."

The continuing interest of America's business leaders and the values they place on 4-H training are well articulated by American Oil Company President Blaine J. Yarrington, current president of the National Committee. Addressing the 24th Annual 4-H Donors' Conference in September 1971, he said . . .

"One of the greatest strengths that I see in the 4-H movement is the fact that it is anchored so

firmly in those basic, fundamental values of human worth and individual dignity that undergird our democratic government and our system of private enterprise. This is perhaps the most deep-seated reason I have for continuing to advocate the support by American business for the 4-H program. The objectives of 4-H and the accomplishments it has recorded over the years are thoroughly consistent with the aims of a businessman."

A Look to the Future

Mr. Yarrington in his additional remarks to persons assembled for the Donors' Conference noted that "contributions to the Committee are impressive not only in number, but in what they say about the way American business over the years has felt about young people." He went on to say, "I won't dwell at great length on the past, because it seems to me that the 'tomorrow' of 4-H and the National 4-H Service Committee is a good deal more important than the 'yesterday'."

As the National Committee looks to the future, it is cognizant of the needs of youth and society, its successful 50-year history of support activities and the current strong base of 4-H participation from which to launch an expanded program. The document, *4-H in the 70's*, states that the Cooperative Extension Service now reaches more than 3.9 million youth in nearly 100,000 clubs and groups, led by 500,000 volunteer local leaders. It also notes strength in leadership work performed by 4,000 professional staff members and the affiliation of 30-million alumni.

While approximately \$100 million is being appropriated annually at all levels by the public and private sectors, the 4-H program has been highly dependent upon the time of volunteers and the services of public and private sector personnel which never can be measured in dollars.

For the remainder of the decade, it is apparent that the National Committee will continue to work closely with the Extension Service in determining areas where the private sector can make its greatest contributions to youth and their development. The Committee



then will seek the necessary support according to established priorities.

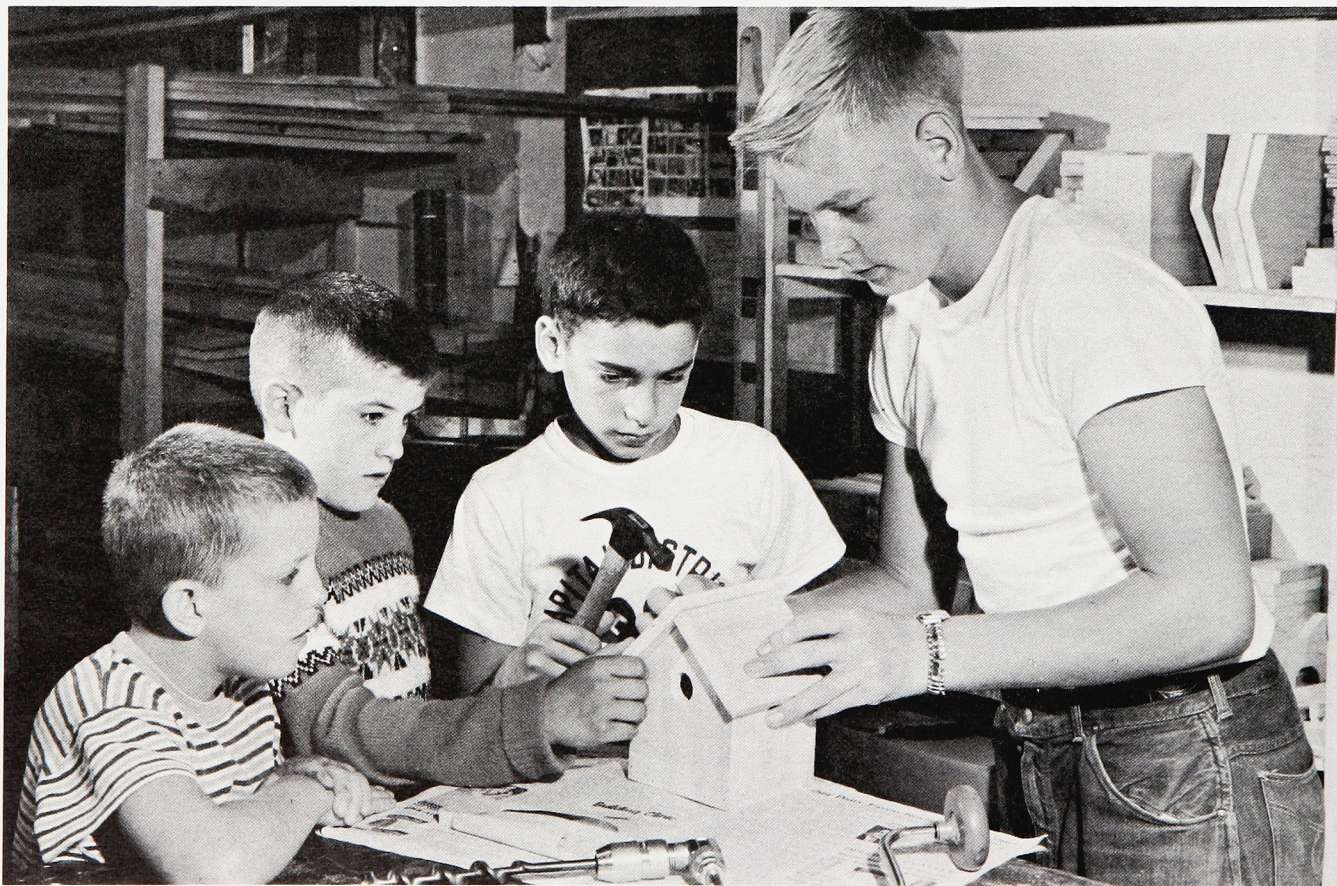
In advocating 4-H expansion, the National Committee finds such authorization in its Articles of Incorporation. "The object for which it (National Committee) is formed is to increase by all lawful

means the amount of Boys and Girls Club Work (4-H) as supervised by the Agricultural Colleges in conjunction with the United States Department of Agriculture . . ." Experience gained over the past 50 years, outlined earlier in this publication, places the Committee in a desirable position to help Extension achieve its goal of serving 7-million youth annually before the end of the decade.

The National Committee recognizes the need for a positive approach to expansion . . . Youth of all ages . . . From all races, ethnic groups, economic circumstances and both urban and rural areas. It will require more volunteer adult leaders, resource persons, extension aides and more youth in leadership roles. And it will require more dollars from both the public and private sectors.

Coupled with expansion in numbers of young people served by the 4-H youth development concept is the necessity of complementing the educational aspect of programs in an equal manner. New programs, updated methods, emphases and technology, tailored to the needs and interests of young America, must keep pace with numbers of participants. And the National Committee's past performance in creating and distributing educational literature and aids augurs well for increased service in these areas.

National 4-H Congress, the nation's largest and perhaps most notable annual 4-H event, over the years has been geared to the needs and interests of teenage youth. In recent years the Committee has enlisted the greater involvement of these young people in planning and staging the Congress. It is expected



that these procedures will be followed in the future and that programs for both delegates and leaders will continue to meet youths' needs and interests while attacking the problems of society.

National 4-H News has played a particularly useful role in serving 4-H leaders. In recent years the magazine has designed special features aimed at the teen and junior leaders. With the necessity of increasing the number of leaders, improving their methods of teaching and involving teens in the total process, *National 4-H News* has a major contribution to make in 4-H leader training and communications.

With increasing numbers of young people participating in 4-H in the future, the National 4-H Supply Service finds itself in a fortunate position. It can continue to give strong identification to 4-H and help its member participants take pride in "belonging." While new items carrying the 4-H emblem will be added to the offerings of the Supply Service, quality merchandise at reasonable prices and service to customers will continue to guide this important function of the Committee.

Perhaps no single group within the National Committee organizational structure is faced with more challenges than the staff of Program Services. As members of program developmental committees or consultants to such groups, the members of this staff can exert influence on 4-H programs of the future. And with the close working relationship which exists between this staff, the representatives of 4-H donor organizations and Extension, the opportunity for counsel and involvement are almost inconceivable.

Programs which are expected to get special attention of the Extension Service and in which the Committee's staff in Program Services will play an important role include—community development, conservation and environment, citizenship, business and economics, nutrition, health and personal development. Existing programs will get new emphases and seek educational depth as young people explore career opportunities and improve their skills. Research and evaluation are expected to be increasingly important tools in the hands of this staff.

High on the list of priority services which the National Committee identifies for the future is its work in communications. A pioneer in the use of radio, more recently heavily involved in television and always a prime supplier of the printed word, the Committee will make major contributions to communications in the future. It will continue to share these responsibilities with Extension and to encourage participation of all friends of 4-H.

Rapid changes in methodology, media and technology will require an integrated approach to communications as the staff of Information Services directs its information programs to each specific audience. This staff, too, will be challenged to perform its tasks in an expanded 4-H movement which at all levels depends heavily on being informed.

The National Committee looks ahead to the start of its second 50 years with even greater confidence in the worth of its mission, its capabilities of serving youth through an expanding, flexible 4-H program and with the continuing dedicated support of America's private sector.



National 4-H Service Committee, Inc. 1971

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