



# National 4-H History Preservation Program

## December 2015, Newsletter

Volume VI Number XI

### On this Day in 4-H History

**December 1, 1930:** President Herbert Hoover speaks by radio from the White House to the delegates assembled in Chicago for the National 4-H Congress, carried over the NBC Network.

**December 1, 1948:** Fred Waring and his Pennsylvanians premiere the new 4-H song, "A Place in the Sun," written by Mr. Waring, for delegates to National 4-H Congress in Chicago.

**December 1, 1971:** Highlighting the Golden Anniversary of National 4-H Congress, President Richard M. Nixon addresses the delegates and presents the awards to the eight Presidential tray winners.

**December 2, 1921:** National Committee on Boys' and Girls' Club Work (later National 4-H Service Committee and then National 4-H Council) is established during the International Livestock Exposition in Chicago.

**December 2, 1922:** "Healthiest Boy and Healthiest Girl in America" becomes a popular contest started at the 1922 National 4-H Club Congress and running for many years, producing more media coverage than any other single event of the Congress.

**December 3, 1928:** In the first such victory in history, A 12-year-old 4-H club boy, Clarence Goecke of Iowa, wins the highest honor at the International Livestock Exposition in Chicago, the largest livestock show in the world.

**December 3, 1946:** First meeting of "National Association of 4-H Club agents" is held at the Union League Club in Chicago, chaired by Donald Stiles.

**December 3, 1946:** The movie, "Where the Road Turns Right," a tribute to local 4-H volunteer leaders, has its premiere at the 25th National 4-H Congress.

**December 4, 1924:** Ford Mercer, Oklahoma, is the first national winner of the Moses Trophy, the top 4-H Leadership award in America.

**December 4, 1931:** Cyrus McCormick, Jr., announces that International Harvester Company would give \$50,000 for 100 scholarships worth \$500 each [\$500 in 1931 is about \$8,000. in 2015] to commemorate the centennial of the

invention of the grain reaper by his grandfather. It is the largest gift by a single organization to 4-H at the time.

**December. 4, 1924:** First 4-H Congress Delegates' Parade in the Amphitheatre of the International Livestock Exposition; a tradition that would last for decades.

**December 5, 1932:** Amelia Earhart presents awards to delighted delegates at National 4-H Congress.

**December 5, 1924:** The first National 4-H "Style Show" is held at National 4-H Club Congress; Geneva Amudson of Galesville, Wisconsin, won.

**December 5, 1941:** "Young America," a Twentieth-Century Fox Film, dedicated to 4-H Club leaders, starring Jane Withers and Jane Darwell, is premiered at the 1941 National 4-H Club Congress.

**December 6, 1928:** The first top boy and top girl to win the National 4-H Achievement Awards are John Jackson, Louisiana, and Sybil Herring, Illinois. Their trophies are presented by Sir Thomas Lipton, the program donor.

**December 6, 1988:** National 4-H Council's \$50 million Campaign for 4-H reaches its climax at National 4-H Congress with a gala celebration honoring all campaign contributors. All 37 donors giving one-half million dollars or more are present and individually recognized on stage.

**December, 7, 1950:** The very first "4-H Report to the Nation" team makes their very first visit, a meeting with President Harry S. Truman in the Oval Office of the White House.

**December, 12, 1950:** "The 4-H Story," a history of 4-H work by Franklin M. Reck goes on sale to the public through the National 4-H Supply Service and featured in the [National 4-H Club News](#).

**December, 15, 2006:** Paramount Pictures release the popular movie, "Charlotte's Web," the story featuring a spider and a pig and featuring the 4-H emblem and themes; a nationwide 4-H fund-raiser is built around ticket sales.

**December, 27, 1962:** Decision is made to change age requirements for 4-H members from 10-21 years of age to 9-19; this change is implemented in 1965.

**December. 28, 1936:** National 4-H enrollment passes the one million mark.

## First “Report to the Nation” Team Meets President Truman in 1950



The first Report to the Nation team shows President Harry S. Truman the silverware presented to the National 4-H Achievement winners annually in the name of the President of the United States. Shown with the President, are from left: Eileen R. Curtis, New York; Mary Jenet, Elder, Indiana; Donald Brozovich, Colorado; Carolyn D. Smith, North Carolina; Kent Loving, Virginia; Porter Lee, Jr., Oklahoma; Jack McDowell, Jr., Minnesota; Phyllis V. Bowe, Minnesota; DiAnne Mathre, Illinois; and Don Bowman, Tennessee.

(Photo from the front cover, January 1951 [National 4-H News](#))

The group at the White House, including Federal and State Extension Service staff, National Committee on Boys' and Girls' Club Work (later National 4-H Council), was presented to President Truman by Clarence J. McCormick, Under Secretary of Agriculture. In his remarks, the Secretary pointed out that the four children in his own family all have been enrolled in 4-H Club work in Indiana.

Porter Lee, Jr., boys' Achievement winner, as spokesman for the group, gave the President a handsomely-bound and gold-lettered book entitled, "4-H Report to the Nation." The book highlighted the achievements of 4-H Club work during 1950. President Truman expressed pleasure with the splendid work which has been accomplished by the 4-H Clubs during the past year, and with the training the 4-H program is providing in developing future leaders.

The delegation was pleased to see on the President's desk the 4-H paper weight which was presented to him in March following the 1950 National 4-H Club Week breakfast.



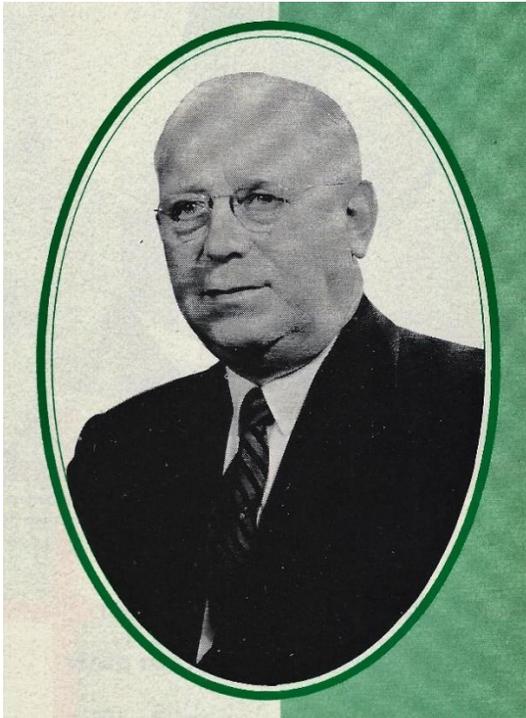
1971 Presidential Tray Winners are recognized by President Richard M. Nixon, National 4-H Congress delegates and other honored guests at the 50<sup>th</sup> Anniversary of National 4-H Congress immediately following the Address given by President Nixon. (If you can help us identify any of these 1971 Presidential winners, please contact us at: [info@4-HHistoryPreservation.com](mailto:info@4-HHistoryPreservation.com).)

## Folks Who helped Make 4-H Great

*This is the fifth in the 1962 series published in the [National 4-H News](#) highlighting the work of 4-H professionals who, in the judgement of surveyed*

*Extension workers, contributed significantly to the growth and development of the 4-H program nationwide. We reprint each article as it was written in 1962.*

**A. G. Kettunen**



Drawing from the June, 1962, National 4-H Club News.

Humble beginning marked the life of many a 4-H pioneer, and Arne Gerald Kettunen was no exception. The son of an immigrant Finnish tailor, he learned early in life the value of hard work. Especially he came to realize the value of a helping hand, and so set ambitious goal himself in the service of youth.

Nearly 1½ million 4-H Club boys and girls reaped the benefits of club work in Michigan during the 31 years “Kett” spent as state 4-H Club leader there, from 1925 to 1956. In those years, not only they but 4-H’ers across the nation received a helping hand through Kettunen’s diligent work.

As was the case with so many workers in the early days of 4-H, when a lack of today’s clearly established patterns required a broad scope of operation, Kettunen’ achievements threaded through so many phases of 4-H that it is hard to pick out one or two that stand above the rest.

One great contribution this native of Michigan made to 4-H was in obtaining financial support, both public and private.

For instance, he helped obtain a yearly state 4-H Club allocation from the Michigan legislature for counties to use in providing “suitable awards for

members and leaders.” He raised \$28,000 of state money, in 1942, to finance the State 4-H Show, claimed to be the largest annual 4-H event in the nation not connected with a state fair. In helping establish the Michigan 4-H Foundation in 1952, he opened a way to put private funds to work for the youth of his state. (He also established many county 4-H foundations to aid agents in administering an effective 4-H program.)

Kettunen was a strong, capable executive, his former co-workers explain. He established a district 4-H supervisor’s plan and a strong county 4-H Club agent system in Michigan. He led the way in Michigan’s 4-H camping program first with a camp at Chatham for the Upper Peninsula, then with many others. Most Michigan counties now have a camp of their own or own one jointly with other counties.

In national 4-H affairs, Kettunen was a promoter of many events. He served as chairman of 4-H’s top policy group, the 4-H Subcommittee of the Extension Committee on Organization and Policy (ECOP). He was the first chairman of the National 4-H Club Foundation and a chairman of the National 4-H Congress committee.

Born at Ishpeming, Michigan, October 28, 1894, “Kett” spent his whole professional life in the service of youth. Immediately after his graduation from Michigan State University in 1917, he went to work with the Extension Service of that state, becoming state 4-H Club leader 8 years later.

In 1923, he married Ruth Cresswell, who later became a staff member at Michigan State University also. He was survived by a son, daughter and five grandchildren at the time of his death at age 64.

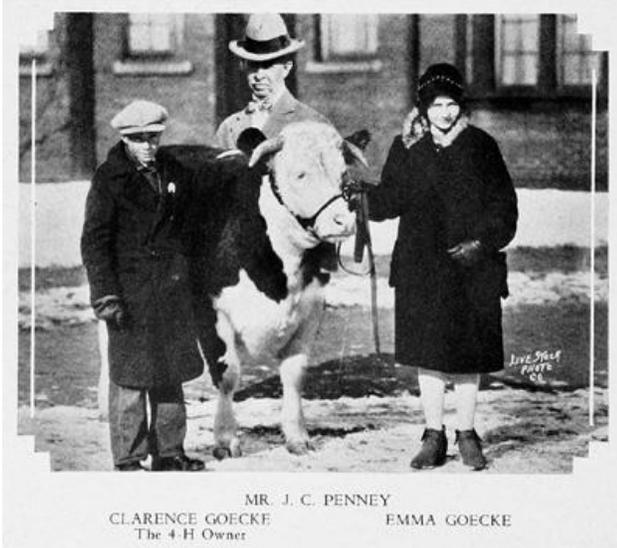
Always a backer of the International Farm Youth Exchange program, Kettunen journeyed to Finland and other European and North African countries in 1952 to study its activities. He was honored by the Finnish government for his contribution to the organization of their 4-H work.

In the words of another 4-H pioneer, “Kett” was not so much a speaker or writer as a “do-er.” He never spared himself, which may have contributed to a heart attack at about the time of his retirement from Extension work in 1956.

Himself a man of great integrity and high standards, Kettunen helped transmit those qualities to 4-H Club work.

## 4-H Member Wins World's Largest Stock Show

The following two stories are taken from the "National Compendium of 4-H Promotion and Visibility" on the National 4-H History Website at [http://4-HHistory.com/?h=4-H\\_Promotion](http://4-HHistory.com/?h=4-H_Promotion)



Clarence Goecke, a 12-year-old 4-H member from State Center, Iowa, exhibited the grand champion steer at the 1928 International Livestock Exposition – the largest livestock show in the world. This is the first time a 4-H member's animal had topped the show – the first such victory in history – causing headlines across the country.

Adult showmen used to give their junior rivals a patronizing glance, but after Goecke's win, they eyed them with concern. Not only did Goecke's steer – named "Dick" – win the show, but the animal was knocked down on the auction block for \$7.00 a pound. The previous high price, paid in 1926, was \$3.60 a pound. The purchaser in 1928 was the J. C. Penney Company, New York. The youthful owner saw his pet, which he had raised from a calf, auctioned off with solemn face despite the fact that the price paid meant he would receive more than \$8,000. in addition to over \$1,000. prize money he already had received. The above photo shows young Clarence Goecke on the left, James C. Penney in the center, and Emma Goecke, Clarence's sister and an employee of the local Penney store in Iowa, on the right.



## Youth Leaders Add their Counties to the National 4-H History Map

Maryland 4-H youth and adult leaders annually meet to learn new ways to connect 4-H past, to 4-H future. This past November in Ocean City, Maryland, 250 adult and junior leaders were quick to identify 4-H legends in their area that deserved to have their amazing stories shared. The Maryland youth supported the leaders with modern ideas on a variety of ways the stories and tributes could be turned into media that can be shared using the new Interactive 4-H History Map.

Teen and adult leaders nominated locations in each Maryland county to be posted to the public 4-H History Map, which can be accessed by everyone, including 4-H families who might be traveling across the US.

This same activity can be performed in every state. For more information contact Tom Tate at [tateace@aol.com](mailto:tateace@aol.com) or Jim Kahler at [jkahler@nifa.usda.gov](mailto:jkahler@nifa.usda.gov) or take a look at [http://4-HHistoryPreservation.com/History\\_Map](http://4-HHistoryPreservation.com/History_Map)

## Holidays Can Help Build Generational Bridges with Video



Since 2013, 4-H youth have been teaming up with adults and media advisors to learn to produce films and video about their family and community

memories of 4-H. This project is known as the "Voices of 4-H History."

Many of these youth-produced films are viewable today at <http://4h.Missouri.edu/FilmFest>. Why not take a look at a few of them with your family over the holidays. They just might awaken some memories about the 4-H history within your community or family that you've never heard or have forgotten. We think you'll enjoy these films, and we encourage you to let others you know about them also.

An interesting and important benefit of the "Voices of 4-H" film-making efforts is the bringing together of the current generation of 4-H youth, with past generations of 4-H'ers, building new and powerful relationships within your community and the generations. In the process the youth gain skills to become better communicators, better able to be a voice for "making the best better" in the next generation.

We also encourage you, in this season of giving, to identify a young person in your family or community that you can sponsor or gift an enrollment (fee) for 4-H FilmFest 2016 in Kansas City, Missouri.

At 4-H FilmFest 2016, youth participants will have an in-depth experience with leaders from the visual communications and film industries. Many of these film and communication leaders were themselves 4-H members, who are giving back to 4-H by sharing their knowledge and experiences with current 4-H Film Festival Participants.

To learn more about getting a young person you know to participate in 4-H FilmFest 2016, please contact Bradd Anderson, Missouri 4-H, [andersonb@missouri.edu](mailto:andersonb@missouri.edu) phone 573-884-0576.

To learn more about exploring an intergenerational film project for your family or community, please contact Tom Tate, Voices of 4-H History, [tateace@aol.com](mailto:tateace@aol.com)

## **HAPPY HOLIDAYS FROM THE NATIONAL 4-H HISTORY PRESERVATION TEAM**

*Please make a New Year's Resolution to send us information about how you are helping to preserve 4-H History.*

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

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