



National 4-H History Preservation Program

Celebrating 10 Years of Preserving and Sharing National 4-H History

May/June 2017 Newsletter

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Over 400,000 Visits to 4-H History Website



People from 179 countries have made 417,116 visits to the National 4-H History Preservation website since we started counting visitors on September 10, 2011. Not surprisingly, nearly half of the visitors are from the US (201,417) and Canada (3,862). Interestingly, enough Japan ranks third (1,405) and Jamaica is fourth with (1,322) for the number of visits. Other countries weigh in at anywhere from one visit from 22 countries to several countries with over 500 visits.

How many visits have been made from your state? Go to <http://4-HHistoryPreservation.com> to compare your state to others.



If you haven't visited the website recently, follow the links from several of the articles this month that will lead you to an interesting subject or do your own search to see what's new to you or even search for something that you have forgotten about 4-H. The next article is about early beginnings of 4-H. See if you can find out on the website who created the 4-H Pledge and the 4-H Motto. Or just check to see how many new visits from the US have been recorded in the last week. <http://National4-HHistoryPreservation.com>

On this Day in 4-H History: 90th Anniversary of First National 4-H Camp and Adoption of National Pledge and Motto

The first National 4-H camp was held June 16-23, 1927, on the grounds of the Department of Agriculture in view of the Washington Monument and the US Capitol. The state 4H Leaders who were also meeting during that historic event adopted both the National 4-H Pledge and the National 4-H Motto during the camp.

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

National 4-H Camp, an annual event, was held in Washington, DC 26 times between 1927 and 1956 before being replaced by National 4-H Conference in 1957. (There were no 4-H Camps held during the war years.)



Iconic view of the tents set up on the Washington Mall with USDA administration building on the left and the Washington Monument on the right behind the trees. Do you know why there is a wide gap between the two sets of three rows each? The first message received with the correct answer will get a prize. Send to: info@4-HHistoryPreservation.com

For those 26 years, National 4-H Camp made an indelible impression on the countless youth who participated and experienced the speeches by

national leaders, field trips to nationally significant sites, and camaraderie among participants that made it a much-anticipated yearly tradition by 4-H members and leaders from around the country. The sitting Presidents and First Ladies often visited the camp site and talked with the delegates.



Can you imagine doing morning exercises in your 4-H uniform in the middle of the Washington Mall? That's what the delegates to the first National 4-H camp did.

The annual "tent city" of the 4-H'ers on the Washington Mall, directly across from the USDA building and at the foot of the Washington Monument, could not help but be noticed by Washington, DC residents and visitors alike, including the Congressmen and Senators. It was most definitely a high visibility event.

The complete history of the National 4-H Camp is posted on the 4-H History Preservation website at: http://4-HHistoryPreservation.com/History/4-H_Camp/

Editor's note: *In future issues of the 4-H History Preservation newsletter, we plan to feature just one or two items with significant anniversaries from the "On this Day in 4-H History" each month. We are also planning to add a year-long calendar of all the events on the 4-H History section of the website so that you can plan ahead to celebrate national historic dates in your own community, county or state. Watch this space for the announcement of that addition to the website.*

4-H in WWI – Canning

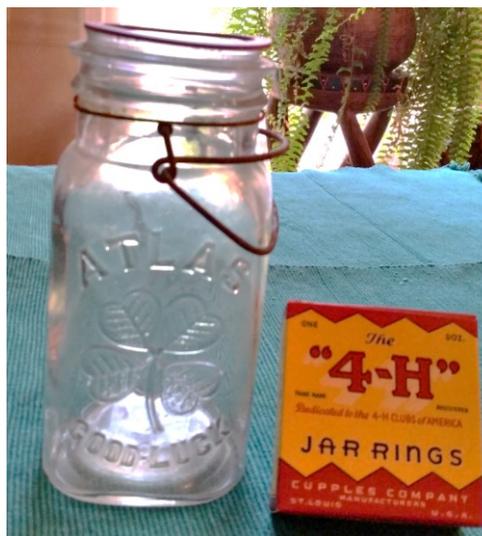
As the world observes the Centennial of World War, we feel that it is important to look at the role that Extension and "club work" (later called 4-H Clubs) played at home to help our nation stay strong. You might want to begin by looking at some of the work in which USDA was involved.

<https://www.nal.usda.gov/exhibits/ipd/canning/exhibits/show/wartime-canning/world-war-i>

In 1917 North Carolina Governor Thomas W. Bickett selected state Home Demonstration agent Jane S.

McKimmon to help direct the State Food Commission. Following her appointment Home Demonstration agents worked both with their own organization and the state Food Administration to increase food production for the war effort. Women volunteering for war work were directed to Home Demonstration, which gave them guidelines for planting gardens and rationing food in their homes. They produced so much food that the Extension Circular "Canning, Preserving, and Jelly Making" quickly went into second and third editions and agents operated community canning centers.

https://www.lib.ncsu.edu/specialcollections/greenngrowing/essay_wwi.html



In 1909, USDA outlined a proposal for establishing girls' tomato canning clubs. Both 4-H glass canning jars with a clover and USDA-approved "4-H" jar rings were produced for a number of years. We're not sure the exact years but 4-H name and emblem in products was prohibited by Congress in 1939.

At the National level, Mina Van Winkle, head of the Lecture Bureau of the U.S. Food Administration, explains Victory gardening and food processing to help spread the word to support the war effort.

<https://www.loc.gov/item/2016650259/>

Girls' club work was also key in helping to get the information out to farm women across the country. Sometimes songs and poems were developed for or by the girls themselves to help speed the ideas and spirit of the movement on its way. Do you notice any themes that are still apparent in today's 4-H program in the poem below?

It's a great thing to be a club girl,
And to know all they know –
It's a great thing to be a club girl,
And to watch the young plants grow;
For we'll make the best better

And work with head, heart and hands.
 It's a great, great thing to be a club girl,
 Health and wealth we'll command.
 We planted our tenth of an acre
 And tended it many hot days;
 But now we bring in the harvest
 We're glad that we worked for it pays.
 Chorus: Canning, canning, canning, come see our
 4-H brand, just see
 Canning, canning, the girls canning, club are we –



Mina Van Winkle in uniform poses with fresh vegetables. Behind her on the chalk board is a 4-H poem about joys of gardening and canning. (the poem is printed above) Head of Lecture Bureau of Food Administration during WWI. Ca. 1917-18.

Mrs. Mina C. Van Winkle of Newark, New Jersey, was president of Woman's Political Union of New Jersey 8 years and was later the head of Lecture Bureau of Food Administration.

<https://catalog.archives.gov/id/512734>

Contemporary History: Cooking Pays Off for 4-H

Lazarus Lynch, a 4-H alumnus from New York, recently won TV's "Chopped" program cooking competition – a month-long star chef cook-off, and donated the winnings to National 4-H Council. If you haven't seen TV's "Chopped," it's a cut-throat competition of four celebrity chefs given a basket of ingredients and charged to make a restaurant-worthy dish using all of the mystery ingredients. Each 30-minute episode includes three baskets of ingredients to be transformed into an appetizer, an entrée, and a dessert. The baskets always include a zinger; e.g., for an entrée, it could contain Tilapia fillets, asparagus, sourdough bread and – gummy bears. The resulting dishes are judged by a panel of other chefs and restaurateurs; in each of the three rounds, one chef whose dish does not pass muster,

is "chopped" from the competition's next round. The producers of "Chopped" put up a substantial financial prize for the four-week competition, the money to be given to the winning chef's favorite charity or cause. Lynch's favorite cause was 4-H.

Lynch is a chef, multimedia host, millennial influencer, and creator of the popular brand, "Son of a Southern Chef." New York born and raised, Lazarus learned from his father, a chef from Alabama. His high school blog, *Keeping-it-Healthy*, built him a following, gaining the attention of TV networks like Food Network and the Cooking Channel. This past spring, Lynch and celebrity chef, author and TV personality Anne Burrell hosted National 4-H Council's Legacy Awards in Washington, DC.



4-H alum Lazarus Lynch waits excitedly to see the contents of his basket that will test his creative and organizational skills on the ladder to winning the grand prize for 4-H.

After Lynch won the first session of "Chopped," one winner was chosen from each of the next three weeks' shows who would face him in the final cook-off. In all, he trounced 15 other chefs and media personalities to take the prize for 4-H. He credits 4-H as a major, positive influence in his life and development. "4-H definitely made an investment and impact in my life, and now I'm just paying it forward," he says.

Google "Lazarus Lynch" for his story, recipes, and to receive his newsletter. Full disclosure: your editors made and ate his "Jalapeno Havarti Cornbread" while watching his final victory for 4-H. Yum!

Thank you, Lazarus!

The Historic Camp Vail

By Jim Kahler and Ron Drum

In the early years of the 4-H movement, a New England activity called "Camp Vail" played a prominent and useful role in showcasing club work to the public. The original concept was a response to the problems that arose in agricultural communities as large numbers of young men left their farms to become doughboys during WWI.

[Theodore N. Vail](#) was president of [American Telephone and Telegraph Company \(AT&T\)](#) in 1907-1919¹. In 1910, he donated his Vermont property, "[Speedwell Farm](#)" at [Lyndon Center](#), to be used to train boys and girls in agriculture, homemaking and industry. This became the Theodore N. Vail School of Agriculture (now the Lyndon Institute).

During WWI, concern over the farm labor shortage in Vermont was greatly felt. State government and agriculture leaders conceived the idea of utilizing the Vail School to train non-farm boys to do farm work and then send them to live and work on farms in the state at a wage rate. Therefore, the 1917 and 1918 programs were used to serve this purpose and were called Camp Vail. ^{2,3}

In 1914, "The Eastern States Agricultural and Industrial Exposition" (later to be known as "Eastern States Exposition" - ESE) was incorporated in West Springfield, Massachusetts. In an effort to expand this new fair, Exposition representatives travelled to Chicago in 1916 to promote moving the National Dairy Show to the Exposition grounds. Gaining agreement, they quickly constructed new buildings over the summer to house the dairy show.

At the same time, O. H. Benson, USDA Leader of Boys' and Girls' Club Work in the North and West, proposed a "Northern Atlantic Boys' and Girls' Club Exposition" be developed and implemented on the new Exposition grounds. Thus, one of the new buildings was dedicated for that use. Club youth first participated at Eastern States in the fall of 1916.

Theodore Vail was a major supporter of this effort as well. As the first chairman of the ESE Executive Committee of the Achievement Bureau, he helped to raise funds and organize the projects. Due to this support, the youth program and building became known as Camp Vail.

Camp Vail was described on page 490 of the November 13, 1919 edition of [The Journal of](#)

[Education](#) as an eight-day camp for state fair first and second place winners from Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania, and Delaware with the purpose being "a means to show the public the value of club work." According to the [American Hereford Journal](#) (Vol. 11, #1, May 15, 1920, p 463) it was attended by more than 500 club members from the ten North Atlantic states. [Industrial Arts Magazine](#) of 1921 (Vol. 10, p 488) reported that ESE's Camp Vail was an "opportunity to see some of the world's finest cattle and products, the chance to hear lectures and demonstrations by expert men and women in various lines of industrial life."



Theodore Vale visits with Massachusetts 4-H Canning Club members. Photo from: [The County Agent and Farm Bureau](#) magazine, May 1920, pg. 12.

Joseph Long, a Junior Club Work member from Caroline County, Maryland, described his 1924 experience for the [American Union Newspaper](#) from when he left his home in eastern Maryland to the "hilarious" trip home, during which they sang "until our throats forbade any more strenuous usage." Although he reports that "the 150 boys slept in one house on cots which were too high and close together" ("the girls' barracks were similar to the boys," he says), he concludes his report imploring, "Boys and girls of Maryland, this is a trip worth trying for, so work harder next year." (Read his account on page 8 of the [October 2, 1924 edition](#).)

Maine 4-H'ers described their 1937 Camp Vail experiences in the October edition of that state's [Club Echoes](#) newsletter (Vol. 20, # 4). Robert Anderson of Hollis, Maine, announced, "Have I been to Camp Vail? Well I'll say I have and it's a great trip, too!" According to Willa Dudley of Mapleton, "Each

4-H club had a booth which was tended by the members. They had turns at booth duty and demonstrations pertaining to their work.” Louise Plunkett of Bridgton said, “The head booth was entitled ‘4-H Club Work Enriches the Home.’ Booths branched off showing the different departments of the home consisting of members demonstrating their work. The Maine booth in which we took part, represented a rural school room where we were carrying on a school lunch program.” Maurice Moody of Monroe explained further, “The boys gave demonstrations on potato grading in Maine and the girls on school lunches.”

By 1927, Camp Vail was inviting youth from 18 states, having expanded its reach into the mid-western states.⁴ Camp Vail activities continued at the ESE into the 1950s.⁵ In a 1955 unpublished report⁶ on Maine Extension history, Maine Extension Editor Clarence Day described the ESE Camp Vail this way: “The Springfield trip has always been a reward of merit with all expenses paid. For most of these young people it has been their first journey out of the state, their first glimpse of a great agricultural and industrial exposition, and their first contact with club members from the other Northeastern States. Many of them have then had their first ride on a train, their first visit to a big hotel, and their first full week away from home. For all of them it has been a memorable experience.”

¹ <http://www.pbs.org/transistor/album1/addlbios/vail.html>

² <http://vermonthistory.org/research/research-resources-online/green-mountain-chronicles/world-war-i-camp-vail-1916>.

³ *Farm Boys' and Girls' Leader*, June 1920, pp 3-4.

⁴ *The Daily Illini*, July 15, 1927, Vol. LVI, # 259.

⁵ Bull, Nancy H, Alexander “Bud” Gavitt, Lane J. Lang, Nancy L. Wilhelm. *4-H Youth Development in Connecticut: 1952-2002*. University of Connecticut, 2002.

⁶ Day, Clarence Albert. *Forty Years of Extension Work in Maine, 1910-1950*. Unpublished. 1955.

WANTED: National 4-H Poster for 1953

Have you seen or do you have the Poster on top right of this page? If so, please contact info@4-HHistoryPreservation.com and tell us how we could get the poster or a digitized copy of it. If you are willing to donate or loan it to us so that it can be digitized we would be able to make it available for people around the world to see the complete set. We will return the original to you if you wish.

We are in urgent need of a copy of this poster. We are also looking for the 1951 national 4-H poster but

we do not currently have an image to share with you of the 1951 poster.



1953 national 4-H poster advert from the National 4-H News.

The only image of the 1953 poster we have been able to find is the advertisement above. If you have a copy of the actual poster – or know someone who does – we would be very interested in getting it so that it can be added to the set at the National Agriculture Library.

This poster happens to be the first national 4-H poster painted by Walter (W. C.) Griffith, well known magazine cover illustrator for Country Gentleman, Saturday Evening Post and Sports Afield. We believe that he began painting 4-H posters in 1953 and continued in this role until 1971 when 4-H members started creating both the themes and the illustrations that were then turned into the national 4-H posters. The set of digitized national posters that are in the Elsie Carper Collection at the National Agriculture Library contains only 17 of the 18 posters painted by Griffith.

<https://www.nal.usda.gov/exhibits/speccoll/exhibits/how/poster-collections/elsie-carper-collection-on-ext>

National 4-H Council has six of the original poster paintings created by Griffith for 1954, 1955, 1959, 1968, 1969 and 1970. He also painted national 4-H calendar illustrations for the Brown and Bigelow Company from 1953 through 1968. National Council has 11 of the 16 that he painted. Griffith painted the largest number of official national 4-H art in the history of the movement.

From the National First Ladies' Library

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

While previous first ladies are shown in short news clips, it is believed that Lou Hoover was the first president's wife to directly make radio addresses to the public. Records show she made anywhere between nine and 15 such addresses during the Hoover administration years of 1929-1933 - two of them directed to the 4-H Clubs. Her very first radio address was on April 19, 1929 to the Daughters of the American Revolution (DAR) and was very brief.



Mrs. Hoover's second radio address, which has captured the most attention in reports on her radio speeches, was a 1929 speech to 4-H'ers from the Hoover's Virginia retreat, Camp Rapidan, in the Blue Ridge Mountains. It was during the National 4-H Camp on the Mall and was aired on the

evening of June 22 during the first National 4-H Radio Party broadcast over the National Broadcasting Company (NBC). It is estimated that over 700,000 listened to the broadcast arranged by the Department of Agriculture.

What made this speech so noteworthy? As First Lady, Lou Hoover continued her life-long belief in the equality of women and men. In her remarks to 4-H, Mrs. Hoover emphasized that housework was for men, too, and that boys should learn to clean the house and wash the dishes along with the girls, because they were "just as great factors in the homemaking of the family as are the girls." During this speech she also asked the 4-H Clubs to be "of service in their communities" and at this point not "even her husband had spoken to a national audience at such length."

Mrs. Hoover's second radio address directed to 4-H'ers came on Saturday, November 7, 1931 as a part of the second National 4-H Achievement Program on the NBC Network. During her speech, Mrs. Hoover congratulated the 850,000 4-H Club members on their year's achievements.

Unfortunately, Lou Hoover's pioneering radio addresses were the extent of her use of the modern media. Following a tradition of First Ladies, she refused to grant any formal interviews to print or broadcast journalists during her tenure, though she would answer to impromptu questions that reporters might be able to pose to her.

4-H is fortunate to have been the key audience for Mrs. Hoover twice during this period, which certainly added to 4-H's growing visibility and stature.

Contact the 4-H History Preservation Team:

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