



National 4-H History Preservation Program

June, 2014 Newsletter
Volume V Issue VI

2014 FilmFest 4-H is Coming Soon!



It's not too late for youth to enter films in the 2014 event. The closing date is July 1.

It's also not too late to register to attend four days packed with excitement and learning opportunities; August 3-6. Anyone associated with 4-H and interested in learning more about filmmaking from the experts is encouraged to take advantage of this great chance.

To All 4-H Filmmaking Enthusiasts

It's an exciting time for FilmFest 4-H, as it moves to **St. Louis** for 2014. The Gateway Arch stands ready to welcome all who attend. Those following the festival on social media may already know about the most recent developments.

This year's confirmed film categories are:

- Narrative
- Animation
- Documentary
- 4-H Promotional
- Voices of 4-H History

Web Site Update

With the latest update, a "frequently asked questions" section has been added, travel planning information has been updated, and

more. Check out the latest, at <http://4h.missouri.edu/filmfest>.

Film Submissions

Films will be accepted only through July 1, 2014. As with last year, there is a 10-minute time limit on films. This allows us to screen as many as possible in the most interesting ways during the festival. We continue to urge filmmakers to **avoid** scenes that involve youth pointing guns at each other and other violent situations. This will help us give your films the widest possible exposure through 4-H channels, without unnecessary complications. **Film Submission Information** <http://is.gd/nlGD5d>.

Slated To Appear on the Program:

Feature Film Phenom

After two years of pursuit, we are beyond thrilled to announce that director **Emily Hagins** is slated to appear at 2014 FilmFest! At age 12, Emily became the youngest feature film director in the United States, when her work attracted the attention of directors like Cameron Crowe (*Jerry McGuire*, *We Bought a Zoo*) and Ang Lee (*Life of Pi*, *Hulk*). Now 21, Emily has already made five feature films, including *My Sucky Teen Romance*, about an innocent young teen who falls in love with a vampire at a sci-fi convention. An "up and comer" in Hollywood, Emily will share her experience from an unprecedented youth perspective!

Casting the Role

Aspiring actors won't want to miss this opportunity to experience an actual casting call. Casting director **Joni Tackette** has worked on a variety of television and feature films, including the HBO miniseries *John Adams* and *Hannah Montana: The Movie*. Among other things, Tackette's work in *Up in the Air*, with George Clooney, involved casting 2,000 extras!

Brushstrokes

Almost everyone who watches television has probably seen the work of makeup artist **Jeff Lewis**. A six-time Emmy nominee, Jeff's work includes all of the recent *Star Trek* series and much more. Jeff returns this year by special request, to take his workshop on creating feature-quality special effects makeup to the next level – putting youth in the role of the makeup artist.

With hands-on experience, this interactive workshop promises to be an extraordinary intergalactic opportunity that few will ever have, to learn Hollywood makeup techniques from a master of the craft. (We apologize in advance for any screams his work may elicit.)

Conference Rate

The Hilton Frontenac has extended a generous conference rate for anyone who prefers to stay on-site at 2014 FilmFest 4-H. To book your rooms directly at the conference rate, you may call the Hilton at (314) 993-100, or click on the link when you visit the FilmFest 4-H web site at <http://4h.missouri.edu/go/events/filmfest/2014/travel.htm>.

Please Help Spread the Word

Most of our attendees learned about FilmFest from a friend or caring adult. We encourage everyone to share this information with friends, colleagues, teachers, and megastar directors. See the filmfest video: <http://is.gd/9Aeb92>.

Wilbur Jensen and his Trumpet WOW 4-H'ers in the 1950s



Thirteen year-old 4-H'er Wilbur Jensen and his 11 year-old sister, Judy entertain delegates at the 1951 National 4-H Congress.

World renowned trumpeter Louis Armstrong said about Wilbur Jensen in 1951: "You know the nicest horn I've heard in a long, long time. This kid we heard in a little town in Oregon. Kid's only 11 [Jensen was 13], real little in short pants. I got his name written down someplace. Why he just came back stage and played for us. And we applauded and he blushed all red. What a nice pretty tone that boy had. It sounded like New Orleans."

Wilbur, a 4-H'er from Curry County, Oregon, went on to play with Duke Ellington, Lionel Hampton, Henry James and other greats; he played on nation-wide TV several times, and entertained regional and national conferences – notably three National 4-H Congresses: 1951, 1953 and 1957. In 1957, he performed with the Chicago Symphony and Helen Bovbjerg, the Maryland 4-H'er we also introduced last month.

Jensen started 4-H when he was 11, with a health project involving his entire seventh grade class. In 1951 he picked up Bachelor Sewing, perhaps his "most enjoyable project" though patching jeans and darning socks took several tries to master. What he liked best was the interaction with the other boys. His friendly sociability shows consistently in his school, church, scouting and 4-H activities: basketball, class president, camp counsellor, 4-H junior leader, scout senior leader,

But his real love was music. Coming from a musically talented family, Wilbur picked up the interest at age three. He took his trumpet wherever he went; one year that took him to Oregon 4-H Summer School and membership in the Oregon State 4-H Band. His fame grew as he played for school, community and state-wide events. Twice he was a winner of the Horace Heidt Amateur Show, nationally broadcast from Los Angeles.

In 1951 he was invited by US Rubber Company to entertain at the National 4-H Congress "Share the Fun" program with his sister Judy on clarinet and saxophone. In those years, Congress was held in the Blackstone and the Stevens Hotels; they entertained in both venues

for the 1,200 or so 4-H members attending. That appearance brought an invitation for the Jensen siblings to join Herb Shriner on the nationally televised "US Royal Showcase" in 1952 to celebrate National 4-H Week. After the show aired on NBC, a Chicago Daily News headline (March 11, 1952) proclaimed "Teen-Agers Show up TV Pros;" their TV critic said "The kids were just what you'd expect from 4-H. They were fresh and unspoiled and amazingly talented."

At the 1953 National 4-H Congress, Ford Motor Company invited Wilbur to solo at their sponsored "Pops" concert featuring the Chicago Symphony under the baton of George Schick. After the concert Jensen took the stage with Louis Armstrong in Chicago's famous Blue Note nightclub. The following week he and his horn were serenading a national agricultural convention in Chicago. Jensen was becoming well known in 4-H (and music!) circles.

US Rubber Company issued their third invitation to Wilbur to play his trumpet at the National County Agents' Conference in Salt Lake City in 1954.

For his third trip to National 4-H Congress, he teamed up in 1957 with Helen Bovbjerg, the lyric soprano 4-H'er from Brandywine, Maryland. With sponsorship from the Singer Sewing Machine Company, they joined the Chicago Symphony in Orchestra Hall with Fritz Reiner conducting. Jensen's lasting memory of both appearances with the Chicago Symphony "is that the musicians and conductors were immensely accomplished and supportive and, after a lot of anxiety, my performances went very well!"

In spite of his exceptional musical talent and impressive string of notable appearances with 4-H and other big names, Jensen did not pursue a career in music. He chose dentistry and began working his way through pre-dental school at Lewis and Clark College (OR) by playing trumpet with a dance band. "If there's a way to combine a musical career with dentistry, I'll do it," Wilbur said at the time; "Maybe I can play with a band part-time between fillings."

Now retired, Wilbur Jensen still plays his trumpet with various local groups with his wife and sisters, in a community concert band and a big swing band.

His advice to 4-H'ers and other young people aspiring to a musical career: "A career in music takes a lot of dedication and is very competitive, so be prepared to do a lot of study and practice, as in any successful career!"



Special Thank You

Hardly a week goes by that we don't receive a message from someone who has historic 4-H items they are willing to share. If the materials seem more appropriate for local or county archives we try to help the owners find the appropriate person in their state or county to contact. However, if the items are of national importance we happily take either the loan or gift of the item to share through the history website, newsletter and/or to display at the National 4-H Center on a rotating basis. If you have items that are of national interest that you'd like to donate or loan; please contact us at info@4-HHistoryPreservation.com.

This month we'd like to thank the following people for their loans or donations:

Mitchell Hoyer, Program Coordinator, 4-H, Iowa State University, donated 4-H books.

Patricia Harelkin, Oregon, donated 1940s vintage 4-H ribbons.

Zonagale McAlexander Resnick, FL, gave a scrapbook compiled by her aunt Alma Brooks Faber who was a Florida 4-H member in the 1920s. She attended National 4H Club Camp in Washington, DC, June 20-26, 1928, and also won a trip to National Boys' and Girls' Club

Congress in Chicago in 1928. Her photo was in National Geographic in April 1927 (Page 463).

Sarah Tarjeson 4-H Youth Development educator, Sheboygan, Wisconsin, has loaned a video cassette of the popular 4-H film "Where the Road Turns Right" for us to digitize for the 4-H Film/AV Archive on the history website.

Rich Hawkins, Colby, Kansas, retired farm broadcaster and 1965 IFYE to India, sent copies of interviews he made while in India that he sent back to Station KXXX in Colby. He also sent a copy of the script to the 4-H film, "e.g. India" produced by International Minerals & Chemical Corporation, which Rich narrated. (Note: Neither Rich, nor the 4-H history Team, has a copy of the film; if anyone has a copy they would loan us to digitize, it would be most welcomed.)

New 4-H History Website Addition 4-H Brand Products from the Farm

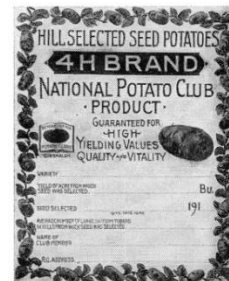
A new section on 4-H Brand Products has just been added to the National 4-H History Preservation website; see http://4-HHistoryPreservation.com/History/Logo_Farm/.

Almost from the creation of the term "4-H" – and before the use of the 4-H emblem – enterprising young girls and boys were using the term "4 H Brand" as a "stamp of quality" on their home-grown farm products resulting from 4-H projects, kind of like the "Good Housekeeping Seal of Approval."

Today the 4-H emblem is a federally protected mark that can't be used on products without approval. The 4-H emblem was patented in 1924, and a 1939 law protects the use of both the 4-H name and the emblem.

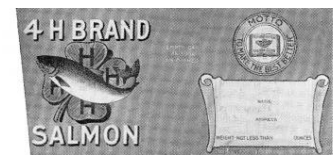
Early 4-H'ers were very keen on management and marketing of their projects. Accurate record-keeping and accountability were stressed by the leaders and county extension agents. Creative marketing was often the key to success. Many members devised ideas on how to market their products that even their parents or leaders had not thought about. Whether it

was vegetables from the 4-H garden, fruit from the orchard, eggs from the hen house, dairy products from the barn or honey from the 4-H bee hive, creative marketing was important to the young boys and girls.



The labels above are two of the five displayed on page 102 of the 4-H history book, "The 4-H Story" by Franklin M. Reck. These show that labels for seed corn and potato were probably in use some time between 1911 and 1915. Note that the tomato label is from a Girls' Farm Improvement Club.

A 1914 directive out of USDA's Washington headquarters office states: "In connection with the boys' and girls' club work the 4-H brand canning labels, seed corn labels and seed potato labels are of especial importance in encouraging the club members to standardize their products. State, district and county men who are interested in the 4-H brand labels and wish samples of them can secure the same by writing the office of farm management, says O. H. Benson, government specialist, in charge of club work."



We think that the tomato, salmon and apple labels are from a slightly later date. Also note that all five labels carry a small book-shaped logo with a center image. Any ideas of why this was part of the label? Read on.

These images with the miniature open book (signifying the need for education in farm living) coincide with a series of project demonstration pins that were manufactured by Christian Finance Association starting in 1911 and promoted to the states by O. H. Benson, Assistant in Demonstration Club Work, and O. B. Martin, Assistant in Charge of Boys' Demonstration Work, USDA, in February, 1912.

Those in charge of club work in the federal office strongly supported the use of 4-H brand labels for marketing 4-H produce, encouraging the boys and girls to standardize their products.

If you have examples of 4-H brand products like those described here (from any time period, including present day), we would enjoy hearing about them and having a photo or an actual label. Write Info@4-HHistoryPreservation.com.

First Phase of National Calendar Art Project Accomplished:



"Keep America Beautiful" was the theme of this 1959 National 4-H calendar produced and sold to 4-H supporters to give as gifts to 4-H members, leaders and to hang in their businesses.

Restoration is Complete; Next Phase is Preservation

Twenty-one pieces of the 35 original National Calendar Program paintings in the National 4-H Council's collection needed repair, cleaning, reframing, varnishing or sometimes all of these. These paintings represent nearly 50 years of 4-H history through their contemporary illustrations from the respective time periods. They also represent the work of nine recognized artists who produced these annual paintings for advertising purposes at the local level. Many of the pieces were able to be localized to the county where they were sold through signage on buildings, busses or actual signs which were a part of the illustration.

The following donors made the restoration of these art pieces possible: Sue and Dave Benedetti, Leann Blum, Gary Deverman, IBM Corporation, James Lindquist, Ronald Paasch, David Pace, Phi Upsilon Omicron (DC area Alumni Chapter), Dallas Smith, Mel Thompson, Kendra Wells, Bernadine Wiesen, Nancy Wills, Eleanor L. Wilson, and Helene Zueg. Our most sincere thanks go to all of them.

The next phase of this calendar art project is to make them available for people to view; to preserve them and keep them safe from deterioration by light, abrasion, and dirt. That part of the project will entail putting each painting behind protective Plexiglas, and will be undertaken as soon as we are able to raise the necessary \$12,000 for the individually fabricated coverings. This will protect the original Calendar and Poster art currently on display in the Heritage Hallway at the National 4-H Center.

Will you help us meet the \$12,000 goal to complete the preservation process?

Help Preserve 4-H History: The Foundation of Our Future Become a Contributing Member of the 4-H History Preservation Program

The National 4-H History Preservation Team is five years old. To strengthen this rich

foundation for youth today and tomorrow, this volunteer team has been working to capture the history of HEAD, HEART, HANDS, HEALTH and those pioneering leaders who believed deeply that youth are the future of the world. National 4-H Council, 4-H National Headquarters, caring individuals, and businesses have contributed over \$100,000 in financial, staff, and in-kind support to empower this initiative.

You can help! Become a Contributing Member and support the research, documentation, and gathering of the knowledge and physical treasures of 4-H past and present. Your contribution will ensure that the history of 4-H is accessible for all.

Your generous support for 2014 of \$25, \$50, \$100, \$300, \$500, \$1000 or any other amount will help to reach the goal of raising \$200,000 in three years.

Make checks payable to **National 4-H Council** and mail to:
National 4-H History Preservation
PO Box 37560
Baltimore, MD 21297-3560

Please write **4-H History Preservation** on the memo line of your check.

To learn more about the work of the 4-H History Team visit <http://4-hhistorypreservation.com/>.

Thank you for your generous assistance.

Voices of 4-H History Updates

If you have a “Voices of 4-H History” interview video that you’d like to submit to the 2014 FilmFest 4-H, remember that the final

submission deadline is July 1 with \$15 registration fee. There is a category just for “Voices of 4-H History” videos. Even better, you can attend this exciting experience in St. Louis on August 3-6 to learn film-making techniques from movie and TV professionals. Learn more about submitting videos or attending the film fest at <http://4h.missouri.edu/go/events/filmfest/> (registration information will be posted there soon).



Voices of 4-H alums, leaders and former staff are captured in the homes by 4-H History seekers.

Hermon Macklin reports that 4-H youth-produced videos will be shown at the **Virginia** Cooperative Extension 100 year celebration and featured at State 4-H Congress on June 17th.

This month, **District of Columbia** 4-H’ers are starting interviews with former program leaders to capture recollections of 4-H past with the city’s young people. The history of 4-H in DC started in the 1960s in response to needs identified in several surveys that resulted in action recommendations calling for 4-H to begin urban programming in the 1970s.

Contact the 4-H History Preservation Team

Email: info@4-HHistoryPreservation.com
Visit: <http://4-HHistoryPreservation.com>
Tweet: @4H_History

