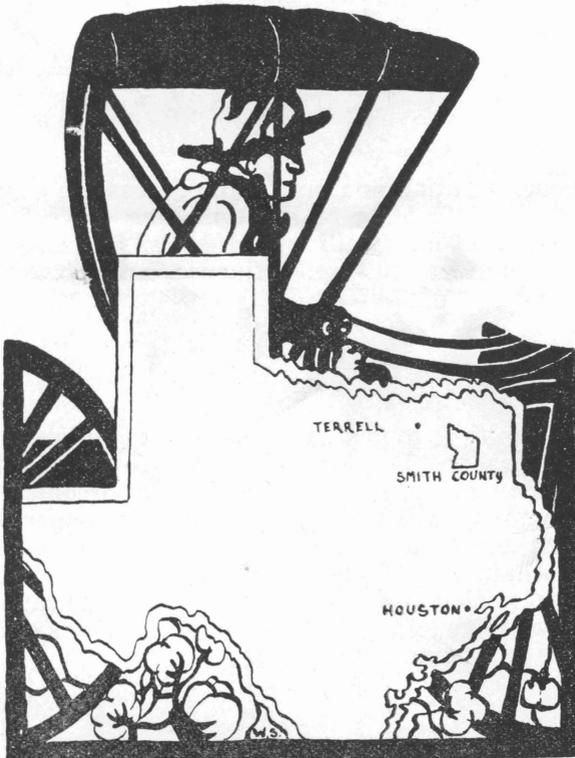


**THE STORY OF THE DEMONSTRATION WORK
IN TEXAS**

A Sketch of the Extension Service
of the
Texas A. and M. College



issued by
The Extension Service
Agricultural and Mechanical College of Texas and
The United States Department of Agriculture
H. H. Williamson, Director, College Station, Texas

"The poor proud homes you came out of are the greatest university of them all."

J. M. Barrie

"A country home, be it ever so plain, with a father and mother of sense and gentle culture, is nature's university, and is more richly endowed for the training of youth than Yale or Harvard."

Seaman A. Knapp

"A demonstration is a practical, progressive example of improved farming or home making, by a farmer or member of his family, which shows an increase of profit, comfort, culture, influence, and power."

O. B. Martin

"It is our task to justify in service to the rank and file of rural people the great confidence that has been reposed in us. There is no greater opportunity that can come to men and women than the opportunity that is yours and mine, the opportunity to bring to bear whatever knowledge we may have acquired, whatever talent we may possess, to the education of those who live on the farm in sound principles of agriculture and home economics."

T. O. Walton

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Texas A. and M. College

by

Mrs. Lilla Graham Bryan

Extension Service Librarian

Information in this bulletin has been gathered from various records and sources, and many Extensioners have contributed; the author gratefully acknowledges all assistance.

MILESTONES ALONG THE EXTENSION HIGHWAY

- 1903 Demonstration farm started by Dr. Seaman A. Knapp on the farm of Walter Porter near Terrell in Kaufman County to combat the boll weevil.
- 1904 Farmers' Cooperative Demonstration Work organized in the Bureau of Plant Industry, U.S.D.A., with Dr. Knapp in charge—headquarters, Houston, Texas
First demonstration agents appointed
- 1906 First county agricultural agent in U. S. to work exclusively in one county appointed November 1906—W. C. Stallings, Smith County
- 1907 Dr. Knapp moved headquarters from Houston to Lake Charles, Louisiana (Later to Washington, D. C.)
Two state agents appointed—one for East Texas, W. F. Procter; one for West Texas, J. L. Quicksall
- 1908 First boys' corn club in Texas organized in Jack County by Tom Marks, county agricultural agent
- 1910 First state boys club rally at Dallas Fair
- 1911 First law passed by Texas Legislature authorizing county commissioners' courts to appropriate money for agents' salaries
Work started with Negro farmers
- 1912 First home demonstration agent appointed—Mrs. Edna W. Trigg, Milam County
Girls' tomato clubs organized
Cooperative Agreement signed by U.S.D.A. and Texas A. and M. College
First state agent for whole state appointed—W. F. Procter
- 1913 First home demonstration staff member appointed—Betty Rogers (title—assistant in charge of girls' clubs)
- 1914 Smith-Lever Act passed by Congress, establishing the Extension Service as a division of A. and M. College
First director appointed—Clarence Ousley
- 1915 Demonstration work with adult women begun
First negro agents appointed
- 1916 Safe farming emphasized
- 1917 }
to } Emergency war work
- 1919 }
1920 }
to } Steady increase in number of counties with agents—
- 1931 } gradual expansion of work in every way
- 1932 }
to } Emergency work—AAA and other
- 1935 }

THE STORY OF THE DEMONSTRATION WORK IN TEXAS

The Birth of a Nation-wide Service

"God moves in a mysterious way His wonders to perform" is a statement as true today as it was in the days of the Psalmist. In the early years of this century the farmers and planters of Texas were contented and secure in the new civilization founded upon King Cotton after the Civil War, ignorant of the fact that a tiny and seemingly insignificant insect known as the Mexican boll weevil was marching upon their wealth-producing fields of cotton and threatening ruin to the most important crop of the State. When the unlimited destructive power of the foreign invader was realized throughout the State, various plans were made to combat the ingenuity and perseverance of this enemy.

The citizens of Terrell, Texas, disheartened by the agricultural crisis and demoralized business conditions generally, began to search for better farming methods. They had been told of a settlement of discouraged rice farmers in Southern Louisiana who had found success through the leadership of one man. This man was Seaman A. Knapp, who at one time had taught agriculture in the Iowa State College of Agriculture and later acted as president of the same institution. His former friend in Iowa, James Wilson, was now Secretary of Agriculture and had appointed him as Special Agent to work with the Bureau of Plant Industry in studying the agricultural resources of the Gulf States. In their desperation these perplexed Texans invited Dr. Knapp to visit them and tell of the farming methods he advocated.

Early in 1903 he came to Terrell, and after an enlightening and inspiring talk enlisted the business men and bankers to put up funds as a guarantee to any farmer who would plant and cultivate his crop according to instructions which he would furnish. Walter C. Porter of Kaufman County accepted the conditions and became the first demonstration farmer. His crop was such a success that the money was not needed nor used, as originally planned, to reimburse him for losses.

By this time the boll weevil had become a national problem compelling national recognition, and a mass meeting to discuss methods of control was held in Dallas in the fall of 1903. The Secretary of Agriculture and some of his Bureau Chiefs who attended the meeting were invited by Dr. Knapp

to visit the demonstration being conducted on the Porter farm. As a result the farming methods used here were adopted by the Department of Agriculture as one means of combating the devastation caused by this foe of the cotton crop. Dr. Knapp was assigned by the Secretary of Agriculture to establish other demonstrations in Texas, using the same sound agricultural principles.

In this struggle against the boll weevil, then, we find the origin of the present day Extension Service, and we see in the very beginning the effective educational principle of teaching by doing—the demonstration method.

The fundamental idea of the demonstration method of teaching is based on these three essential conditions: the success of the method proposed; the personal contact of the county demonstration agent with the demonstrator; the participation of the farmer in the actual demonstration of the scientific fact being taught. In Dr. Knapp's own words we find the kernel of agricultural extension work,

“What a man hears he may doubt, what he sees he may possibly doubt, but what he does himself he cannot doubt.”

Thus learning and teaching by farmers themselves, through object lessons, proved to be the most successful means of bringing other farmers to observe and adopt scientific methods.

The simplicity and directness of this new plan for teaching farmers revolutionized the extension departments that had only recently been established in the agricultural colleges, and eleven years later when the Smith-Lever Act was passed the Extension Service was organized as a division of the land-grant colleges to carry on the demonstration work.

“To readjust agriculture, to reconstruct the country home, to place rural life upon a higher plane of profit, comfort, culture, influence, and power”, these words spoken by this twentieth century seer give us in everyday language not only the aim of this teaching but also the simple, homely philosophy upon which the Extension Service of the U. S. Department of Agriculture was founded.

Every boy and girl, man and woman, enrolling as a demonstrator is inspired to feel that he is a potential leader and

teacher who must do his best always. To begin with something which can become the center of interest—be it a calf or a pantry; to develop it to the greatest degree possible under the circumstances; to derive profit or to increase comfort from its development; to add to the culture of not only the individual demonstrator but of the whole family; to make this demonstration known and to let this influence spread to the community, to the whole rural people; to bring them to a position of power in the national life—this was the vision of those who began demonstration work in this great State of ours.

For two reasons this idea has traveled more rapidly in the past thirty-five years than education usually goes. First, it came at a time of change from slow communication and transportation to the almost instantaneous communication and cheap, easy transportation of today. The inventions of the past quarter-century and the ever increasing number of all-weather highways have been the allies that have assisted extension workers in carrying the demonstration idea to every state in the Union and to almost every agricultural county.

Second, the fundamental principle of demonstration work is based on such clear understanding of characteristics in the make-up of human beings, and their readiness—or slowness—to absorb new ideas, that the method itself contains the germ that makes it grow. When a farmer becomes a demonstrator, undertaking to lead the way for his neighbors, naturally he does his best to succeed; and the neighbors, watching him step by step, realize that no legerdemain was used and are inspired to adopt better methods on their own farms.

Thus in the mysterious unfolding of events the boll weevil, which came as a pest to harass cotton farmers, became the cause of the establishment of the Farmers' Cooperative Demonstration Work in the United States Department of Agriculture which later was expanded to the nation-wide Extension Service, an organization that has devoted itself to rural life in all its phases. As Texas was the birthplace of this new technique for agricultural education which has been adopted by all the other states, this sketch of the work in our state begins with the immediate cause of its coming into existence as well as with the story of the accomplishments of the men who first carried this new gospel to desperate and doubting Texas farmers of that day.

The Decade of Beginnings

1903 - 1913

The beginning of the twentieth century found several agencies in Texas working for the betterment of rural life, carrying the discoveries of scientific truths made by the agricultural colleges and experiment stations to the farm. The State Department of Agriculture had been conducting Farmers' Institutes; the Farmers' Congress met at A. and M. College once a year; the publishers of an agricultural magazine had sponsored the organization of some boys' and girls' agricultural clubs in connection with the rural schools; and several other movements had the same underlying purpose. However, efforts were scattered and there was need for a centralized organization to plan and direct this work throughout the State.

Now, in 1904, the U. S. Department of Agriculture through its war on the boll weevil entered the State to make farm life more profitable and satisfying.

After the visit of Secretary of Agriculture Wilson to Texas in November 1903, a portion of the money appropriated by Congress to fight the boll weevil was set aside to employ men working under Dr. Knapp to teach farmers the most approved methods by which it was believed they could continue to grow cotton "in spite of the boll weevil."

The new Farmers' Cooperative Demonstration Work, directed by the U. S. Department of Agriculture with Dr. Knapp in charge, opened headquarters in the old Masonic Temple in Houston and by the beginning of the crop year had appointed 33 men as special agents. The appointments ran from two to six months and salaries ranged from \$60.00 to \$80.00 with traveling expenses. The agents were assigned territory along the main lines of railways and worked in counties crossed by these arteries of travel. Before many crops had been made it was realized that the county should be made the unit for the work and this plan was gradually adopted. Texas has the honor of having the first county agricultural agent appointed in any of the states to work exclusively in one county—this agent being appointed for Smith County.

In 1908 the first boys' corn club in the state under the supervision of a county agricultural agent was organized in

Jack County and thus began a branch of the work that has brought incalculable benefit to farm youth. The first state rally of club boys was held at the Dallas Fair two years later, when 1500 boys paraded the streets of Dallas as soldiers of the farms, wearing uniforms of overalls and carrying corn-stalks as guns.

Eight years after the first county agricultural agents were appointed, the first home demonstration agent in Texas was appointed for Milam County. Others followed and during the year the number of counties having these agents increased to 16. The "lady agents" were paid for only two or three months, but really worked nearly every month of the year. The demonstrations were carried on only through girls' clubs, tomato clubs or canning clubs as they were designated.

Demonstrations in crops were also begun with negro farmers under the direction of the white county agricultural agents. It was some years, however, before negro agricultural agents were appointed to work with their own people.

Texas A. and M. College became a partner in March 1912, when a cooperative agreement was made between the U. S. Department of Agriculture and the A. and M. College. By this agreement the Superintendent of the Extension Department in the A. and M. College—a correspondence department of courses in agriculture—and the specialists in the college who lectured at Farmers' Institutes and similar meetings over the State were brought into cooperation with the county agricultural agents who were under the supervision of the U. S. Department of Agriculture. Two assistants in charge of boys' club work were located at the College and directed the club work of the county agricultural agents. These men were J. O. Allen and H. H. Williamson. The latter has remained with the Extension Service all these years, holding responsible positions, and at present is director, guiding the work of the largest Extension Service in all of the 48 states.

Under the leadership of the county home demonstration agents the girls' clubs increased so rapidly that by the beginning of the next year the first woman, Betty Rogers, was appointed with headquarters at the College, to travel over the state supervising the work of the home demonstration agents in the counties.

Although boys' and girls' clubs were more emphasized during this period, demonstrations with farmers were not

neglected and were gradually spreading from farm to farm and from county to county. Demonstrations with the woman in the farm home were not undertaken until some years later, after the girls' work was well established.

At the end of the 10-year period, from the beginning of the work with one demonstration in Kaufman County, there were 60 county agricultural agents bringing new scientific facts and ideas of practical farming to the farmers, and 18 home demonstration agents were teaching farm girls to grow and can tomatoes.

The expansion of the work demanded more centralized supervision, and in 1912 the first state agent was appointed. This was W. F. Procter, a man who had been serving as supervisory agent for East Texas. His headquarters were continued in Tyler, where he was already located, until the spring of 1913 when he was moved to the A. and M. College and since that time the headquarters of the work has been there.

To the pioneers who laid the foundation during this decade we who have come along in later and less hostile days owe a debt that can never be paid. The horse and buggy; dusty roads or even worse, muddy roads; long hours—these were everyday companions of the courageous agent—farm and home—who often faced a wall of doubt and misunderstanding, both in town and country. That they did continue and succeed is a testimonial of the marvelous vision that inspires those who go into this work with sincere motives. As the area of most Texas counties is extensive, many times the agents were forced to stop at some farm home to spend the night—this necessity often being the key that unlocked the door to the interest and friendship of the farm family. Thus in the very beginning the successful extension worker was a combination of scientific knowledge and common sense, tact and grit, energy and courage, with an insatiable desire to make farm life happier and more profitable. These characteristics must still be ingredients of the demonstration agent if the true aim of the Extension Service is attained.

The results accomplished by these tireless workers and those in other states attracted national attention and the Smith-Lever Act was passed by Congress, providing funds for a broad highway for the progress of the demonstration idea, that had heretofore been forced to travel cowpaths and rough trails.

Readjustment Under the Smith-Lever Act 1914 - 1916

On looking back through the pages of history—even the few on which we ourselves have recorded our deeds—we can see that often our nation has been prepared for a great emergency by the wisdom of some statesman whose object was to uplift his fellow man.

In 1914 the Smith-Lever Act passed by Congress united the demonstration work of the U. S. Department of Agriculture with the land-grant colleges of the states, forming the Extension Service; hardly was this new organization established when we were plunged into war and the extension agents of the nation were called upon to perform the vital task of increasing and conserving the food supply of the United States.

Before this new law was passed the work of the agents in the counties was under the direct supervision of the Bureau of Plant Industry in the Department of Agriculture in Washington. Only the loose agreement made with the A. and M. College two years before brought the agents into relationship with the College.

The Smith-Lever Act made extension work a division of the A. and M. College and the first director was appointed in charge of all the work, Clarence Ousley. Under the new law full cooperation with the U. S. Department of Agriculture ensued; more funds were provided for development at headquarters and in the counties. The first result was a gradual expansion in the number of agents, a better planned and more systematic program of work.

Boys' and girls' club work was thoroughly organized, carrying on demonstrations in livestock and in many crops, in home work, and all the while making life on the farm more interesting. Demonstrations with farmers were still making agricultural history in the state, and now work with the woman in the farm home was initiated. A foundation for this had been laid with the girls' canning work, for it had introduced the home demonstration agent to the farm homemaker and had made her realize there were scientific ways of preserving food that grandmother had never known.

The state college for negroes, Prairie View, was made headquarters for the negro work; negro agricultural agents were appointed and thus more negro farmers were given the opportunity to improve their farming methods; then the first negro home demonstration agents were appointed to bring healthful ways of living to the negro homes.

And thus by the end of the year 1915 all the fundamental phases of Extension work were started in Texas. By that time demonstration work was being carried on with men and boys, with girls and women, with negro farmers and club boys, with negro women and girls.

War Time Activities 1917 - 1919

"The extension organization of the agricultural colleges constitutes the only organization in the county, nation-wide in scope, through which government policies can be transmitted to the remotest rural communities within a few hours" is a statement that was made by President Wilson during the crucial days of the World War.

At that time the agents of the Extension Service proved the value of their work, for they were called upon for many and various duties. First of all came the need of increasing food and feed production. Conserving food also demanded its share of the agents' time.

The severe drouth of these years caused the transfer of many cattle, under the direction of county agricultural agents, from the western counties of the state to others where feed could be provided. Extension agents handled the many details in connection with the reduced freight rates on feed that were given the drouth-stricken counties. The U. S. Department of Agriculture purchased seed that were distributed through the county agricultural agents to the suffering farmers at cost. A cotton classing and marketing personnel was employed that gave the farmers needed assistance in this knotty war-time problem.

Under the leadership of the home demonstration agents an emergency food canning program was carried on through various channels—girls' clubs, farm women, and community canning plants. At the request of extension authorities, students from the home economics departments of the state colleges volunteered, without pay, to give canning instructions to women over the state through the summer months under the direction of the state home demonstration agent. With the cooperation of the home economics department of the State University food conservation was taught urban women. In addition, assistance was given housekeepers in planning meals with the war-time diet until every woman in Texas, living in the city or on the farm, realized that she could help win the war by saving food.

Men and women agents both spent many weary hours organizing Community Councils of Defense in every county. They sold Liberty Bonds and War Saving Stamps, and campaigned for the Red Cross. Club boys and girls labored on the farm to fill the gaps left by men who had gone to the front.

The appropriation of emergency funds by county, state and Congress made it possible to employ many additional agents. In spite of the loss to the colors and to commercial channels of many trained and experienced agents the strenuous war-time program was carried through.

The United States was unique in having such a ready means of handling many difficult problems created by war conditions, for no other nation had such an organization to stimulate agricultural production and food conservation, which proved to be the most effective aid that could be given the army in the trenches.

Growth and Development 1920 - 1931

Immediately following the World War, as the emergency funds were exhausted, there was an inevitable decrease in the number of extension agents and a retraction in the program of work. The war-weary world, broken in spirit and purse, was no longer an eager purchaser of unlimited supplies of agricultural products from the farms of America. Depression—a word that has become all too familiar to the present generation—made itself known first of all to the farmers of this country when agricultural prices dropped a few years after the close of the war.

In extension work the emphasis was changed from urging unlimited production stimulated by high prices to advising production at the lowest possible cost, marketing wisely, and living at home. During this difficult period the director was T. O. Walton, whose wise leadership permitted only sound principles of farming to be advocated. The program adopted and carried out by the Extension Service in the years following the World War made the citizens of Texas cognizant of a new governmental agency that was building up not only the agricultural wealth of the State but also the everyday lives of those who tilled the soil.

In this emergency the faithful "demonstration method" was the means of making the demonstrators—the 4-H boys and girls, the men and the women on the farm—into teachers of better farming. As they learned scientific methods of farming and homemaking from the agents, through demon-

strations they taught others in the rural communities to apply to farm and home problems the truths discovered by scientific research.

This system of demonstration farming explains for us the almost phenomenal growth and expansion of extension work in the few years of its existence; by using demonstrators as teachers the agents have been able to multiply their achievements many times and to increase the effectiveness of their work.

The farm demonstration work that started with one demonstration on a cotton farm in Kaufman County has expanded until now the demonstrations touch all phases of agriculture: corn and other crops; pastures; gardens; potatoes; melons; orchards; farm forestry and use of timber; one variety cotton work; work with cotton gins; control of insect pests; terracing and soil conservation; construction of farm buildings; beef cattle, sheep and goats; dairying; swine; poultry; meat butchering and curing; leather utilization; farm management and accounting; farmers' organizations; game conservation; cooperative marketing; whole farm demonstrations; and county agricultural planning. In each of these subjects there is a specialist who directs the work in the state.

The boys' club work has grown from the original corn club to clubs in all kinds of crops and livestock, to judging crops and livestock, to terracing, to organizing for sane recreation, and best of all to a factory for citizens with ideals and a sense of responsibility for cooperation and building up the rural community. Club work has also been profitable to those who are energetic, resulting in bank accounts for many club boys sufficient to provide them with funds for education in a state agricultural college.

The demonstration work with girls broadened in scope from the first girls' tomato canning clubs to girls' work in canning many vegetables and fruits, to girls' poultry clubs, then to simple sewing in the making of 4-H club caps and aprons. From these early beginnings, girls' 4-H clubs are now organized with productive demonstrations in fruits, vegetables, and poultry; with demonstrations in food preparation and preservation; with clothing demonstrations including appropriate dress for all occasions; with bedroom and yard demonstrations; with training in everyday manners and careful serving of meals. In addition many girls are given inspiration and tangible aid to attend college, thus to become capable contented leaders for the next generation of rural folk.

From their achievements in field and pantry the 4-H boys and girls have acquired a confidence that gives them poise and dignity at all times, even when as state winners they make the trip to Washington and are received by the President. Thus by means of 4-H club work each generation that puts its shoulder to the wheel will demand and realize a higher standard of living than has been true in the past on Texas farms.

The women's work has developed from canning a few vegetables to carrying on the whole 4-H pantry demonstration which comprises a well planned diet with a budget giving the food needs of the family for a year, including the necessary production and preservation.

From biscuit and bread contests, butter making contests, and demonstrations in food preparation have come successful efforts to prepare food for market as well as the home table. Standardized bread, dressed fowls, canned foods, and many other products have been put on the market with the approved 4-H label, and much needed cash has been added to the family purse.

From the first easy lesson in sewing, the clothing work has developed to include the whole wardrobe, storage space for it, and accounts of clothing expenditures.

The kitchen has been made an attractive and convenient place for work; then living rooms and bedrooms have become comfortable as well as beautiful. In fact the whole premises of the home, with outdoor living rooms and bright beds of flowers, cause the passerby today to know that a demonstrator lives in that home.

The programs of the clubs have caused the women to "think on all these things" that are happening in our world today and to ask questions that even wise politicians sometimes cannot answer. From these clubs, county councils and a state-wide organization have developed that are making farm women into leaders who can hold their own in any public gathering.

Emergency Programs 1932 - 1935

By 1932 the uttermost depth of the depression had reached the South. Farmers necessarily had to economize in their operations, and farm homemakers were forced to extremes in providing food chiefly by their own efforts. Extension agents were at their maximum usefulness in assisting with a live-at-home program. Because of their work the Texas Extension

Service was ready for the agricultural disaster that descended upon the whole country. The soundness and timeliness of the Texas extension program was nationally recognized when in their distress other states sent workers to study Texas methods and learn Texas ways of coping with the problems occasioned by the drouth, vanishing markets, and low prices.

In spite of restricted tax income, county commissioners were forced by the demands of farm people to rake together funds to keep the agents. Thus comparatively few agents were dispensed with.

Markets for agricultural products had shrunk, creating a severe disparity in price, as compared with other commodities. Congress, realizing the need for some correction of these inequalities, passed the Agricultural Adjustment Act, "to relieve the existing national economic emergency by increasing agricultural purchasing power."

When the office to carry out this Act was created to function under the Secretary of Agriculture, it was necessary to have a field force in every agricultural county to carry out the plans made by the leaders in Washington. The essential emergency work done by extension workers during the World War was remembered, and this method of taking the programs to the individual farmers was adopted.

County agricultural agents were called upon to work unceasingly in making possible the success of the various commodity programs—cotton, corn-hog, wheat, rice, and peanuts. Contracts were signed by the farmers to reduce acreage in these crops for which they were reimbursed by the Government with benefit payments.

During these same years extension employees were called upon for emergency work in many of the programs for agricultural adjustment. Cattle was purchased by the Government under the supervision of extension agents, slaughtered, and canned for consumption by relief clients. Then the devastating drouth caused another cattle and sheep buying program. The Extension Service also had a part in organizing and directing the early C.C.C. camps.

Cooperation was given the Relief Commission in making community gardens, in organizing the work of canning plants, and in solving many other problems.

Other lines of work that extension agents have assisted with are: mattress making from cotton taken over under the Bankhead Act, a rural home survey, federal housing plans, rural rehabilitation, and work centers.

New Horizons 1936 - 1937

Through the years since 1903, extension agents have worked to assist rural life to obtain its share of the economic wealth. Not forgetting that comfort and culture may be attained in spite of the lack of wealth, devious ways of making the most of small means have been adopted by farm families upon the instructions of extension workers. The same fundamental object of placing "rural life upon a higher plane" which began with the fight upon the boll weevil still motivates the plans for extension work.

The growth and gradual expansion in past years have laid a solid foundation and now more ambitious achievements have been planned—a more comprehensive view of agriculture has been taken. The whole farm demonstration, which is the last and most complete of all demonstrations, is a natural development of the various livestock and crop demonstrations carried along with demonstrations in the woman's realm of farm life. Its aim is to dot the state with farms having comfortable homes, good equipment, and a reasonable profit in dollars and cents, this being a culmination of all demonstrations.

The farm may be large or small, the owner may be rich or poor, but the farm can be operated as a whole farm demonstration if the farming methods used are the best that are known for that type of farm; if the home is made as comfortable and convenient as means will permit; if the family who live there plan and work for health and contentment.

As one extension specialist expressed it:

"The farmer, his wife or children, with the extension worker's guidance, heretofore has been concerned primarily with developing one demonstration at a time on the farmstead or in the home. In addition now, whole farm or ranch demonstrations are being established. In these demonstrations the entire family is developing a practical progressive example of improved farm management and home making and demonstrating the results for the advancement of the community. Any farm family on any size or type of farm or any form of land tenure may undertake this demonstration, and its development consists in setting reasonable goals for both the farm or ranch and the home, then reaching them in an orderly way.

"The soil is being improved; home grounds are being landscaped; changes in farm or ranch operations such as the

addition of better breeding stock, pasture improvement, planting pure line or pedigreed seed, are being made; new homes are being built or old ones remodeled, farm buildings repaired, new equipment secured; and the farms are being made to contribute abundantly to the family living. Many demonstrators are exceeding the net income and savings aim set at the beginning of the year."

Community and county agricultural planning, another development of the extension program, extends systematized farming to broader areas. Farmers, together with specialists and agents, are studying the problems in their own community neighborhood and applying the wisdom gained from their own experience to the establishment of profitable farming in their own locality.

Realizing that man lives not by bread alone, studies in family life have been started with the object of bringing about better relationships, first within the family, then in the neighborhood. As we learned long ago in the parable of the leaven, this spirit of tolerance and cooperation fostered in the family group may extend to the state and finally become worldwide. Our citizens in the making—the children—may grow and develop along the best lines when family life is happy and wholesome.

Looking Backward and Forward

After reading this sketch of extension activities in Texas for the past thirty-odd years, do you agree with Walter Hines Page in the statement he made once when discussing the demonstration work as carried on by the Extension Service? "It is the greatest single piece of constructive educational work in this or any age."

The traveler over the highways of Texas finds it no difficult task to point out the farms where demonstrators live; to stop and visit one of these farms gives him an opportunity to see the effective development of extension work. This visitor, and observer, while conversing with the farmer about his first demonstration years ago with feeding hogs, and hearing him tell of the changes in his whole scheme for planting and rotating crops, may visualize concretely the great changes in farming and farm life. The farmer describes, in his own effective way, the improvement in his crops and livestock, and the visitor can see that the whole farm has become a demonstration. But this visitor can see and hear more on this Texas farm. Two alert, bright-eyed boys appear and tell of their

successes in feeding calves and growing corn according to the county agricultural agent's instructions.

The visitor steps into the kitchen and finds the farm wife, efficient, neatly dressed, busily canning beans. With pride she displays her pantry, its shelves loaded with the results of her energy, "just done the way the home demonstration agent showed me." Next she leads this interested visitor to admire the bedroom of the daughter, a 4-H club girl; and so on to the front gate, past the well-kept lawn and luxuriantly growing native shrubbery. Then it is that the visitor, in view of this convincing evidence that demonstrations grow upon Texas farms, affirms the wisdom of Dr. Knapp's remarks "He made a great crop, but the man grew faster than the crop." As has been proved over and over again, the demonstration method not only brings a comfortable living and profit to those on the farm, but also develops leadership in them—leadership by achievement.

At the close of the trying year of 1930, the late O. B. Martin, then director of extension work in Texas commented:

"The agricultural civilization which has been the heritage of generations of American life has largely disappeared. We are in a critical transition period in which it remains to be seen whether a new agricultural civilization adapted to the changed conditions of the machine age can be constructed out of the wreckage of the old. The Extension Service more than any other agency is charged with the responsibility of working out this problem. Since civilizations are man-made and economic institutions only human, the Extension Service is confident that a better rural civilization can be built in Texas.

"To this end its 400 county agricultural and home demonstration agents, district agents and specialists are rapidly developing farm men and women, boys and girls, into demonstrators who are tackling every phase of farming and ranching and home making with better methods and bigger ideas. It is the success of their demonstrations more than any other one thing that is keeping alive the faith in Texas farming. As those demonstrators achieve success in one activity they turn to new fields in a self-education process whose end is a self-reliant, independent, fearless, thinking rural constituency capable of its own leadership in the struggle for a comfortable, prosperous, cultured country life. This is the aim of Extension work, and in its multiplication of demonstrations and demonstrators a modern rural civilization is being reared."

The task of the Texas Extension Service has just begun and as we gaze down the inviting highways we discern in the distance many goals yet to be attained.

MECHANICS OF THE EXTENSION SERVICE

Administrative Machinery

The work of the Extension Service is carried on by an organization that has developed through the years and has changed in many ways to meet current demands, though holding firmly to the same fundamental principle—complete authority and supervision of financial matters and of all state plans of work vested in an Extension staff at headquarters, with the opinion of the agent in the county respected in local problems.

In the county there may be these agents:

County agricultural agent
Assistant county agricultural agent
Negro county agricultural agent

County home demonstration agent
Assistant county home demonstration agent
Negro county home demonstration agent

Few counties are financially able to employ all these agents, and in many the population does not require negro agents.

The agricultural and home demonstration agents are coordinate—the former carrying on work with men and boys in agricultural demonstrations, the latter working with women and girls, establishing demonstrations in all phases of home making. In planning and conducting extension work in the county the two agents cooperate in matters of joint interest.

The headquarters staff at the A. and M. College is composed of:

Director of Extension Work

Vice director and state agricultural agent
Assistant state agricultural agent
District agents
Specialists in agricultural subjects

Vice director and state home demonstration agent
Assistant state home demonstration agent
District agents
Specialists in home economic subjects

The State is divided into districts of adjacent counties and over each of these districts there are a district agricultural agent and a district home demonstration agent with headquarters at A. and M. College. These district agents supervise the plans and work of county agricultural and home demonstration agents, respectively. In any problem concerning the work in the county the agent consults the district agent.

The specialists are consulted by county agricultural, home demonstration, and district agents when problems arise in regard to subject matter. They make demonstration plans and prepare instructive literature on subject matter.

The general administrative group consists of the director, vice directors and state agents, and assistant state agents. This group decides upon policies and has general supervision over all staff members and also the agents in the counties.

Plans of work for the county are developed by representative farm men and women in county agricultural councils and county home demonstration councils, assisted by agents, district agents and specialists. Plans for conducting extension work throughout the State are coordinated in the offices of the vice directors under the supervision of the director of extension.

In addition to the staff members named above, there are three others who serve the whole Extension Service—both headquarters and county workers. These are:

Executive assistant (in charge of all fiscal matters and clerical employment)
Editor
Librarian

At Prairie View College for Negroes—a branch of the A. and M. College—there is a headquarters staff of:

State leader for work with negroes
District agents for agricultural work
District agents for home demonstration work

These form an administrative group who supervise the work of the negro agents in the counties, under the general direction of the director and vice directors at College Station.

Legislation and Financing

- 1904 Bureau of Plant Industry, U. S. Department of Agriculture, set aside part of money appropriated by Congress to fight boll weevil for Farmers' Cooperative Demonstration work under Dr. Knapp.
- 1906 General Education Board—a Rockefeller Foundation—furnished to
- 1913 of home demonstration agents—U. S. Department of Agriculture paid \$1.00 per annum on these salaries.
- 1908 Local funds for agents' salaries raised by business men in some counties.
- 1912 Memorandum of Understanding between Farmers' Cooperative Demonstration Work, Bureau of Plant Industry, U. S. D. A., and Extension Department of Texas A. and M. College
- 1914 Smith-Lever Act passed by Congress—
To aid in diffusing useful and practical information on subjects relating to agriculture and home economics,
To establish this work at the Land-Grant College, to be directed cooperatively by the College and the U. S. Department of Agriculture.

To appropriate annually to each state \$10,000 and other funds on the basis of rural population; these additional funds to be offset by like amounts within the state.

1928 Capper-Ketcham Act passed by Congress—

To appropriate annually \$20,000 to each state for Cooperative Extension work; additional funds on basis of rural population.

From time to time the Texas Legislature has made appropriations to offset these amounts appropriated by Congress. The following Texas law which is now operative, giving the County Commissioners' Court authority to establish demonstration work in agriculture and home economics in each county, was passed by the Legislature after several previous Acts on this subject had proved inadequate.

1927 Senate Bill No. 82 Fortieth Legislature of Texas—

To establish and conduct cooperative demonstration work in agriculture and home economics in cooperation with the A. and M. College,

To provide that any county Commissioners' Court may appropriate and expend such sums of money as may be necessary to carry on effectively such demonstration work in the county.

At the present time salaries of agents, men and women, are paid from three sources: Federal, state and county (or local). Thus the national government, the state, and the county cooperate in furnishing funds to carry on this great educational movement.

LEADERS IN TEXAS EXTENSION WORK

Farmers' Cooperative Demonstration Work
United States Department of Agriculture
SEAMAN A. KNAPP - In charge 1904-1911

Four of the First Agents Appointed

- W. F. PROCTER—Appointed February 12, 1904, Central Texas
(Later became state agent for Texas)
- J. A. EVANS—Appointed February 12, 1904, East Texas
(Later became assistant chief of the Office of Cooperative Extension Work, U.S.D.A., Washington, D. C.)
- J. L. QUICKSALL—Appointed February 15, 1904, West Texas
(Later became state agent for West Texas)
- W. D. BENTLEY—Appointed February 19, 1904, Northwest Texas
(Later became director for Oklahoma)

State Agents

East Texas

W. F. PROCTER
Made state agent for East Texas
March 1, 1907
Made state agent for whole State,
October 1, 1912

West Texas

J. L. QUICKSALL
Made state agent for West Texas,
October 1, 1907
Transferred September 30, 1912

In Cooperation with Texas A. and M. College

C. M. EVANS, Superintendent Extension Division, A. and M. College
In charge of boys' and girls' club work
Cooperative agreement signed.....March 16, 1912
In effect until.....June 30, 1914

Club Agents - Boys' and Girls' Club Work

East Texas

J. O. ALLEN

Made assistant in club work
March 16, 1912
Resigned September 30, 1912

West Texas

H. H. WILLIAMSON

Made assistant in club work
March 16, 1912
Made club agent for whole State
October 1, 1912

Assistants in Girls' Club Work

BETTY ROGERS

Appointed January 1, 1913
Resigned September 6, 1913

BERNICE CARTER

Made assistant in girl's club
work September 16, 1913

LEADERS IN TEXAS EXTENSION WORK

Extension Service Texas A. and M. College and United States Department of Agriculture Cooperating

(After Smith-Lever Act was passed - 1914)

Director

CLARENCE OUSLEY

Appointed August 15, 1914
Resigned June 30, 1919

T. O. WALTON

Appointed acting director
June 25, 1917
Appointed director July 1, 1919
Resigned September 5, 1925

C. H. ALVORD

From September 6, 1925
To November 30, 1927

O. B. MARTIN

Appointed December 1, 1927
Died June 30, 1935

H. H. WILLIAMSON

Appointed director July 8, 1935

Assistant Director

W. B. LANHAM

From July 1, 1919
To June 30, 1924

Vice Director and State Agent

H. H. WILLIAMSON

From January 1, 1928
To July 7, 1935

JACK SHELTON

Appointed September 1, 1935.

Vice Director and State Home Demonstration Agent

MILDRED HORTON

Appointed vice director
July 8, 1935