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Marketing

IN 55 counties 35,000 farm people delivered in one year 1,207,227 pounds of live poultry to cooperative poultry cars, receiving in cash at the car doors \$276,990.30.

In 17 Central Alabama counties 4,000 farmers delivered 345,000 pounds of live turkeys to cooperative turkey cars, receiving \$65,550 in cash at the car doors.

At the 27 curb markets farm people converted general miscellaneous farm products into \$413,039.71. In the few years since these markets were organized by county agents, the farm people have received a total of \$1,620,187.60 in cash from these miscellaneous general surplus farm products.

The total cooperative marketing sales of all farm commodities in Alabama in 1930 amounted to \$8,997,233.12.

Livestock

IN 19 counties 102 dairymen with 3,500 cows averaged producing 4,087 pounds of milk and 189 pounds of butterfat per cow by following the directions of the county agents and cow testers. The average production of the State was 2,550 pounds of milk and 109 pounds of butterfat per cow. With butterfat worth 40 cents per pound the increased production of these demonstration herds over the average for the State was worth \$112,000.00. If this work can be expanded to include all of the 358,000 dairy cows and the average of all increased to the average of our demonstration herds, it will return annually an additional \$11,356,000 to the dairymen of Alabama.

During the year 1,795 demonstrations were conducted with swine, involving 24,185 hogs. Based on our ton-litter demonstrations on proper feeding, management and sanitation, an average saving of \$1.07 per hog was made over the ordinary methods of handling hogs. This resulted in an increased income to the hog producers of \$26,047, which can be increased to \$774,680, as rapidly as this work reaches the 724,000 hogs on the farms of Alabama.

Improved livestock depends directly upon purebred sires. During the year county agents placed 338 dairy bulls, 242 beef bulls, 323 boars, and 31 rams on Alabama farms.

The total increased revenue of the Alabama livestock producers of the State in 1930 based on result demonstrations was \$211,771.

Soil Building

DURING the year 1,256,289 pounds of hairy vetch and Austrian peas were purchased cooperatively and planted by farmers under the direction of the county agents. This would plant at least 50,000 acres. The Experiment Station at Auburn estimates that the average value of the increased crops following vetch or Austrian peas is worth at least \$20 per acre. The cost is about \$5 per acre for seed, fertilizer, etc., leaving a clear profit of \$15 per acre, or a total profit of \$750,000 in one year. This is about a quarter of a million dollars more than the total cost of the entire Extension Service for the same year.

Cotton Staple

ONE of the outstanding projects of the year was the introducing of varieties of cotton, with a view to improving the quality and length of staple. Pure seed of D.P.L. and Cook's 1627 varieties having 7/8 inch staple or better and varieties meeting the approval of the Experiment Station were placed with good farmers in groups around gins. During the year 118 special "gin days" were held and over 125,000 bushels of pure seed of these varieties were saved for planting in 1931.

Boys' and Girls' 4-H Clubs

A FEW figures on 1930 results:

Number counties having organized 4-H Clubs for boys and girls..	65
Number clubs organized	1,111
Number members enrolled	31,731

4-H Rally days for instruction and recreation	91
Attendance	20,241
4-H Camps for recreation and instruction	93
Attendance	8,567
4-H Club members owning registered Jersey calves	662

The girls received special information and conducted demonstrations in clothing, home improvement, foods, poultry, gardening, and food preservation.

The boys were given instructions in better varieties of seed, proper fertilization of field crops, soil building by use of winter legumes, feeding and managing of livestock and poultry, etc.

Poultry

D EMONSTRATIONS in better methods of housing, feeding and caring for flocks	2,260
Number of birds in above demonstrations	242,586
Number of poultrymen keeping records	866
Number baby chicks of best strains distributed	668,000
Number homemade brick brooders constructed	1,345
Estimated saving to farmers by building these brooders	\$14,000
Number poultry houses constructed according to Auburn plans and blue prints	854

Agricultural Engineering

R ESULTS for 1930 were:	
6,910 acres drained at an average increase in value of \$20 per acre	\$138,200
179 acres irrigated with increase of 400 per cent, or \$200 per acre.....	35,800
124,659 acres terraced at increased value of \$5 per acre	623,295
84 dwellings constructed at a saving of \$100 each	8,400

28 dwellings remodeled at a saving of \$150 each	4,200
844 acres of land cleared of stumps and boulders at an increased value of \$10 per acre	8,440
132 water systems installed at a saving of \$40 each	5,280
134 barns built at a saving of \$100 each	13,400
1,758 other buildings built at a saving averaging \$15 each	26,370
965 cultivators with a saving of one man for labor for three months at \$35 per month or \$105 each ...	101,325
19 heating systems installed at a saving of \$50 each	950
203 lighting systems installed at a saving of \$75 each	15,225
Total	\$980,885

Horticulture

A SPECIAL effort was made during the year to help farm people have an adequate supply of fresh vegetables for the entire year, and to so handle their fruits and vegetables as to supply local markets. In 35 counties there were 729 demonstrations in home gardens.

Special assistance was given to the pecan growers, particularly along the line of assisting in organizing and marketing, with 500 growers taking part in this work.

Farm Forestry

IN 24 counties farmers participated in the farm forestry program in 1930, with a total number of 768 result demonstrations. County agents assisted farmers on 2,972 farms with other forestry problems. These farmers were instructed in better management of farm woods.

Special efforts were made to educate farmers against woods burning; and in furthering this work 25,000 copies of fire prevention leaflets were distributed.

In an effort to establish plantings of black locusts for growing durable fence posts 100

pounds of black locust seed were distributed to farmers.

Landscape Gardening

A FEW results for 1930 are:

Number home grounds being developed according to plan	888
Number signs removed from fences, barns, trees, etc.	7,421
Number old broken-down corn cribs, chicken houses, tenant houses, etc., removed	2,133
Number fences mended	6,005
Number buildings painted	1,119
Number farmsteads cleaned up	5,647
Number fences and buildings white washed	1,292
Number families cutting weeds along roadside	4,006
Number roadside plantings made:	
Trees	7,637
Shrubs	20,001
Number homes involved in above work	12,069

Entomology

THE total net profits shown by better demonstration methods completed in this line of work were:

Boll Weevil Control	\$29,091.80
Demonstration Apiaries (Bees) ..	2,000.00
Rodent (Rat) Control	20,000.00
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Total	\$51,091.80

Foods and Nutrition

- 1,760 homes assisted in planning food budgets,
- 551 homes budgeted food expenditures for the year,
- 3,043 homes served balanced meals for the year,
- 2,978 homes improved school lunches,
- 2,063 homes improved methods in child feeding,
- 3,278 individuals adopted recommendations for corrective feeding.

Food Preservation

- 930,143 quarts of fruits and vegetables were canned for family use,
 30,636 quarts of beef, pork and chicken were canned by steam pressure methods,
 500 steam pressure canning outfits were purchased.

Clothing

- 3,856 garments were dry cleaned at home at a cost of _____\$ 628.27
 Compared with commercial saved was _____ 3,726.40
 14,480 dresses and coats were made by women at a cost of _____ 21,907.80
 This amounted to a saving of _____ 15,312.50
 15,919 garments and household articles were made from fertilizer sacks at an average cost of 20c each.
 A total of 47,299 garments were made by women and girls.

Home Management

- 3,958 pieces of furniture were refinished,
 1,317 pieces of furniture were repaired,
 5,895 living rooms and bed rooms were re-arranged for comfort and convenience,
 978 kitchens were remodeled for convenience,
 1,459 working surfaces were adjusted to fit individual needs,
 3,264 pieces of labor-saving equipment were added to homes this year,
 2,006 homes were screened during the year.

Enrollment Comparisons

	<i>Years</i>	
	1919	1930
Number girls enrolled _____	3,407	13,218
Increased enrollment in 1930 over 1919, 287 per cent.		

	<i>Years</i>	
	1919	1930
Number women enrolled ---	2,457	11,551
Increased enrollment in 1930 over 1919, 370 per cent.		

Alabama Council of Home Demonstration Clubs

THE outstanding development of home demonstration work is the Alabama Council of Home Demonstration Clubs, Alabama's State-wide organization of rural women, an organization whose membership is more than 13,000 and whose objects are:

To strengthen and to correlate the work of the county councils of home demonstration work; to raise the standards of the home and of the community; and to develop initiative among rural women so that they may assume leadership in all movements which are for the up-building of rural life.

The Press

THROUGH the press, information was distributed on a large scale by the Extension Service. Daily and weekly newspapers and other publications cooperated freely. About 300 typewritten pages of timely news and information was sent to the weekly newspapers of the State and the majority of them used it each week.

A news service was rendered the daily press. Day after day stories carrying timely news and information appeared in the daily newspapers as furnished by the extension service editor at Auburn. A total of 1,973 stories were written in 1930 by the Department of Public Information at Auburn, which produces press material for the Extension Service.

Bulletins and other publications were used extensively. The Extension Service published last year 165 bulletins, circulars, and other publications of which 1,202,492 copies were circulated.

Radio Broadcasting

RADIO is one of many arms of the Extension Service of the Alabama Polytechnic Institute. Station WAPI was built by the Extension Service, first as a small station at Auburn and next as a big station in Birmingham which is near the center of population of the State. From the beginning of this station in 1922, the Extension Service has been the leading agency in its operation, and a major objective has always been that of the greatest service to the rural people of the State.

With this in view, instructive programs on agriculture were broadcast daily direct from Auburn over leased wires connecting the Auburn studio with the station in Birmingham. The same wires connect a studio at the State Capitol in Montgomery and a studio at Alabama College in Montevallo. The Auburn programs were presented for women, girls, and boys as well as men.

In conjunction with these Auburn programs, the State Department of Agriculture and Industries at Montgomery presented market reports and other market information thrice daily to give farmers and others information about markets on each of the important farm products produced in Alabama.



The Alabama Polytechnic Institute

BRADFORD KNAPP, President
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