12-1925

Rural Leaders' Hand Book

George A. Starring
Rural Leaders' Hand Book

SUGGESTIONS ON
Organizations, Programs,
Projects, Work, Play

Extension Service
South Dakota State College
Brookings, S. D.
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Topic</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reasons for a Community Organization</td>
<td>3</td>
</tr>
<tr>
<td>How to Organize</td>
<td>4</td>
</tr>
<tr>
<td>Conducting a Meeting</td>
<td>5</td>
</tr>
<tr>
<td>Advertising the Meeting</td>
<td>5</td>
</tr>
<tr>
<td>Introducing a Speaker</td>
<td>5</td>
</tr>
<tr>
<td>Develop Your Own Talent</td>
<td>6</td>
</tr>
<tr>
<td>Organization Letterhead</td>
<td>6</td>
</tr>
<tr>
<td>Initiation of New Members</td>
<td>6</td>
</tr>
<tr>
<td>Committee for Stunts</td>
<td>6</td>
</tr>
<tr>
<td>Plans for Community Building</td>
<td>6</td>
</tr>
<tr>
<td>Program Committee</td>
<td>6</td>
</tr>
<tr>
<td>Program of Work</td>
<td>7</td>
</tr>
<tr>
<td>Community Organization Projects</td>
<td>7</td>
</tr>
<tr>
<td>What You Can Get From the Extension Service</td>
<td>7</td>
</tr>
<tr>
<td>Available Program Material</td>
<td>8</td>
</tr>
<tr>
<td>Entertainment Books</td>
<td>8</td>
</tr>
<tr>
<td>Debating Books and Bulletins</td>
<td>9</td>
</tr>
<tr>
<td>Publishers of Plays and Entertainments</td>
<td>9</td>
</tr>
<tr>
<td>Suggested Plays</td>
<td>9</td>
</tr>
<tr>
<td>Song Books</td>
<td>10</td>
</tr>
<tr>
<td>References on Community Development</td>
<td>10</td>
</tr>
<tr>
<td>South Dakota Farm Organizations</td>
<td>11</td>
</tr>
<tr>
<td>Sources of Information</td>
<td>11</td>
</tr>
<tr>
<td>Photos Wanted</td>
<td>14</td>
</tr>
<tr>
<td>State Debate</td>
<td>14</td>
</tr>
<tr>
<td>Special Service</td>
<td>14</td>
</tr>
<tr>
<td>Agricultural Divisions of State College</td>
<td>15</td>
</tr>
</tbody>
</table>

A. E. Anderson, Director of Extension Service
More than 300 township or community organizations have been formed by the farm men and women of South Dakota. Probably more than 15,000 farm families are discussing farm and home problems in these organizations every month, and also enjoying the social advantages which accompany such cooperation.

ADVANTAGES OF LOCAL ORGANIZATION

People enjoy themselves most when they are helping to make their own fun. The community organization gives everyone something to do and those who are backward are finally made at ease. Sociability tends to create confidence between neighbors and thus establishes a basis for doing other things. There is sufficient hidden talent in every rural community to carry on its needed social, educational and cooperative business enterprises. If farmers can cooperate on a good-time basis they can do so for other things as well.

If the community is a unit of a county organization, the latter is made stronger because through the local each member gets a thorough understanding of what the larger organization is doing and can express himself as to what it should do. The county is too large for members to get together as frequently as they should.

There are many local community problems which can be handled only by a local organization. The township or community organization frequently cooperated with the County Agricultural Agent in helping select those extension problems needing most attention locally.

In the average county, the County Agent would scarcely have time in the year to do more than say "hello" at each farm if a farm to farm visit were required. He is obliged to serve where he is most needed. Many of our most important projects, animal diseases, insect pests, etc., even though they break out on a single farm, are of vital concern to the whole neighborhood and can most quickly be handled in a community way. If every township or community were organized, the County Agent could more evenly distribute his services fairly to all, especially through demonstrations.
A Community Organization where the members do the work assigned to them on the programs promotes their ability to think clearly. This enables them to distinguish between the sound and the "fake" recommendations for improving the farming business.

Such a program as outlined above means that certain individuals must become leaders of projects. "Determining the community problem and finding people fitted to have charge of each means developing both a community program and a community organization. Either alone is useless. Both developed together are a success."

What organized agriculture needs now more than anything else is more competent leadership in every county and community. If, through township and community organizations, the farmers will develop reliable leaders, men and women who think and who think in terms of community betterment instead of personal profit, we need have no fear for the success of organized agriculture in the future.

The community organization is more than a sociability affair. The members are united for pleasure, it is true, for they need a certain amount of good times to sharpen their wits and to balance their minds. Having done that, the organization can serve increasingly as a clearing house for such facts as are needed, individually to improve the farms and homes, and collectively to make for outstanding happy and prosperous communities,—places where the brightest boys and girls will want to stay and places where the best farmers from other localities will want to settle.

HOW TO ORGANIZE

1. A local committee of those interested should meet to canvass the situation and make general plans. The County Agent doubtless would be glad to assist. Decide upon date and place for organization meeting. A lunch and special music would be good features.

2. Send mimeographed invitation letter to all families which are in the community.

3. Announce meeting in local newspapers.

4. When crowd gathers, some one nominates temporary chairman and secretary.

5. Temporary chairman states purpose of meeting and objectives of a community organization.

6. If desired, County Agent may present extension features which could be assisted by the organization; and also explain the programs and other helps available from State College.
7. If the township or community desires to be a unit of the farm organization, that feature may be discussed also by the county president.

8. Election of officers: President, Vice-President, Secretary-Treasurer and such other officers as may be determined upon.

9. President appoints program committee to arrange program for next meeting. He should have with him a budget of program material to hand to the chairman of this committee. See p 6 for discussion as to best types of committees and p 7 for description of program service.

10. Luncheon and entertainment or stunt committees should be appointed. Other special committees should be appointed to look after any special work. (See Secretary's Record Book for suggestions.)

11. Appoint a committee to submit by-laws at the next meeting. (A suggested form is available from your County Agent or the Extension Service.)

Begin on time. Do not permit the meeting to drag. Have a definite written program to follow. Maintain a proper balance between heavy and light features in order to interest everybody. Conduct the business session in a business-like manner. The Secretary's Record Book published by the State College Extension Service contains simple rules and procedure for conducting meetings. Every rural club should have this book.

Send a brief article mentioning the high spots of the program to your local paper well in advance. When you have a good meeting, or when your club does something worth while, be sure to send a report to your paper and to your farm paper. Newspaper publicity will help to create pride in the organization. Your editor wants this kind of community news.

When you have received the advance list of programs from the Extension Service, plan your programs also in advance and have your county office mimeograph it for the membership. List all committees for all projects. Keep your county office informed on what you are doing. Announcement of meetings may be sent to members also by telephone and circular letters.

"Mr. Jones is here and wants to talk to you." This type of introduction is too common. Tell who Mr. Jones is, what he represents and something about his work. Even in introducing your own member, some pleasant remark about his success or past work will not be amiss.
It is a mistake for any organization to depend too much upon outside talent. A community can never develop the power of its members to think and talk if outsiders do all the talking. As far as possible give everybody something to do during the course of the year. The wise chairman will only talk enough to keep others working and expressing themselves.

Why not invest a few dollars in a club letterhead on the top of which is printed the name of the organization and officers for the year? The roll of membership could be printed in a narrow column and in small type at the left. No doubt each member would be willing to pay a reasonable amount for a supply for his personal use, which would reduce the cost to the organization. Then write for the material listed in this circular, much of which is free for the asking.

Initiation of New Members

Last year several communities used effectively an initiation ceremony supplied by the Extension Service. It teaches a good lesson in organization and cooperation. This exercise may be secured from the County Agent or the Extension Service.

Committee for Stunts

One or two communities report that they have the best success when a special committee is appointed to look after the stunt features. While we do not recommend stunts as a main part of the program, nevertheless we believe they have a place in putting people at their ease and getting them into a good frame of mind for the heavier parts of the program.

Community Building Blue Prints

State College Extension Engineer has completed suggested plans for a Farm Community Building. These plans include three blue prints showing first floor and basement, front and side elevations. Any community interested may secure these plans for 15 cents from the Agricultural Engineering Department, South Dakota State College, Brookings.

This is probably one of the most important of all committees and one of the most educational. If your meetings are held from house to house, it is not a good plan to turn program over to host and hostess. Some communities report success with a “rotation committee,” where chairman serves two months, then second member becomes chairman, third member moves up a notch and a new third member is appointed, etc. Others have a committee serve for several months. In some cases a committee of one is effective. If your present plan is not successful, perhaps some other would be more effective.
Programs for meetings are not alone sufficient. A really successful community organization will also adopt a program of things to be done during the year covering farm problems, home problems, boys' and girls' club work, community development, farm organization and cooperative enterprises. Your county agent will be glad to meet with your project committees to develop a proposed plan of extension work to be adopted by your organization, having in mind the chief sources of income in the community and the factors which tend to limit that income and upon which efforts should be made to improve. This plan should provide for improvement on the home and social problems and on opportunities for constructive employment of time for farm boys and girls.

COMMUNITY ORGANIZATION PROJECTS

The following are selected from reports of Rural Community activities in various parts of the country:

Community Development

- Extension Program.
- Promotion of Social Life.
- Regular Meetings.
- Picnics and Festivals.
- Farm Tours.
- Hay Warehouse.
- Rural Fire Protection.
- Home Ground Improvement Contests.

Boys' and Girls' Club Work.
- Study of Current Agricultural Subjects.
- Better Schools.
- Road Improvement.
- Telephone Service.
- Extension of R. F. D.
- Development of Fishing Lake.

Business Projects

- Promotion of County Farm Organizations.
- Promotion of Cooperative Marketing Work.
  - Wool Pool.
  - Potato Marketing.
  - Livestock Shipping.
  - Alfalfa Seed Marketing.
- Cattle Auctions.
- Egg Marketing.
- Standardization of Crops and Livestock.
- Promotion of Community Building.
- Investigation of New Enterprises.
- Control of Crop and Animal Diseases and Pests.

WHAT YOU CAN GET FROM THE EXTENSION SERVICE

The Extension Service of the South Dakota State College is prepared to help rural communities as follows:

1. Supply a monthly budget of program material a month in advance, including new pep songs, entertainment stunts, readings, suggested facts for farm and home talks by members, playlets and debates. Distributed through County Agents in Extension counties.

2. An occasional bulletin of helpful ideas for community chairmen under the title, "Rural Community Leader." Mailed direct from Extension Service.
3. Occasional supplementary leaflets giving sources of special debate material, lists of plays, etc.

4. The Rural Organization Specialist holds conferences with rural leaders in a county to discuss plans for community development, methods of increasing the interest in community meetings and plans for building effective programs.

5. The Extension Service has prepared a minute book or record book for community secretaries, distributed at cost, (50c). This book is nicely bound in stiff covers and contains ample space for a complete well-organized record of a year's proceedings. Rules of order and pages for by-laws and membership roll are included. Ask your County Agent to show you a copy.

AVAILABLE PROGRAM MATERIAL

Obtain from County Agent or Extension Service:

Our Community. 
Making Money Out of Figures.
Egg Marketing.
Women's Program.
Education.
Veterinary Science.
Farm and Home Sanitation.
Balanced Agriculture.
Standardizing Farm Products.
Dairying.
Community Cooperation.
Boys' and Girls' Clubs.

Vegetables.
Community Advertising.
Poultry.
Rural Schools.
More Money From the Pig Crop.
Community Picnic.
Community and County Fairs.
Cooperative Marketing.
Special Women's Program.
Junior Program.
Holiday Program.
New Programs as Issued.

Debates

Home Orchards.
Cream Grading.
Farm versus City.
Child-Labor.
Immigration.

Export Corporation Bill.
Horse versus Tractor Farming.
Cooperative Marketing Contract.
Others to be added from time to time.
Apply to your County Agent.

ENTERTAINMENT BOOKS


"It Is To Laugh"—(a book of games and stunts, group games, picnic stunts, etc.) by Edna Geister, same publisher as above. $1.25.

"Ice-Breakers"—(ice-breakers, stunts, parties, tricks, games and suggestions) by Edna Geister, same publisher as above. $1.35.

"Let's Play"—(games for children, outdoors and indoors) by Edna Geister, same publisher as above. $1.25.

Annual Stunt Book, suitable for meetings and initiation, pub. by R. D. Mock & Co., Chicago. 65c.
Playground and Recreation Association of America, 315 Fourth Ave., New York City.
American Country Life Association, 1849 Grand Central Terminal Bldg., New York City.

DEBATING

"Principles of Debate" (with outlines) pub. by New York State College of Agriculture, Ithaca.
"Principles of Effective Debating," pub. by Extension Division, University of Wisconsin, Madison. 15c.
"Debaters' Handbook"—Published frequently by the H. W. Wilson Co., covers complete winning collegiate debates. Prices $1.50 to $2.25.

PUBLISHERS OF PLAYS AND ENTERTAINMENTS
(Write each publisher for list and prices)
Community Service (Inc.), 315 Fourth Ave., New York City.
Charles Ditson, 8 East 34th St., New York City.
Geo. H. Doran & Co., 244 Madison Ave., New York City.
Drama League Bookshop, 29 West 47th St., New York City.
Eldridge Entertainment House, 922 South Ogden Ave., Denver, Colo.
Samuel French, 28 West 38th St., New York City.
Henry Holt & Co., 19 West 44th St., New York City.
Penn Publishing Co., 925 Filbert St., Philadelphia.

SUGGESTED PLAYS

"Early Ohios and Rhode Island Reds." A comedy in one act by Mary Katherine Reely, pub. by the Perine Book Co., 1413 University Ave., Minneapolis. 35c.


“Feed the Brute.” A play in one act by George Paston. Modern costume, time 30 minutes. One interior scene. Pub. by Samuel French, 28 West 38th St., New York City. 30c.


“Kindling the Hearth Fire” by Estelle Cook. Pub. by University of Minnesota Agr. Ext. Service, University Farm, St. Paul, Minn. 10c.

“Miss Civilization” by Richard Harding Davies. A comedy in one act. Four men, one woman. Time 30 minutes. Pub. by Samuel French, 28 West 38th St., New York City. 35c.


“Uncle Jimmy” by Zona Gale. Three males, five females. Playing time, 45 minutes. Pub. by Walter H. Baker, 41 Winter St., Hamilton Place, Boston, Mass. 50c

SONG BOOKS


“Golden Book of Favorite Songs,” Hall & McCready Co., Chicago. 15c.

COMMUNITY DEVELOPMENT


“Community Committee and Program of Work,” Extension Bulletin 65, College of Agriculture, Ithaca, N. Y.
SOUTH DAKOTA FARM ORGANIZATIONS

South Dakota Farm Bureau Federation, Huron, S. D.
South Dakota State Grange, Brookings.
South Dakota Farmers' Union, Mission Hill.
Equity Union, Leola.
South Dakota Farmers' Grain Dealers' Association, Sioux Falls.
South Dakota Wool Growers' Association, Brookings.
South Dakota Crop Improvement Association, Brookings.
South Dakota Horticultural Association, Brookings.
South Dakota Livestock & Poultry Association, Brookings.
South Dakota Dairy Association, Brookings.
South Dakota Wheat Growers' Association, Aberdeen.
Western South Dakota Alfalfa Seed Growers' Exchange, Rapid City.
South Dakota Potato Growers' Association, Watertown.
Cooperative Egg & Poultry Producers' Association, Watertown.
Your Local Livestock Shipping Association.

South Dakota State Board of Agriculture, Huron.
South Dakota Department of Agriculture, Pierre.

SOURCES OF INFORMATION FOR DISCUSSION

Ask your County Agent first. He may have just what you want in the office file.

Economic Production

Your County Agent.
Department Heads, South Dakota State College.
Farm Management Specialist, South Dakota State College.
"South Dakota's Agricultural Program" a bulletin pub. by South Dakota State College.
Successful Farmers in Your County.
Experiment Station Bulletins, Brookings.
Your Farm Paper.

Marketing and Distribution

Your County Agent.
Department of Farm Economics, South Dakota State College.
Bureau of Agricultural Economics, U. S. Department of Agriculture, Washington, D. C.
Your Own Farm Organization.
South Dakota Department of Agriculture, Pierre.
Officers of Cooperative Marketing Organizations.
National Council of Farmers' Cooperative Marketing Associations, Washington, D. C.
Education (Various Phases)
- South Dakota State College.
- Nearest State Teachers' College.
- University of South Dakota.
- Department of Education, Pierre.
- Smith-Hughes Teacher.
- Your Local Teacher
- Your Nearest Parent-Teacher Association.
- Your County Agent or Home Demonstration Agent.
  (Relative to Boys' and Girls' Clubs.)

Transportation
- Great Lakes-St. Lawrence Waterway, 521 Munsey Bldg., Washington, D. C.
- Missouri River Navigation Conference, Kansas City, Mo.
- South Dakota Railroad Commission, Pierre, S. D.
- Transportation Department of Your Farm Organization.
- American Railway Association, Washington, D. C.
- Interstate Commerce Commission, Washington.
- Railroad Officials.
- Department of Farm Economics, South Dakota State College.
- United States Shipping Board, Washington, D. C.
- National Transportation Institute, 30 N. LaSalle St., Chicago.
- United States Department of Agriculture, Bureau of Public Roads, Washington, D. C.

Taxation
- Your Own Tax Receipts.
- Local Records (Township and County).
- South Dakota Tax Commission, Pierre.
- Your Farm Organization.
- United States Department of Agriculture, Washington, D. C.
- Your Farm Papers.
- Special Taxation Bulletins pub. by Kansas Agricultural Experiment Station, Manhattan.
- Department of Farm Economics, South Dakota State College.

Legislation
- Your County Delegation at Pierre.
- Your State Delegation at Washington.
- Legislative Committee, Your Farm Organization.
- Newspapers and Farm Papers.
- Your Own Ideas.
Child-Labor Legislation
Child's Welfare Committee, (aff),
215 Fourth Ave., New York City.
National Association of Manufacturers, (neg),
50 Church St., New York City.
National Child Labor Committee, (aff),
215 Fourth Ave., New York City.
National Committee for Rejection of Twentieth Amendment (neg),
913 Union Trust Bldg., Washington, D. C.
Department of Rural Sociology, South Dakota State College.
Your Farm Organization.
Your Newspapers and Farm Papers.

Agricultural Credit
Department of Farm Economics, South Dakota State College.
Federal Intermediate Credit Bank, Omaha.
Federal Land Bank, Omaha.
Federal Reserve Bank, Minneapolis.
South Dakota Bankers' Association, Huron.
Your Local Banker.

Books and Bulletins
For a selected list of valuable publications on various phases of agriculture, apply to
Your County Agent.
Your Farm Organization.
South Dakota State College Library.
South Dakota Experiment Station.
Department of Rural Sociology.
Department of Rural Economics.
Extension Service, South Dakota State College.
(Always mention subject on which information is desired.)

Among the more recent experiment station and extension bulletins and circulars published at State College for free distribution are:
Varieties of Corn for South Dakota.
Purebred Dairy Sires.
Some Tentative Statements Concerning Fowld's Hulless Oats.
Forage Crops for Lambs.
Flowers Every Day in the Year.
Potatoes as a Feed for Fattening Pigs.
Some Chemical Characteristics of Soft Corn.
Weeds and Their Control.
Straw for Horses.
Growing Flax in South Dakota.
Correlations Between Length of Spike and Culm in Wheat and Certain Characters of Progeny, Including Yield.

Soybeans for Dairy Cows.

Improving Winter Rations for Pigs.

Christmas Gifts.

The Modern Kitchen.

Planning the Living Room.

Use More Milk.

South Dakota's Agricultural Program.

New Wall Finishes.

The Rural Organization section of the Extension Service is desirous of obtaining photographs of the various community organizations of the state. Sometime when you have a good meeting, picnic, or other special event and a good attendance, why not take a snapshot and send us a copy? Your farm paper would be glad to get one also.

The first attempt at a state-wide, inter-community, inter-county championship debate was made in 1925 with seven counties appearing in the semi-finals. This was an excellent beginning. The 1926 debate should appeal to many more communities and afford opportunity for much healthy rivalry. The question for debate and the rules will be announced early in the year. In the meantime, place the matter before your organization to ascertain the wishes of the membership in the matter.

SPECIAL SERVICE

For special service on debates, information as to sources of material not listed herein, write to the Rural Organization Specialist, South Dakota State College, Brookings, S. D.
AGRICULTURAL SERVICE DIVISIONS
of the
SOUTH DAKOTA STATE COLLEGE OF AGRICULTURE
AND MECHANIC ARTS

ALL AT YOUR SERVICE

President—C. W. Pugsley.
Dean of Agriculture—C. Larsen.
Director of Experiment Station—J. W. Wilson.
Director of Extension Service—A. E. Anderson.

Departments

Agronomy—Soils and Crops.
Agricultural Engineering—Farm Equipment and Drainage.
Animal Husbandry—Breeding, Feeding, and Care of Livestock.
Dairy Husbandry—Economic Production, Breeding and Feeding.
Farm Economics—Marketing, Farm Management.
Poultry Husbandry—Breeding and Feeding of Poultry.
Veterinary Science—Prevention and Control of Animal Diseases and Pests.
Chemistry—Analysis of Feeds and Water.
Entomology—Control of Insect Pests.
Home Economics—Household Management.
Rural Sociology—Farm Life.

Refer Your Problems to

Your County Agent
Your Home Demonstration Agent
The Extension Service or
Any Department Listed Above.
"The only organization which will continue to live is one composed of members who are more interested in what they give to rather than what they get from the organization."