



▲ Keen interest was shown by Arizona farmers and stockmen in farm demonstrations such as this one in 1924. Here, Chas. U. Pickrell, then extension livestock specialist and now Extension Service director, is conducting a livestock demonstration in Cochise county. (Pickrell is at left, facing right.)

▲ Another farm demonstration! This time it's mechanical cotton-pickers and their proper use that is being shown — and discussed over the loud speakers. Maricopa county farmers attended this farm demonstration in 1951, and a similar one last year. Actual results — right on the farm — are what count.

# Farm Demonstration --- After 50 Years

## Extension Service Brings Research Results to Farm

By Joe McClelland

Agricultural Extension Service

Some 50 years ago the first farm demonstration was conducted in Texas. And the farm-demonstration method of teaching improved farming practices has been used ever since throughout the United States.

The first farm demonstrations in Arizona date back to about 1914 — the year that the Agricultural Extension Service came into being through the passage of the Smith-Lever Act by the National Congress. They brought the science of agriculture from the college laboratory right out to the farmer, and continue to do so today.

### The Story of Cotton

A good example of the value of the "farm" demonstration is the story of Arizona 44 cotton. This superior variety was developed by E. H. Pressley, plant breeder at the University of Arizona — and demonstrated on Arizona farms before it was put to use. Now it's Arizona's almost exclusive short-staple variety.

But before it was adopted, its value had to be demonstrated.

Fundamentally, the program of the Agricultural Extension Service is based on the farm demonstration in one form or another. The new method or variety which is developed by the research worker must first be tested on the farm under field conditions before it can be adopted or even recommended.

Sometimes such farm demonstrations are in the form of special arrangements with farmers for growing and showing new crops. Or they may be smaller "tests" on a farm — followed by field days to show just what was accomplished by the new insecticide, variety, or farm practice. The county agricultural agent or home demonstration agent may use a demonstration to show how various types of mechanical cotton pickers work, the latest methods of applying fertilizer, best methods of irrigating, newest sewing techniques, modern home-management ideas — and a wide variety of other things.

### A Cooperative Enterprise

The farm or farm-home demonstration is a cooperative enterprise. The Extension Service itself is cooperative — financed by federal, state, and county funds. Each in-

dividual demonstration is cooperative — for in it the farmer works with the county extension agent and gives his land, time, and support. He also cooperates with his neighbors in order that field days can be held and many other farmers see the results of the work he has helped to demonstrate.

Agricultural Extension work is under way in Arizona in 13 of the 14 counties. During 1952, more than 700 demonstrations on farms or in farm homes were conducted, with nearly 13,000 farm people attending.

### Other Information Supplied

In addition, much agricultural and home-economics information was supplied to many more people through 1,645 news articles in the state's newspapers, 685 farm radio programs, 78,732 circulars and bulletins distributed, and 12,457 farm or farm-home visits made by county workers. Also, 23 farm tours were held in the state. And county extension workers took care of 15,211 office calls plus 16,049 telephone calls.

Farm and ranch practices in Arizona have changed a great deal over the years. And Agricultural Extension Service programs have changed, too. But the fundamental principle of the farm demonstration — the actual showing of the results obtained by practices developed by the state's Land-Grant college — is still used effectively in Arizona as a basic method in the Extension Service program.