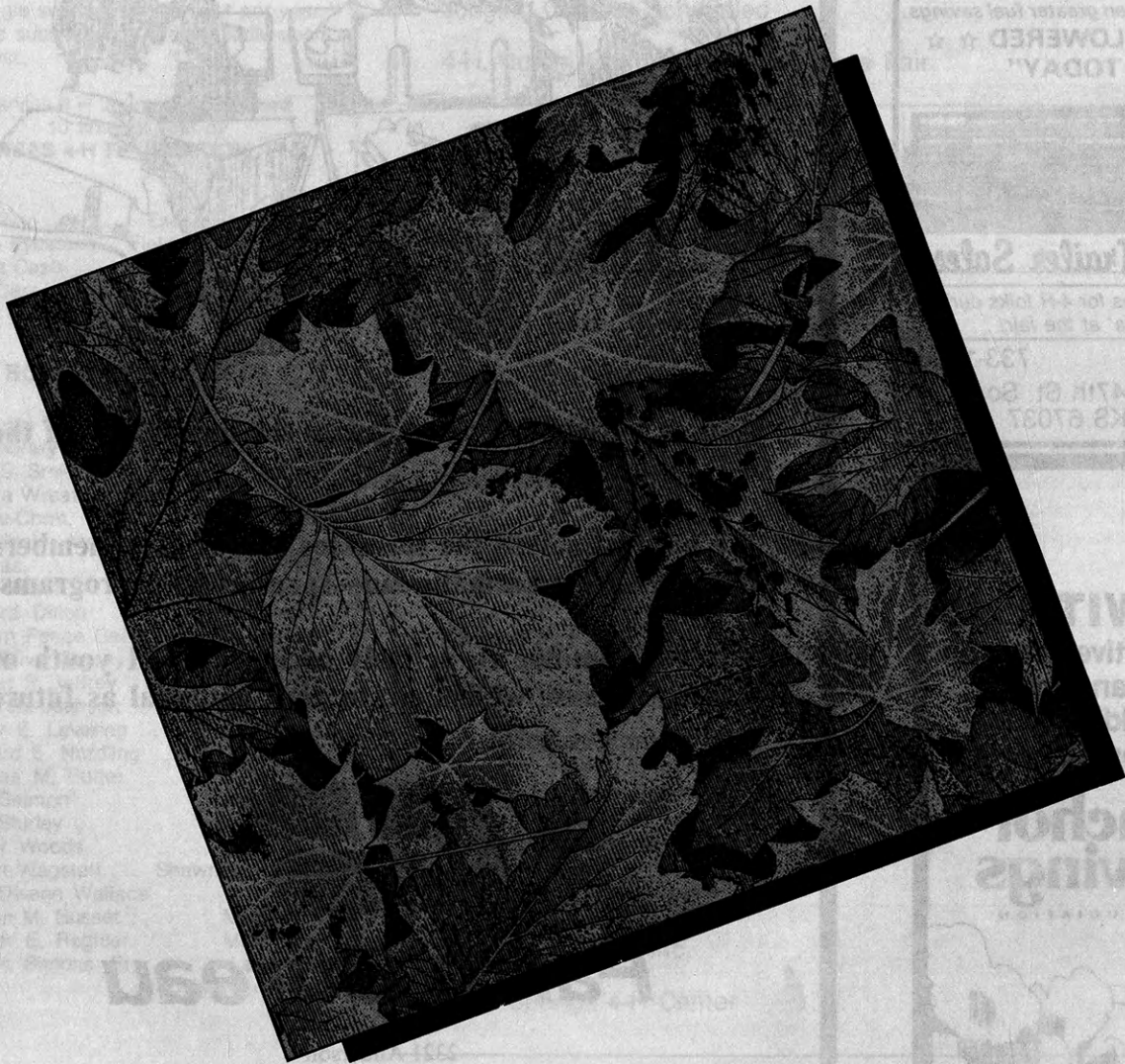




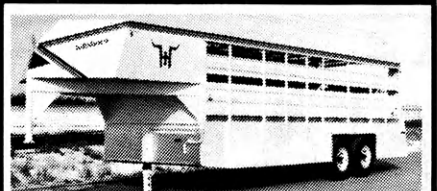
Saluting
1987...
State 4-H
Winners

KANSAS 4-H JOURNAL

The Family Magazine October 1987



HILLSBORO PRODUCTS
WindBreakers
RIGHT ON THE MONEY!

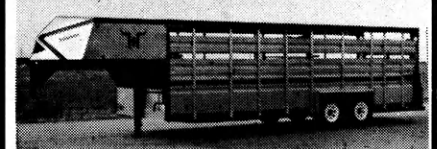


STEEL - Distinctive aero-dynamic styling
 • Windbreaker front—pulls easy
 • Sizes - 6x16, 6x20, 7x16, 7x18, 7x20, 7x22, 7x24 and 7x28
 • Many standard features

The stock trailer for people who want high quality and energy savings with reasonable prices.

ALUMINUM-Sizes 7x16, 7x20, 7x24 and 7x28. Lightweight aluminum with Windbreaker front for even greater fuel savings

☆☆ **PRICES LOWERED** ☆☆
"CALL TODAY"



J Bar J Trailer Sales

Extra special prices for 4-H folks during fair season. See ya' at the fair!

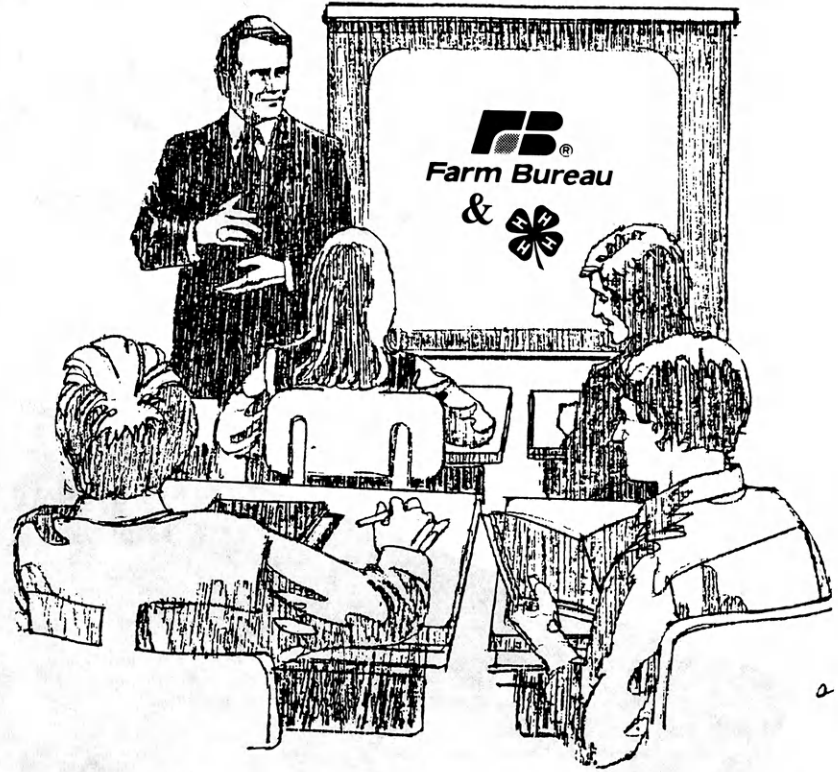
Steve Jackson 733-1106
 13000 E. 47th St. So.
 Derby, KS 67037

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 BUILD,
 SAVE WITH US**

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Kansas Farm Bureau recognizes the importance of the 4-H program.

We have witnessed the successes of 4-H club members through Kansas Farm Bureau—sponsored 4-H programs.

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Farm Bureau

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 Manhattan, Kansas 66502
 (913) 537-2261



KANSAS 4-H JOURNAL

**VOLUME XXXIII, NO. 9
October 1987**

**Rhonda Wessel Atkinson . . . Editor
Linda Akin Secretary**

Address all correspondence:
Kansas 4-H Journal
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Manhattan, Kansas 66506
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Telling the 4-H Story in the Print Media

Before you sit down to write a story, ask yourself who'll be interested in it. The story may be interesting to you and a few of your colleagues, but if it doesn't have some appeal for at least a segment of a paper's readers, the editor won't run it.

This, in a nutshell, is what newsworthiness is all about: The potential story must interest the readers,

listeners, and viewers of the mass media. Remember, you're in direct competition with a large number of persons and agencies seeking publicity in the mass media, so don't try to force a story with little news value upon an editor. Wait until you have a story with more news potential.

Aside from the human interest angle, your story must be timely. A meeting held last night may be story

material for a daily newspaper, radio, or television. But tomorrow it will be too old. A weekly newspaper or magazine editor will consider the event newsworthy for only the first issue published after the meeting.

A story with a local angle has a better chance of being used.

Writing the story

News writing is different from the way you learned to write essays and themes in English class. Most essays, themes, and scientific articles have an introductory section that may outline the article, tell why it was written, or lay the groundwork for the main part of the article. Then comes the main body of the article followed by a summary of conclusion.

The news story is written almost the reverse of other writing styles. The most important parts are given first in what is called the lead. Throughout the story the facts are arranged in order of decreasing importance. This arrangement is called the inverted pyramid style of writing and consists of placing the most important fact at the beginning of the sentence, the most important sentence at the beginning of the paragraph, and the most important paragraph at the beginning of the story.

Stories written in this form speed up the production and editorial work on a newspaper and reduce the time required to read the paper. A subscriber can read the headlines and the first few paragraphs and have a good idea

of the day's events. If he wants more details, he can read the entire story.

Features for the Lead

The lead contains the most important facts about the story, so you must recognize these facts and arrange them in the inverted pyramid form. Five W's and an H — or who, what, when, where, why, and how — are the key facts about any event.

**What* is one of the most common leads. *What* is used if the event or situation is of greatest importance.

**Who* is used if the person is widely known or in a position of authority or importance. *Who* also applies to groups or organizations.

**When* and *where* should be used as leads only on a limited basis. *When* would be used only if the time is of extreme importance, and *where* is used only when the place of the event is especially significant.

**Why* and *how* are used most often in feature articles.

Summary leads use a number of key facts.

After you've written the lead, arrange the remainder of the story in order of importance. Edit your story to weed out unnecessary words and sentences. A one- to two-page story has the best chance of being placed. Use more than two pages only if the story is extremely important, or if you're doing a feature.

Form of Copy

Your copy should be neatly typed and double or triple spaced. Type your name, return address, and phone number in the upper left or right hand corner.

Use standard 8½x11 inch paper, not legal size.

If you use more than one piece of paper, write "more" at the bottom of the page to avoid confusion in the production of the story. Don't break a story in the middle of a sentence or paragraph at the end of the page. At the top of the next page(s), write add 1, add 2, etc., followed by the identification of the story.

(Information from National 4-H Week Packet from the National 4-H Center.)



Showing 4-H Activity in Quality Photographs

Telling Your 4-H Story With News Photos

4-H professionals and clubs send news releases to newspapers all the time. But you're missing a great opportunity to tell your 4-H story if you're not sending news photos as well.

Most weekly newspapers welcome high quality publicity photographs because their own photo staffs can't cover every local event.

Here is how to land 4-H photos in your local press.

Getting Started

Talk with your editor about any special requirements for news photos before you start.

Look at local newspapers for pictures that catch your eye and prompt you to read their cutlines (also called captions). Clip out the best ones for an "idea file." Resolve to create similar photos for 4-H.

Invest in a small cleaning kit: soft brush, tissue and fluid designed to clean camera lenses (not eyeglasses). Each time before you use your camera, brush dirt off your lens glass, then clean with fluid and tissue. Also brush out the inside of your camera before loading film.

Buy an extra set of fresh batteries. Many modern cameras stop dead when batteries run low; sometimes the light meter gives inaccurate readings. In either case it's frustrating if you're shooting once-in-a-lifetime 4-H photos.

Buy black-and-white-film. Tri-X (400 ASA) is the choice of most newspaper photographers. If local photo finishers do not process black-and-white, check local photographers, camera clubs,

high schools, tech schools, and your newspaper. Editors might even provide film, processing, and printing if you take the pictures. (Color prints do not convert well to black and white. Black-and-white prints from color slides are often disappointing.)

Taking 4-H News Photos

News photos should tell a story, or part of a story. Its meaning should be obvious to the viewer. So crop out unimportant and distracting things as you compose the picture.

Include people in your news pictures. Sometimes a simple portrait or head-and-shoulders photo of someone is enough for an announcement story, but usually you'll want people *doing* something. If a 4-H'er wins a ribbon for cooking, show him cooking the winning entry instead of receiving the ribbon. Focus on a tree planting, not the meeting called to plant it. Show the 4-H'er at the dog show combing her pet, not mugging the camera. When taking action pictures, encourage subjects to relax and move naturally; capture action as it develops or as you direct.

Get close. Fill the viewfinder with your main subject.

If possible, walk all around your subject, then choose the best position for your picture. Don't always shoot at eye level. Sometimes a higher or lower viewpoint may be more effective.

Take more than one picture of each scene so you can select from a variety of angles, expressions, etc. Between shots, change camera angle and subject position to give yourself the widest possible choice of publicity pictures.

In group photos arrange subjects so

you can see their faces, then get them to talk to one another. Smiles are nice, but eye contact between people in a picture is even more important.

Try to limit your group pictures to three people, with no gaps or dead space between them. If you need to picture more people, take more pictures.

Sharp pictures reproduce best in newspapers, so hold your camera steady and focus carefully. Brace the camera against your face. For extra stability, sit down and brace your arms against a table or chair. Squeeze, don't jab, the shutter release. Use a tripod at slow shutter speeds.

Watch backgrounds. Make them simple or meaningful, but not distracting. Don't shoot if anything — a telephone pole or houseplant, for instance — appears to be growing out of a person's head. Put people with dark hair, skin, or clothing against a light background, and vice versa. Blurring the background or foreground by manipulating your camera's depth of field can reduce distractions.

"Framing" your subject can add an extra dimension to your photograph. Use a background or foreground shape, such as a doorway or trees, to frame and emphasize the main subject.

When possible and practical, move your subjects outdoors to simplify your picture-taking.

It's great if something in the picture sets the scene (county fair button, dog show poster, local landmark that people recognize). Some photographers carry 4-H buttons to pin on subjects, just to get our emblem into the picture.



Beginning this month, 4-H'ers throughout Kansas will be reaching out. It's all part of a new, statewide program called GRO. Standing for "Groups Reaching Out," GRO is designed to enhance the expansion of 4-H clubs in Kansas. Through increased retention of current members, recruitment of new members, and the creation of new clubs, 4-H can be more effective in meeting the needs of young people.

According to C.R. Salmon, Assistant Director, Extension 4-H Youth Programs, 4-H must always maintain a quality experience for young people in Kansas, but cannot ignore or overlook the importance of expansion and growth.

"The GRO program is a concentrated effort to recognize our club

leaders and members for their expansion efforts," he said.

The goal of "Groups Reaching Out" is growth. 4-H members, leaders, and clubs who participate in the GRO program and make this growth happen will be recognized.

"Members, leaders, and clubs are our best salespeople and should be rewarded for their efforts," Salmon said. "The GRO program will help us do just that."

A variety of expansion goals have been set for individuals and clubs that participate in the GRO program. When these goals are met, recognition will occur. Individual 4-H'ers who re-enroll in 4-H, as well as those who recruit their first new member, will receive unique lapel buttons.

Those 4-H'ers who recruit more than one new member will receive a green t-shirt with the GRO logo in white on the front. In addition, individual 4-H families who recruit their first new family to 4-H will receive a special bumper sticker.

4-H clubs that participate in the GRO program have the opportunity to earn a unique wood plaque for their expansion efforts. Individual 4-H club expansion goals include retention of at least 60% of their members, recruitment of five new members, or the creation of one new club.

In addition, organizational leaders whose clubs meet any of these club goals will be collectively recognized in a feature article in the *Kansas 4-H Journal*.



GRO *Groups Reaching Out*

New 4-H clubs that are created as part of the GRO program will receive a new club packet, including a desktop flag set, charter, and new member pins; and a special announcement in the *Kansas 4-H Journal*. All new members enrolling in 4-H will receive new member pins.

Materials that are part of the GRO program are provided free of charge to counties through a \$15,000 grant from the Kansas 4-H Foundation.

"We're pleased to be able to provide this variety of high quality materials for the 'Groups Reaching Out' program," Salmon said. "We hope the program is very flexible and will enable as many 4-H members, leaders, and clubs as possible to participate."

County agents got a preview of the GRO program at August Update meetings conducted throughout the state. 4-H'ers, their families and leaders, as well as the general public, learned about "Groups Reaching Out" during the Kansas State Fair through a special display in the 4-H Exhibit Building.

Expansion efforts for 1988 will center around the October through January 4-H enrollment period. "During this time, counties will have an opportunity to carry out their own local expansion plans using the materials provided through the GRO program," Salmon said. These materials include colorful recruitment posters, and a handbook for implementing the GRO program at the county level.

In addition to the expansion incentives implemented by individual counties, public service an-

nouncements for radio and television will be distributed to stations throughout Kansas by the State 4-H office.

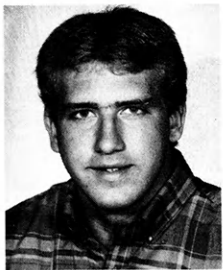
Kansas 4-H clubs had an enrollment increase for the first time in 20 years last year. "GRO will help us maintain that momentum. Through retention, recruitment, and the creation of new clubs, the necessary components for tomorrow's 4-H programs will be provided. There's no better time to join and be involved in Kansas 4-H than right now," he said.

Olivia Collins
Extension Assistant

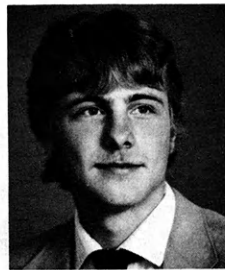
Groups Reaching Out

Recognition Requirements	Recognition Item
Re-enrollment	Lapel Pin
Recruit one new member	Lapel Pin
Recruit more than one new member	T-Shirt
4-H family recruits new 4-H family	Bumper Sticker
Club Participation	Wooden and Metal Plate
Club Participation	Wooden Plaque
New Individual Member	New Member Pin

1987 STATE 4-H AWARD



Achievement
Doug Hutchins
Scott County



Agricultural
Doug Keesling
Rice County



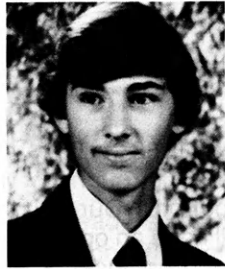
Alumni
Betty Nagel
Sedgwick County



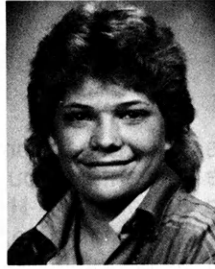
Alumni
Virginia Rezac
Pottawatomie County



Alumni
Mary Jo Harmon
Jefferson County



Alumni
Patrick Schmidtberger
Ellis County



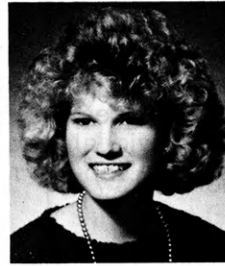
Arts and Crafts
Tami Dunlop
Kearny County



Beef
Stephanie Wise
Miami County



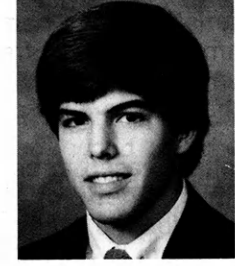
Citizenship
Stacey Eaton
Cowley County



Clothing
Cindy Kohman
Scott County



Commodity Marketing
Karla Sipes
Stanton County



Conservation
Shon Yust
Reno County



Crochet
Julie Rodriguez
Harvey County



Crop Production
Brenda Larson
McPherson County



Dairy
Christina Merriman
Norton County



Dairy Production
Tim Barnett
Atchison County

Congratulations from ..

WINNERS

Building Leaders for Tomorrow



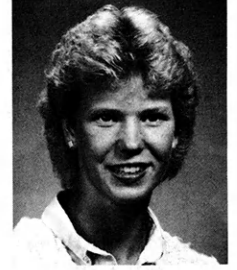
Dairy Production
Cynthia Miller
Barton County



Dairy Production
LeAnn Staatz
Dickinson County



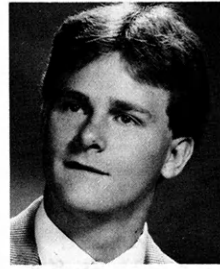
Dairy Production
Angie Schrock
Harvey County



Dairy Foods
Shelly Emig
Dickinson County



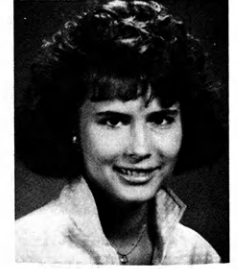
Dog Care and Training
Cindy Pettyjohn
Wilson County



Electric
Patrick Perkins
Elk County



Entomology
Julie Bebermeyer
Brown County



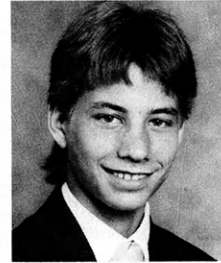
Fashion Revue
Kendra Spaeth
Riley County



Foods and Nutrition
Anita Krug
Russell County



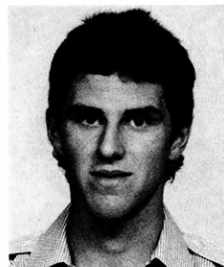
Food Preservation
Amanda Setter
Allen County



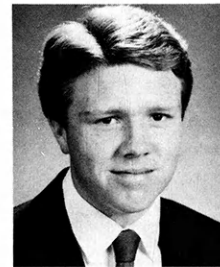
Forestry
Chris Theis
Johnson County



4-H Foundation Talk
Ginny Swanson
Wyandotte County



Fur Harvester
Buck Bailey
Greenwood County



Geology
James Stephens
Lyon County



Health
Kathy Riehle
Johnson County



Home Management
Laura Vesecky
Douglas County

Garvey grain companies

1987 STATE 4-H



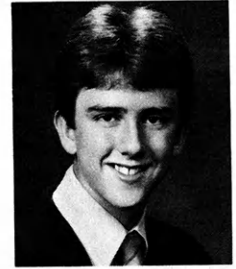
Horse
Cathy Huddleston
Greely County



Horticulture
Patricia Lane
Miami County



International Focus
Brian Robbins
Franklin County



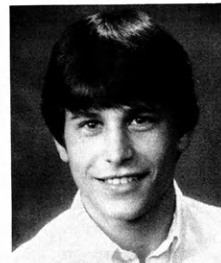
Leadership
Scott Boxberger
Russell County



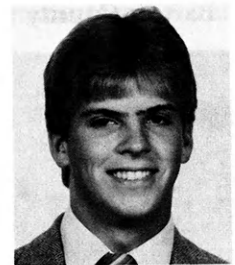
Livestock
Diane Slater
Labette County



Meats
Amy Frohardt
Johnson County



Meats
Charles Steffes
Lyon County



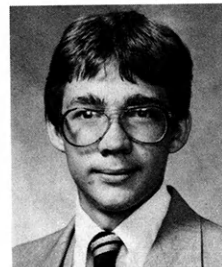
Petroleum Power
Myron Friesen
Harvey County



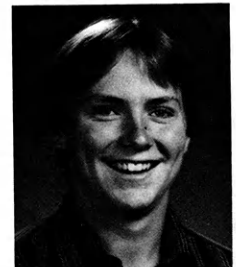
Pets
Paula Hinman
Miami County



Photography
Holly Lambert
Riley County



Poultry
Terry Demel
Barton County



Poultry
Robin Winkler
Leavenworth County



Public Speaking
Jenny Heiniger
Franklin County



Rabbits
Rodney York
Finney County



Reading
Renee Roth
Harvey County



Rocketry
Pam McElwee
Douglas County

This recognition of state 4-H award winners is made possible by Garvey Grain, Inc.; and Garvey Elevators, Inc.

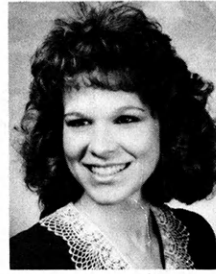
AWARD WINNERS



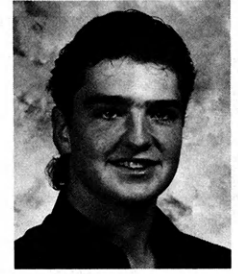
Safety
Erin McLain
Reno County



Santa Fe
Leanne Rierison
Elk County



Santa Fe
Lisa McKee
Johnson County



Santa Fe
Blake Vacura
Decatur County



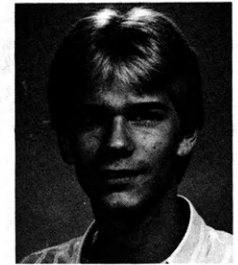
Santa Fe
Ginger Wessel
Lyon County



Santa Fe
Steven Haight
Franklin County



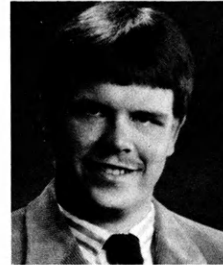
Santa Fe
Lorna Wade
Sedgwick



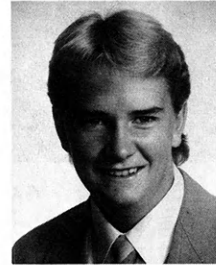
Self-Determined
Larry Kleeman
Kearny County



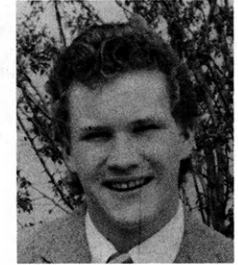
Sheep
John Clark
Jewell County



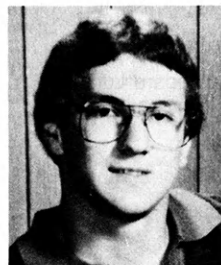
Swine
Richard Odell
McPherson County



Veterinary Science
Aaron Higbie
Franklin County



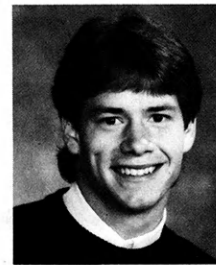
Wheat Quality
Greg Garrison
Cloud County



Wildlife and Fisheries
Shannon McDowell
Smith County



Wildlife and Fisheries Leader
Pat Lindquist
Saline County



Wood Science
Dale Larson
Riley County

NOT PICTURED

Bread
Tricia Boone
Greenwood

Fur Harvester
Drew McIntire
Harper Co.

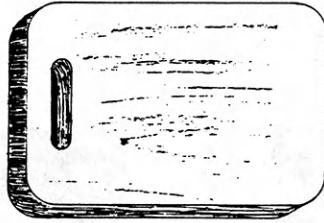
Home Environment
Amber Siemens
Johnson

Pigeon
Cameron Lee
Franklin

Free!

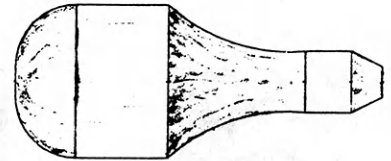
4-H Woodworking Plans from YOUR PARTICIPATING LUMBER DEALER

These plans
are available:



CUTTING BOARD

Designed by
Jay Johnson



DARNING DOLL

Designed by
Jay Johnson

For your free plans, see your participating lumber dealer; he will also help you select the material you need.

ABILENE
Abilene Lumber, Inc.

ASHLAND
Don Spotts Lumber Company

ATCHISON
Beverly Lumber Co., Inc.

BELOIT
Peoples Lumber Co.

BURLINGTON
Burlington Lumber & Supply

CIMARRON
Stephens Lumber of Cimarron

CLAY CENTER
Fullington's

CONCORDIA
Mid-West Lumber Company

EL DORADO
Home Lumber & Supply Co.

EMPORIA
Fleming Lumber & Material Co.
Mark II Lumber

ERIE
Johnson & Son Lumber Co.

EUREKA
Home Lumber & Supply Co.

FREDONIA
Schoolcraft Lumber Co.

GALVA
Galva Lumber, Inc.

GARDEN CITY
Fankhauser, Inc.

HUTCHINSON
Davis Home Center
Kightlinger's

INDEPENDENCE
Sandott Sentry Home Center

IOLA
Klein Lumber Company

JOHNSON
Seyb-Tucker Lumber and
Implement Company

JUNCTION CITY
Builders Lumber, Inc.

KINGMAN
Kingman Lumber Co.

LaHARPE
Diebolt Lumber and Supply

LANSING
Lansing Lumber, Inc.

LARNED
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Reba McEntire Receives Honorary Pacesetter Award



Country singer Reba McEntire was presented an Honorary Pacesetter award on behalf of Kansas 4-H alumni at the Kansas State Fair on Sept. 18.

McEntire is a 4-H alumna from Oklahoma and has participated in promotional advertising for the 4-H program on a national level.

The pacesetter award was presented by Bill Riley, executive director of the Kansas 4-H Foundation, C.R. Salmon, assistant director of Extension 4-H - Youth Programs and Brenda Highbarger, national 4-H Ambassador for Kansas.

McEntire received the plaque before her performance and said, "That's very, very special. I appreciate it very much. Isn't that nice?"

She held the plaque up for others to see. "I think 4-H is very important. I always have," she said.

Highbarger was honored to be a part of the presentation delegation. "It was special to me because she had done so much for the 4-H program," she said.

"For someone as big a star as she is to promote something that means so much to me is really special to me," she said.

McEntire also received copies of the Kansas 4-H Journal including her 4-H ad and a special *A STEP AHEAD* issue of the Journal.

After hearing about the campaign and Kansas 4-H activities, McEntire said, "Well, if there's anything else I can do to help you, let me know."

Say Thanks!

in the KANSAS 4-H JOURNAL to:

- Your host family
- Community leaders
- Extension agents
- Your community
- Junior leaders
- Livestock buyers
- 4-H supporters
- Project leaders
- Adopted grandparents
- Scholarship sponsors
- Your local newspaper
- A neighbor

4-H people have a lot to be thankful for. Say thanks to that special leader, agent, neighbor or friend who went that extra mile with you this year with a *Kansas 4-H Journal* thank you. Thank you's will appear in the November/December issue of the *Kansas 4-H Journal*, an appropriate time for giving thanks.

Anyone can place a thank you: 4-H'ers, parents, leaders, volunteers, clubs, county councils, agents. Cost is \$5.00 minimum for the first 15 words and 15¢ for each additional word. Cash or check must accompany the ad. Deadline for placing ads is November 5. The order blank below is for your convenience.

PLEASE PRINT:

Message: _____

Name _____ Phone _____

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Mail to: **Kansas 4-H Journal**
Umberger Hall - KSU
Manhattan, KS 66506

\$5.00 for the first 15 words. 15¢ for each additional word. Please enclose payment.

Ask A Teenager About The Facts of Life

Our guess is you'll find out some things you never knew before. About sex. Drugs. And what it's like growing up in a world that gets faster and more confusing with each passing day.

At 4-H, we give young people alternatives they can live with. We teach responsibility. Foster self-esteem. And help them make the right decisions — about everything from which chemicals to keep out of their bodies ... to which foods to put in.

Contact your county Extension office today. They'll give you some more facts about 4-H.



Serving America's Youth 

Rock Springs 4-H Center is adding a new horse facility in the Wa Shun Ga area of the 4-H center and would like donated palomino horses and tack. If you would like to donate to the expanded horse rides contact the Kansas 4-H Foundation 116 Umberger Hall, KSU Manhattan, KS 66506 (913) 532-5881

Cecil and Phyllis Eyestone will host a Hawaiian Tour (visit 3 or 4 islands)

Feb. 9-18, 1988.

For information,

Phone 913-539-2627, or write 2055 Jay Court, Manhattan, KS 66502.

Deadline for reservations, Dec. 1st.

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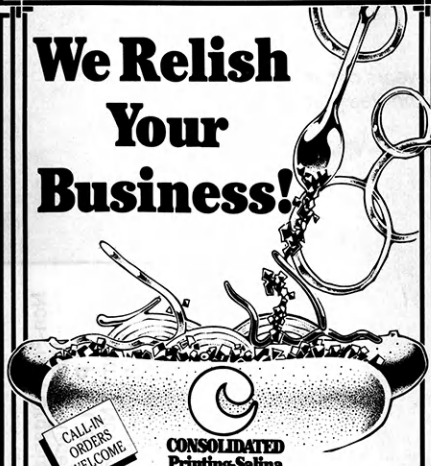
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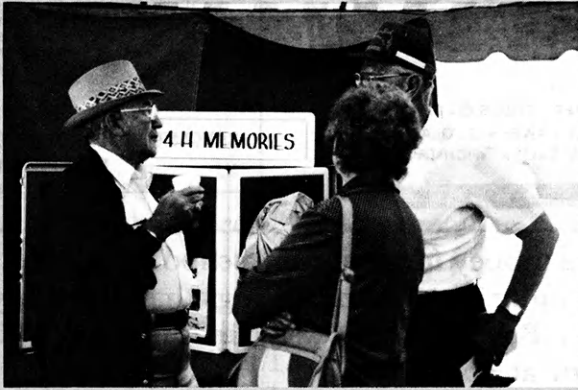
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A Kansas Printing Family Tradition Since 1905

Kansas 4-H Alumni Gather for Reunion at Kansas State Fair



The Kansas 4-H Alumni Headquarters Tent was open to all 4-H alumni during the entire fair.



4-H alumni discuss 4-H memories around displays in the Alumni Headquarters Tent.



Winning judging team members from the early years of the Kansas State Fair pose for a group shot during the Reunion of Champions on Sept. 12.



Dan, Jack and Jim Lindquist provide the entertainment for the Alumni Jubilee on Sept. 19. All three are Kansas 4-H Alumni from Marshall County.

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