

## Greetings from the SOB Room

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### Abstract

After a lapse of a year, the Seminar for the Older Brethren was restored for the Texas FiAAACEta, and was notable for breaking the sex barrier. Three women braved the Seminar for a couple of hours. Their presence changed the tone of the meeting which was probably a good thing.

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Another addition this year was multi-media—slides and tapes—some of which were used for “the way it was” segments of the general sessions. Taped messages came from Dutch Elder, George Round, Joe McClelland, Herb Schaller, Al Bond and Les Schlup. Slides included McClelland’s selections from AAACE meetings of other years—a highlight was Marjorie Arbour and Earl Richardson wearing sixguns and western hats for the 1950 Texas session. Ham Kenney sent a series of Al Bond as a pool player. Bob Jarnagin furnished some from his historical collection. The taped reminiscences recalled the earlier Texas meetings, and beginnings of NPAC. Reuben Brigham and other immortals such as Frank Jeter, Tad Moses, Glenn Rutledge and Sam Reck were remembered with affection. Some background singing was done from a new “hymnspinners” record by Maxine and Rod Larson.

Special attraction for both the room and the general session was Ovid Bay’s interview with Les Schlup, plus Gary Nugent’s slides of the trip. Les recalled his first AAACE meeting at Rutgers in 1923. He said: “Reuben Brigham, my boss at that time, thought my attendance at the meeting might do me some good. I wonder if he realized what a priceless gift he was giving me? It was there that I first became aware of having plunged into an exciting adventure, an adventure to which I yearned to devote my life.”

Many good letters came for the Seminar, most of which ought to be run here at length, but only digests are possible. If you have a particular wish to see some of them in total, let Reeder know to run off a copy for you. Here are some samples:

Pledger Carmichael from Athens, Ga.: “What a change two years can make. When the SOB gathering was proposed at Purdue I fired off a long letter about looking to the future—never mind the past. Now I find myself eagerly looking forward to the AAACE newsletter and to the editor’s letter for choice tidbits about my friends, the older brethren. In many ways my real association with AAACE began with the Mo-Ranch meeting. Twinges of nostalgia now make me wish I had planned to complete the circle at San Antonio.”

Earle Carpenter from Amherst, Mass.: “Do wish AAACE would list the addresses of retired members more often. I’ve been retired since 1962. If

any of the SOBs are in the Englewood area (30 miles south of Sarasota, Fla.), we are there two months each winter. Oley Oleson is in Amherst and very active with the senior citizens group. Roger Wolcott, whom I brought into the Extension Service years ago, has retired and lives about 25 miles from here in Amherst. We were all shocked when Radie Bunn died.”

A. J. Sims from Knoxville, Tenn.: “I will soon make 84 years and a few more if I take care of myself. I attended my first AAACE meeting in 1920 in Amherst. I came into the work as an ag Extension editor from the daily newspaper field and after a few months on the job I was about to go back to the newspaper when the university sent me to the AAACE meeting. I met a group of men who were very enthusiastic about their jobs of getting helpful information on better farming and homemaking out to rural people. They sold me on the idea. I am glad now that I stayed with Extension. I would have missed the friendship of a fine group of dedicated workers—Adams of Cornell, Jeter of N. Car., Cooper of Fla., Price of Va., Davis of Ala., Mackay and Arbour of La., Bryan of S. Car., McClintock of Ohio, Johnston of Ind., Hopkins of Wis., Keilholz of Ill., Jeffery of Mo., Kinghorn of Colo., Darrow of Tex., Round of Nebr., Brigham and Schlup of the Washington office. Will the chief function of the Extension information office continue to be preparation of useful and helpful information or will it become a glorified press agency for the college and university? If I were 24 and not 84 and I thought that was the trend, I’d get back in straight newspaper work as I almost did in 1920.”

Dave Hall from Arlington, Va.: “Tad Moses pulled one on me in a regional meeting at Texarkana. He was chairman and asked me to make a presentation on our new approach to popular publications. Along about 10:30, after long speeches and discussion periods, I leaned over and told Tad I had to go. He said to wait until after the next speech and we’d take a recess. Then after the next speaker, Tad said ‘Here’s David who has something to say about new publication preparation in USDA.’ As I finished and tore out, Tad said, I never heard one of those Washington guys get through so fast.”

Wallace Kadderly from Portland, Oreg. recalls the first AAACE radio committee as P. O. Davis, Ala., chairman; Charlie Byrne, S. Dak.; Sam Pickard, USDA; and Kadderly. His first AAACE meeting was in 1927 in Ft. Collins, attended by such giants as Reuben Brigham, Bentley Mackay. J. E. McClintock, Marjorie Arbour, Frank Jeter, Andy Hopkins, Russell Lord, Dutch Keilholz, Francis Cooper, George Round, Sam Reck and Les Schlup. (He adds that at the time of the meeting they were enroute to their new home in LaJolla, Calif.)

Jessie Heathman from Stockholm, Sweden. “I am still at KTCA-TV, Minneapolis, part time as consultant and enjoying it more and more. My first editorial conference was in 1944 at Kansas State. The Cornell editor had retired, and Bill Ward was job hunting and was appointed. Then there



was the conference at Illinois—where a hot box with no fans in the residence halls. We had cased the joint just before school closed and the place was loaded with fans. Unfortunately the fans went home with the students. Then Texas and the Mo Ranch. What a happy trip that was, never has been a better one, and Tad Moses, who once said, 'At times I've doubted that Texas should ever have joined the United States.' We elected Marj Arbour as president, the first and only one so far. We danced in our stocking feet until dawn, and I sacrificed three pairs of stockings."

Les Schlup recalls a Texas catastrophe: "I had bought a gorgeous silk tie for the occasion, one of which I was very proud. I arrived at the opening session a little late and hadn't heard the remarks of the chairman. It was an intensely hot day and he had warned the men to remove their ties or have them cut off. So, Louis Franke marched resolutely down the aisle and, to my consternation, scissored off my beautiful tie. I'll never forget my distress at the booming laughter of the assemblage."

Frank Cooper from Gainesville, Fla.: "I well remember the AAACE session held in Texas in 1950. Jim Eleazer, Louis Franke and I stayed over for three additional days . . . The local chapter of Epsilon Sigma Phi importuned me to compile a history of the Florida Extension Service. I'm happy to report that Dimensions of History will be off the press about the time you gather in Texas, all 31 chapters and 224 pages. One of our stories: At a county fair one night the men were sitting around after their judging duties were wrapped up when the livestock superintendent rushed into the office and said the poultry judges had left without judging the rabbits. The county agent pressed the district agent and a citrus specialist into that job. They chose a grand champion buck and placed the tricolor ribbon on the cage. To their chagrin, next morning there were baby rabbits in the cage."

Jim Eleazer from Clemson, S. Car.: "I'm still writing, as usual, at 80. As I've told you before, I started my farm column in 1918 and have never missed a week, though I'm always afraid of that deadline. On three occasions publishers have requested batches of them to put in a book. The first is in its second printing, the next one which I'm sending you herewith is going well, and the third is finished and ready. Since the column started, 3,016 columns of three double-spaced pages each, 9,048 pages of copy, and my, the fun I've had writing it. I'm convinced the average county agent could multiply his effectiveness manifold if he'd diligently apply himself to carrying the full force of science to his folks through the means that are on a silver platter."

Allan Smith from Lexington, Ky.: "Since laying aside the harness, or hanging up the shoes, or whatever it is one does when he retires, I've been giving major attention to writing a history of the U of K college of agriculture. For the 4½ years of work so far, I have the first volume completed telling the story down to 1918, and some 200 pages written on the second volume. Some of the older staff members, Joe Duncan in particular, keep



me up to date and I was going on, but I view from a distance and do not become involved. What stands out is a kaleidoscope of personalities, incidents, moments in time . . . The writing workshop that preceded the AAACE meeting in Auburn in 1946, an unforgettable picture of a moonlit middle-of-the-night, after a number of us had driven to a tavern in wet territory, Harry Mileham standing in the middle of the street calling his coon-dog . . . The program development conference at Chicago preceding the establishment of NPAC, a burlesque show when two small rosettes came off one of the dancers and landed in Cal Anderson's lap . . . And at the 1951 meeting at Urbana, when I attempted to lead a convoy to our picnic area, pulled into a gas station to check on a turn-off, and seven cars dutifully followed me through the station."

Ham Kenney from Ottawa, Canada, sent a package of tape and photos, and the suggestion that SOBs start a chain cassette that could be sent around describing how members retired gracefully. Having heard that some of Sam Reck's limericks were getting an airing, he contributed one for the SOB room:

There were two brothers named McBride,  
One fell down the privy and died—  
Next day his brother  
Fell down the other  
And now they're interred side by side.

Such raucous limericking caused a lunch group of potential SOBs to napkin the following:

A young county agent from Bexar (a Texas county pronounced Bear)  
Went out on a terrible texar—  
He ate some frijoles  
Which scorched three large joles  
And ruined his new underwexar.

Bruce Miner from Cheshire, Conn.: "During my checkered career, associations with the good people of AAACE have been among the most pleasant. First Bristow Adams of Cornell, who left his mark on so many in the craft and remains an inspiration to those who knew him. Then, Les Schlup deftly guided me through the maze of USDA when I worked there for a few months. Also Henry Bailey Stevens, the quiet man of New Hampshire. Amanda Quackenbush Zich, my predecessor at the New Haven Experiment Station. Clarence A. Day of Maine. Jack Spaven, a native of some hamlet in the Mohawk Valley of New York State. Wallace Kadderly, who tried to teach me to write for radio. I retired in 1973 and find the attire of those under 60 to be generally deplorable, although I fit right in with my rags and misfits. Soon we shall all be clad in faded blue denim and the bust, if any, will be the best clue as to the sex." (He sent along a good photo of a select group in the Secretary's office.)



Reeder: Greetings from the SOB Room



Plotting the course of American agriculture, c. 1939, l. to r.: Frank Jeter, N. C.; Tom Johnson, Ind.; A. J. Sims, Tenn.; Bentley Mackay, Louisiana; "Dutch" Keilholz, Ill.; Tim Butts, N. Y.; Ed Rohrbach, Penna.; Wallace Moreland, N. J.; Glen Kinghorn, Colo.; Al Bond, Wash.; Bruce Miner, Maine; Lisle Longsdorf, Kansas.

Note to ADHOCROCRATS: Errors in spelling and identification are to be corrected. I am reasonably sure of all except the names of the gentlemen from Pennsylvania and Colorado (I believe).  
—B. Miner



Ralph and Elsie must report that we abandoned California to the new order. In fact, the new order had muscled in pretty well before we left. Now from spring to fall, roughly, we are in our eastern phase. On 37 acres of old farm we garden, cut wood, plant trees and generally try to improve our environment. It's a rewarding life, most of it outdoors but with enough sitting-down time to do some of the best reading of our lives. From fall to spring we hold forth at Pinto Lake, on the edge of Watsonville, Calif., in the heart of apple and vegetable country. There, we have been rehabilitating an old house. I lost 15 pounds and have kept the weight off. We are experimenting with the theory that oldies in general don't do enough productive, physical work."

Les Schlup from Wake Robin: "You see it's this way. In the years that I have been retired, 18 in all, I have become an ergophobe. To save you the trouble of leafing through Webster's, that's a lazy person who is adept at fending off the incandescent pressures of work; to wit, a work hater. Like dehydrated water, my mind has become a cypher. You'll appreciate that, too, when you advance to the ripe old age of 81. That's the time of life when the full rich savor of lethargic desuetude makes one a D.E.P.—distinguished expert on procrastination."

Oley Oleson from Amherst, Mass.: "I noted the other day in AAACE news that the southern group has been holding regional meetings on a continuing basis longer than any other region. The New England group (not the northeast region) held regular meetings some years before the regional setup. In the 30 years (1926-1956) I was in Massachusetts the national AAACE came only once—to Rhode Island." (Oley sent a picture of an AAACE group about which he says, "I can't recall ever appearing that young.")

Dutch Elder from Ames, Iowa: "I formally wind up my time at Iowa State on June 30, after working part time editing catalogs. Trouble was that no one knew which part I was working. I was shocked to learn of Sam Reck's death. He was the guy who rescued me from the country newspaper business and tried to make an extension editor out of me. I owed him much, as do many others."

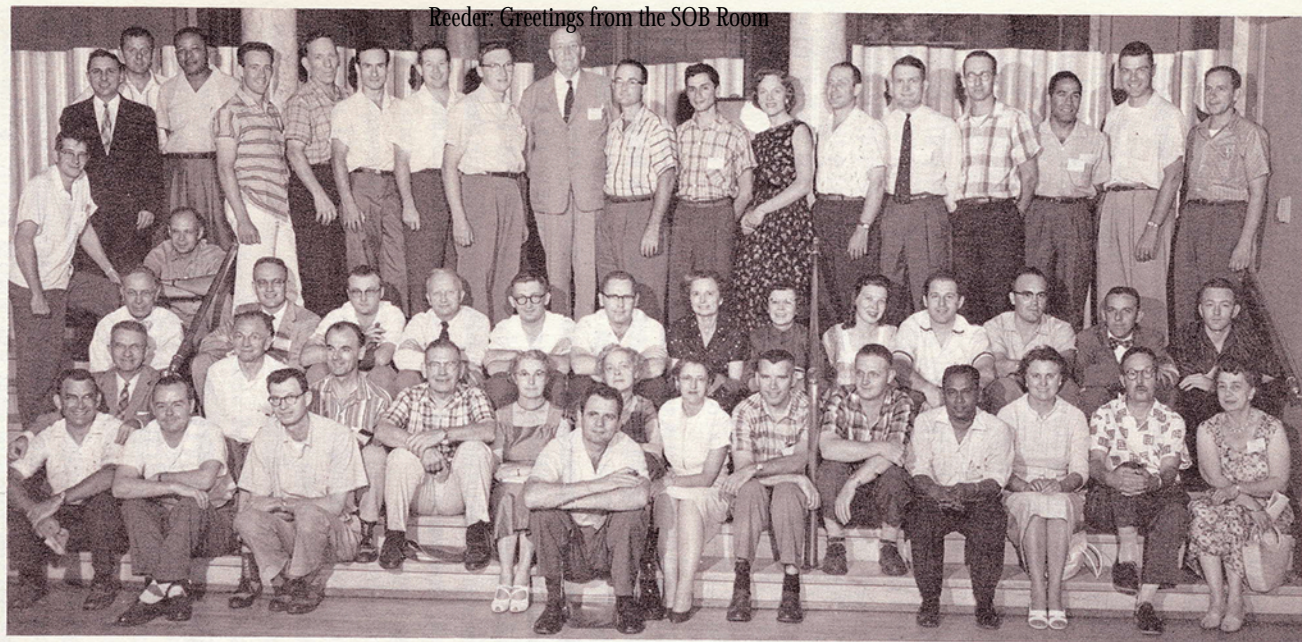
An obit in a Denver paper said funeral services for Thomas K. Swearingen of Englewood would be July 2. He was killed in an auto accident at age 60. A graduate of Iowa State, he had been managing editor of Record Stockman.

Amy Cowing wrote that she had moved to Houston permanently and says "my traveling days are over." She remembered paying her own way to the Texas meeting in 1950. Her address is Treemont, Apt. C201, 2501 Westerland Drive.

(Editor's note: She's changed her mind. We just received a note from her asking us to take her name off our mailing list for the time being as she is "going to be traveling around for the next year.")



Reader: Greetings from the SOB Room



Standing left to right:

Dick Powers, Ted Hyman, Fritz Albert, Joe Bradford, Kirby Brumfield, G. O. Oleson, Juan Diaz, Ralph Hamilton, Phil Tichenor, W. A. Sumner, Harold Parker, Alphonso Ruanova, Jean Gillies, Claron Burnett, Sam Bailey, John .Ross, Latif Hotaki, Don Wells, Bry Kearl.

Seated, third row:

Lisle Longdsorf, Maury Haag, Lloyd Bostian, Bill Carpenter, Werner Meyer, Royal Fraedrich, Robert Battin, Agatha Meyer, Candice Hurley, Rosemary Thornton, Del Myren, Everett Metcalf, Robert Kern, Milt Morris.

Seated second row:

George F. Johnson, Gerald Jenny, Lyman Nordhoff, Ed Rohrbeck, Mrs. Ed Rohrbeck, Mrs. Gerald Jenny, Nellie McCannon, Bob Worrall, George Alstad, Hector Wickramasinghe, Roz Wilson, John Burnham, Aline Hazard.

Seated front:

Lane Palmer, O. B. Copeland, Henry Schroeder, George Bowman.



Werner Meyer from Sun City, Ariz.: "Probably I'd take you up on the Texas invitation, but we have a granddaughter, 14, who has to see the Grand Canyon. But keep needling me and, if you permit 80-year-olds to attend, I'll be around one of these years."

Ken Roy from Auburn, Ala.: "Come June 30, I will have been retired eight years. Sarah and I jointly authored a private edition of Sarah's great, great grandfather—Horatio Nelson Spencer. Last year we shipped the completed book to family members."

George Round from Lincoln, Nebr.: "I suppose all that gather with you in Texas will be doing a little bragging about your recent exploits, as well as enlarging on what you did in the past. As a part-time employee here in Nebraska, I will be left behind to do the janitorial duties, while all the rest of the staff will be there enroute to Mexico."

Walter John from Arlington, Va.: "By the enclosure you will see what net I have been caught up in for the last two months (acting editor of USDA news) and have been asked by Hal Taylor to stay on for another month. I also am writing OPEDA News once a month. Within the last year I helped evaluate information programs at Nebraska and VPI. And spent four months promoting the Combined Federal Campaign for USDA, edited some energy publications, a rural development catalog, etc. I am looking forward to a lot of golf."

From a page in Farmland News: "As director of public affairs for the Kansas City Board of Trade, the 71-year-old former farm editor of the Kansas City Star (Rod Turnbull) is very often the first person many national journalists and broadcast people think of when they need special insight into the grain situation . . . His columns go to more than 100 editors and appear regularly in 70 publications."

Herb Schaller, formerly poultry, Pfizer, and Purdue editor in that order, is living in Ft. Collins, Colo. and running the Denver office for Agricultural Associates advertising agency.

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## Five Wants From AAACE From a Print Freak

**A** comment by Mark Allen (Michigan) at the print media session of our national meeting this year started me thinking about what I want out of AAACE. Mark expressed the opinion that our media sessions had been long on mechanics (printing and layout techniques) and possibly short on professional training in writing and editing skills.