

## GREETINGS

*J. Earl Rudder, President  
Texas A and M University*

We are pleased to be associated with the other land-grant institutions throughout the nation in this great work.

Personally, I know of no group, organization, or foundation doing as much to help bring an understanding to agriculture and agricultural problems as the Farm Foundation of Chicago is doing. We are fortunate that it is working with our extension directors and all of our states in doing this great job.

We know that after this conference we will all be better prepared to provide the information and techniques that are so important to successful extension work. I did not realize the great challenge that we have until a couple of years ago. The Central Blacklands area of Texas, from north of Dallas to south of Austin and on down toward Lubbock, used to be a great productive area; but people mined it for years and years without putting much back. It has really become a depressed area.

When trying to develop a program for this area we found cotton 2 to 3 feet high on some farms and 3 to 4 feet high on others. In Texas, where a farmer has to buy good seed, till the soil well, fertilize, and apply insecticides several times, it may cost as much as \$75 an acre to produce a cotton crop. Often the fellow who has almost no fruit on his cotton ran out of money and had to stop the insecticide program because his banker said that \$25 an acre was all he would put into his program. Thus, the difference became a banking proposition simply because we had not educated the banker on the necessity of going the full length with this man. We at the university had failed to bring together all the forces that were necessary for this cotton farmer to succeed.

Today Russia could back up to our information department and get every farm bulletin, every know-how on every crop that we produce and cart it off to Russia. But until they had gotten this information into the hands of the people that are to use it, and until they had stimulated them to put it to work they would not have accomplished much.

One of the most fundamental facts facing us is that man must learn to live with man. In a scientific or engineering way, we know that we can produce almost anything man wants. Yet all we need to do is pick

up our newspaper any morning and see that man does not yet know how to live with his fellow man. At Texas A and M we are putting greater and greater emphasis on the social sciences and the humanities to help interpret these facts to ourselves and to others.

This fall, we will enroll between fourteen and fifteen hundred students at Texas A and M. We hope we can bring to our campus the kind of people that are assembled here this morning to challenge the youth of Texas to study with us and stay with us and make the kind of contribution to our state that is so vital to any area for growth.

During the last few years we have improved our facilities and air conditioned practically every building on the campus. Only when we get this kind of environment, not only at Texas A and M but throughout Texas, will we fulfill our great opportunities in education.

With the help of our governor, our legislature, and our citizens, we are planning a program that will bring us from where we now stand to second to none.

Again it is a real joy for me to join with Dean Patterson, John Hutchison, Ty Timm, and others of our associates here to welcome you to Texas A and M. We hope you will find it challenging, and I am sure those of us here at Texas A and M will get much more out of your visit than you will carry away from us.

PART I

*Education in a Democratic  
Society*

