





The kid with a four-leaf clover

He's one of one million, seven hundred thousand 4-H members — junior citizens with a job to do, a will to learn, and a warm, quick answer for that old question, "What's the younger generation coming to?"

They could tell you about the boy — with a single calf as a start — who built a flourishing dairy business and a \$20,000 stake by the time he reached eighteen. Or the girl who sewed 241 garments while she "grew up." And on the side, raised two cows, 367 fowl, two acres of garden, and canned over a thousand quarts of food!

Behind such youngsters and their success is a four-leaf clover symbol which signifies *head, heart, hands, health*. It's the 4-H Club emblem, and to young folks on farms every-

where, it brings something far more than luck. It brings them *equipment for living*.

They set their own goals — be it home decoration or higher milk production — and discover the thrill of bettering them. Under the guidance of local club leaders and county extension agents, they keep records of costs, labor, results. They share ideas, show others.

But the real value of 4-H Club work is not to be reckoned in dollars and cents, nor even in immediate results. It lies in the development of new leaders for the nation's future. We at National Dairy are proud to salute those who choose dairying as a life's endeavor, especially now when greater milk production is a challenging need. Here is opportunity for Youth in towns and cities, too.

Dedicated to the wider use and better understanding of dairy products as human food . . . as a base for the development of new products and materials . . . as a source of health and enduring progress on the farms and in the towns and cities of America.



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