

'4-H - It ain't all cows and cooking'

By JOANNE SPAHR

LEBANON, Pa.—The brightly lit, towering marquee at the entrance to the shopping mall blurted out, "4-H—It ain't all cows and cooking," to the passing motorists at the Boscov's Mall in Lebanon this week. Any curious motorist or shopper who decided to take the bait and see what it was all about, would drive in, make his way to the center mall door, and cautiously open it, only to find a delightfully cute cartoon cow and Pat Krall, Lebanon County Extension 4-H agent, positioned at the information desk just waiting to greet him. And, just two side glances up both directions of the mall would excite that curious passerby as he saw the wonderland of 4-H displays which popped up along the whole length of it. There were 48 displays in all to tickle shoppers' fancies, including live animals for all non-farmers (and farmers, as well) to enjoy.

4-H agent Pat Krall explained that this was the first year for Lebanon County to try a 4-H mall promotion and that it was done mainly as an educational tool because many of the leaders were finding out that people still think of the organization as cooking and cows and only for farm kids.

"We're at the beginning of another year of activities for many clubs, and this is also a good way to get some new people," she explained. Mrs. Melvin Noll, Lebanon R5,



Somebody always has to get his nose in the act, but this little fellow, Jonathan Hunsicker, of 744 Guilford St., Lebanon, who is three years old, got his who face in the picture when looking at a calf during the 4-H mall promotion at Lebanon.

who was helping Miss Krall on Wednesday night, and who is a 4-H leader and mother of three 4-Hers herself, also explained that they were also hoping to

encourage some people to become leaders.

"We always want to recruit leaders," she explained with a smile.

So, they went all out.



This is just one of the displays that lined the Lebanon Valley mall this

week for Lebanon County's 4-H mall promotion:



This marquee led motorists into the Lebanon Valley 4-H Mall display.

Forty-eight displays were planned and erected, and each night, except for Tuesday, activities and demonstrations were put on for shoppers to enjoy. On Wednesday evening, knife care and stamp collecting demonstrations were held, and the evening's entertainment was folk dancing; Thursday sported animal demonstrations; Friday featured small engines and scherenschnitte demonstrations and a clothing project revue; and Saturday promised a dog obedience demonstration as well as flower arranging and geology shows.

And, of course, each night featured the entertainment of enjoying the displays—36 of which were created by 4-Hers themselves. Just a sampling of some of the topics covered were: philately, rocks, electronics, pet care, poultry, creating with line and texture, plant care, rocketry, forestry, entomology, conservation, woodworking, sewing rabbits, and livestock.

Of course, as always, the livestock displays were the center of the most attention.

Said one shopper when she caught her first glance at a Light Brahma show bird, "Bill, come look at this, this chicken has shoes on."

Another said of a small calf which was on display, "Gee, that's cute—it almost looks like a little deer, doesn't it?" And Daryl Balmer, whose brothers, Allen and Dale,

owned the pet rabbits on display, said that people had been stopping to pet them each night.

There were also a few problems involved with the mall promotion as well as fun. For instance, many of the 4-Hers' projects had to be dug up out of storage places after they'd been put away last year, and there were people like Megan Williams

of the North Cornwall Trail Blazers, who was scheduled to give a horse demonstration and who wasn't quite sure where she was going to put her horse for the whole thing.

But, all in all, the 4-Hers agreed that they had fun, and there was no doubt that they drew attention to themselves, which is what the promotion was all about.

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