

## IRA OBED SCHAUB

Few people in this land of plenty fail to recognize the old familiar proverb "that a good name is rather to be chosen than great riches, and loving favour rather than silver and gold."

Yet, there are those who have devoted their lives toward helping others, sacrificing chances to make riches, but gaining a feeling of satisfaction from helping his fellowmen.

Typical of this small number is Ira Obed Schaub, director of the North Carolina Agricultural Extension Service.

"Dean Schaub," as he is affectionately known throughout the State, is probably considered the most popular agricultural leader North Carolina has ever known, because, "to know him is to love him." He is the ideal of many of the State's young leaders in the field of agriculture.

As director of the Extension Service, a post which he has held since 1924, Dean Schaub continues to lead this working force of more than 500 people to meet the needs of the State's people.

Recently, when it was evident that a reduction in flue-cured tobacco acreage was imperative, Dean Schaub was among the first to see the effects which this would have upon the economic welfare of the thousands of North Carolina farm families who depended upon tobacco as their source of livelihood. Even before the actual percentage reduction was announced by government officials, Dean Schaub had organized a machine of Extension workers to work out recommendations on a more diversified system of farming for each county which was to be presented to farmers in the 40 odd counties growing flue-cured tobacco. Other agricultural leaders were told of his plan and each endorsed it as the most successful attempt to meet the needs of the farmer.

(More)

When the  $27\frac{1}{2}$  per cent reduction was announced, Dean Schaub set his machine in motion. Armed with the facts and figures, this group was divided into two teams. Each team was assigned a certain number of counties where they visited and met with county leaders and presented them with recommendations which the farmers of that county should follow to make up for the lost income from tobacco.

This acreage reduction was not a shock to Dean Schaub, because he had foreseen the necessity of it, and had told others it was "bound to come." Like everyone, Dean Schaub hated to see such a large amount of the farmer's income removed at once, but it did present a good opportunity for him to stress the point he has always advised--more diversified farming. And this is what he and his teams of workers preached as they visited those flue-cured tobacco counties.

That is just one example of many in which the "Dean" has drawn up a program to lead North Carolina's farmers through periods of necessary adjustments.

Director Schaub grew up like most other farm boys. He was born on a farm in Stokes County, North Carolina, on September 28, 1880, the son of an old Moravian family long settled in that region. After attending the rural schools, he entered N. C. State College and graduated in 1900 as a member of the eighth class. While a student at State College, he majored in agriculture and chemistry. Following his graduation he was awarded a scholarship to Johns Hopkins University where he took advance work for a doctor's degree in chemistry.

Unable to finish his work at the time, he accepted a position as assistant chemist at the Illinois Experiment Station where he worked from 1903 to 1905 with Dr. C. G. Hopkins, noted soil scientist. He next

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joined the faculty of Iowa State College as assistant professor of soils, remaining there until 1909. While in Iowa, Mr. Schaub met and married Miss Maude Kennedy, a farm girl.

Mr. Schaub returned to North Carolina in 1909 to begin the first boys 4-H Club work in the State with financial support supplied by the General Education Board. In his second year as club agent, he started similar work with girls and secured the services of Dr. Jane S. McKimmon, then engaged as a lecturer for the old Farmers' Institute. The West called again in 1913, and Mr. Schaub went with the Frisco Railroad as an agricultural agent, remaining with the road until it was taken over as a war measure in 1918. He was then appointed regional director for the Federation Extension Service at Washington in charge of the Southern States.

On July 1, 1924, at the insistence of Dr. B. W. Kilgore, then the dean of agriculture at State College, Mr. Schaub returned to North Carolina as director of the State College Extension Service, becoming dean of the school of agriculture in 1926. On December 1, 1937, he was made acting director of the Experiment Station due to the resignation of Dr. R. Y. Winters and served in this capacity until October, 1940.

Not only is he regarded a great leader in his own native state, but he is constantly being called into consultation on many agricultural problems throughout the South.

Mr. Schaub has followed the development of agricultural extension since its beginning and is known throughout America for his constructive efforts with the organization. He also aided greatly in the development of the Agricultural Adjustment Administration program in the State.

His advice is sought frequently in Washington to aid in planning national agricultural policies, because he knows both the scientific

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and practical sides of farming. His leadership in many phases of the Federal program to save the soil, control production and put land to better use, and his cooperation with all agencies designed to enrich rural life, has enabled North Carolina to enjoy practically all of the advantages of the government activities.

He has done, and is still doing, as much as any man, and more than most men, to rehabilitate the agriculture of the South.

Mr. Schaub is a member of numerous honorary scholastic and professional fraternities and clubs. Among them are Kappa Sigma, Alpha Zeta, Acacia, Phi Kappa Phi, Epsilon Sigma Phi, Lambda Gamma Delta, Pine Burr and others. In May, 1937, he was awarded the Honorary Degree of Doctor of Science by Clemson College, South Carolina.

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