A SCORE CARD FOR COMMUNITY BOOTHS
AT
COUNTY AND LOCAL FAIRS

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INTRODUCTION

The importance both in numbers and quality of community booths at fairs throughout the state has been increasing during recent years. Many granges, Farmers' Union locals, community clubs, and other organizations annually place excellent booths at their local fair. In one county recently there were 26 such booths prepared and placed by local organizations.

There has been, in the past, a rather marked divergence of opinion as to what these community booths should stress. In a good many instances no method for scoring such booths has been developed by the local fair boards. As a result, when judging time came around some confusion and occasionally dissatisfaction arose. From time to time the State College Extension Service has been requested to furnish information by which local fair boards could guide their decisions in this connection.

As a result of these requests, and with the desire to promote interest in community booths and at the same time help in getting the most possible good out of them, this pamphlet has been prepared as a general guide for the use of fair boards, community committees, and others interested in this particular phase of fair exhibit work. In the preparation of this circular, rulings of all available fair catalogs of this state were analyzed and considered.

It was early realized that an exact score-card could not be worked out for each individual community, but certain basic concepts were found running throughout the rules and regulations in the different sections of the state. These have been correlated and simplified so that they can be applied to any community booth in any county of this state.

All items displayed in a community booth should have been produced or made during the past 12 months. Score-cards are available for many individual products that are included in a community booth, such as cereals, canning, potatoes, and other items. Score-cards that are available can be secured through your county extension agent's office.

OBJECTIVES OF A COMMUNITY BOOTH

The community booth has three principal objectives which can well be considered in planning your exhibit. These objectives are: first, Marketable Products; second, Community Living; and third, Community Team-Work. They may be said to tie in with the national objectives, "Life, Liberty, and the Pursuit of Happiness." Marketable Products are the source of financial income, the basis of "Life" and "Liberty", while Community Living and Team-Work are factors in the "Pursuit of Happiness".
Marketable Products. Attention should be focused upon the products of your community that now provide or offer the greatest possibilities as sources of financial income. The best varieties, desirable practices and highest qualities should be used in the exhibits. By exhibiting a promising variety of some crop, such as Rex wheat, the community booth has a real educational value, while the proper packaging and grading of a product, such as potatoes, increases the marketing outlets.

Do not try to include everything that is sold from the farms in your community, but rather select the most important and the ones that will make a pleasing exhibit. Have enough of each item to make it noticeable. Next year your booth could center around another major product of your community.

In most of the Oregon communities there are many marketable products. If they were all included in the space allotted to a community booth there would only be room for a sample of each. Figure I, below, shows how one such booth effectively limited the number of commodities exhibited. Figure IV, on page six, illustrates the common fault of including too large a variety of exhibits.

Figure I. This illustrates simplicity—a limited number of products well displayed and in sufficient quantities to attract immediate attention.
Community Living. In this section should be grouped the multitudinous production of goods and the application of the arts that go to improve family living, which may be exchanged or bartered or traded between the members of the community but are not marketable products in the usual commercial sense. The exhibit in this respect should show, among other things, the extent to which arts and crafts have developed in the community. In effect this phase of an exhibit should show the products of the farms and rural homes, not primarily commercial, which make for higher standards of living. It should be borne in mind that out of this mass of miscellaneous production effort there may develop from time to time valuable additions to the first objective, which deals with actually merchantable products. Special emphasis in exhibits may be given to promising items of this sort. The housewife gets ideas as to vegetables to be included in the family garden, or added pride in the preparation of products for the home and table from the exhibits of this type which are on display.

Figure II. This display has a center of interest that immediately attracts attention to the display.
In several fairs there is a growing tendency to eliminate the exhibits of cooking and sewing because of the difficulties of keeping such items in a presentable condition during the fair. The work of the household that is included in the booth is often confined to such items as canning, rugs, and other products that lend themselves to a general display.

**Community Team-Work.** The objective here should be to show the extent to which the particular geographic area has evolved into an organized community, in which the people are able to work together for definite social objectives. In the score-card this is evaluated by the composition and arrangement of the exhibit. Under this section should be considered the social values that accrue from community effort in planning and placing a booth. A community booth is a stimulant to community pride. It attracts the attention of neighbors and visitors, not only to the products of your farms, but also to the strength of your organization. While these points are not definitely scored in considering the value of your exhibit, they perhaps have a greater value to the community than some of the material things that make up the exhibit itself. Community pride and cooperation developed through working together will show results in other fields of endeavor whether it be in a community electrification project, improvement of school facilities, or some other activity that is of community interest.

Individuals should not be disturbed if the committee arranging the booth finds it advisable to eliminate good material in order to obtain the most effective display.

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**Figure III.** This booth has an excellent centerpiece and foreground, but too much foliage and greenery for the most effective presentation.
THE SCORE-CARD

I. MARKETABLE PRODUCTS

A. Representative of the community ........................................ 33 points
B. Quality ........................................................................ 17

II. COMMUNITY LIVING

A. Processed home foods ..................................................... 10
B. Fresh fruits and vegetables ................................................ 10
C. Home arts and crafts ........................................................ 10

(Variety and quality have equal weight in each of the above)

III. COMMUNITY TEAM-WORK

A. Arrangement ................................................................. 15
B. Simplicity of appearance .................................................. 5

TOTAL ................................................................. 100 points

I. MARKETABLE PRODUCTS - 50%

First consideration should be given to those things from which the majority of the folks in your community make their living. Just because one producer in the community is very successful with a particular product is no reason for devoting the booth to that product. The second consideration is quality. At least one-third of the score for this section is dependent upon the quality of the exhibits.

II. COMMUNITY LIVING - 30%

A. Processed Home Foods - 10%. Canned, dried, cured, and baked foods come under this heading and should show a good use of home grown products. Neat, attractive packs of quality products of as great a variety as the community can produce should be shown. Omit items that are not practical, such as large whole carrots and beets, in canning. For further details, secure Home Economics Mimeograph 1354, "Judging Canned Foods at Fairs", from the county extension office.

Dried products should be displayed under glass or cellophane. These products should be of good quality, properly dried and free from foreign substances.

Cured products include bacon, hams, and sausages.

Baked foods should be limited to bread, cookies, and cakes, and should be displayed under glass.
B. Fresh Vegetables, Fruits, etc., for Home Use - 10%. This includes those items that are produced primarily for family living. For example, eggs and honey on a fruit farm, or vegetables in almost every community except the dry-land areas where this may be impractical. (Note: In those communities where any of these items are of major income importance, they should come under Section I of this score-card.) Quality and practical usefulness are just as important here as in any section of the booth. Such items as peanuts should be in the "odities" section of the open exhibits.

C. Home Arts and Crafts - 10%. Textiles in a community booth should be limited to such items as home-made quilts, spreads, rugs, luncheon sets, pillow-cases, and towels. If women in the community have developed a craft such as basketry, leather tooling, pottery, or work in pewter, aluminum, or copper, examples this craft should be included. Articles should be useful as well as beautiful. (Note: If the articles under this section are not to be included in the booths at your fair, then the 10 points allotted under this heading should be divided equally between Sections A and B above.)

Figure IV. An excellent community display that illustrates how the inclusion of too many products obscures the excellent quality of the things that are there.
III. COMMUNITY TEAM-WORK - 20%

The good community display draws upon the varied talents of the people in the community. Certain farms will be drawn upon for crop or livestock products. Perhaps other farm homes will be drawn upon for the exhibits of vegetables, fruits or home crafts. In planning and arranging the display of these varied articles in the community booth the best efforts of those who have talents of this nature are enlisted. Thus the community booth truly calls for team-work.

Arrangement has to do with the general attractiveness of the exhibit. An excess of tissue streamers or large quantities of greenery should be avoided. Simplicity is desirable. The booth should have a center of interest. The exhibits should not be crowded so as to obscure each other, but should give the feeling of orderliness and effective spacing. Suitable lighting, that focuses attention upon the exhibit, is important. Adjust the quantity of material to the space available.

Figure V. This exhibit is the product of one farm and shows an attractive way of displaying canned goods and ingenuity in designing the background of the booth.