

Maurice Bond

July 5, 1897 — February 22, 1992

Dr. Maurice Bond, Professor Emeritus of Agricultural Economics, died February 22, 1992 at the age of 94. He played a leading role in the development of cooperative extension programs, particularly in the marketing of agricultural products and marketing information for consumers. His leadership made a difference in extension at both the state and national levels. He believed strongly in extending the knowledge base generated at the College of Agriculture to the agricultural community of the state and nation and to the consuming public. He served as project leader for extension programs within the department and was Director of the New York State Cooperative Extension Service from 1954 until his retirement in 1962.

Extension work with the farming community had been firmly established in the department under the leadership of Dr. George Warren when Dr. Bond joined the faculty in 1928. Bond, together with his colleagues, L. C. Cunningham and V. B. Hart, broadened the scope of agricultural economics programs in extension using field surveys and farm accounts as an integral part of their work. His personal characteristics contributed strongly to his effective leadership and administrative skills. He was outgoing but firm in his convictions. He enjoyed people and his interactions with them. He had boundless energy and displayed high moral principles and integrity in all that he did. He paid close attention to details but did not lose sight of his objectives. He dealt with difficult problems without becoming emotionally involved and was an effective mediator. He was frugal in handling personal as well as public resources.

Maurice Bond was born on a farm in Orange County, Vermont, on July 5, 1897, beginning a lifelong association with agriculture. He grew up in Thetford and graduated from Thetford Academy. His professional association with agriculture began with his graduation from the University of Vermont in 1920 with a B.S. in agriculture. After graduation he spent six months as a second lieutenant in the U.S. Army Infantry. He taught high school for a year and a half and spent two years at the New York State School of Agriculture, Morrisville, where he taught courses in dairy husbandry and dairy science; he also coached football. He spent a year with the New York Holstein-Friesian Association before returning to the University of Vermont for his M.S. in 1924-25. He came to Cornell for a Ph.D. in 1926 working with H.A. Ross and W.I. Myers. His dissertation, *Marketing Milk Through Ice Cream*, was completed in 1928.

Dr. Bond chose to stay at Cornell and was appointed Assistant Professor and Extension Economist in 1928. He spent his entire career at Cornell in extension. Some time was spent working outside the department on a variety of special assignments. Many organizations appreciated his willingness to help them for a few weeks or months with a particular problem or project.

Dr. Bond authored more than 150 numbered departmental publications as sole or joint author. An important part of his early work was with vegetable growers. Specialized account books were developed to encourage growers to keep production and financial records. The account books were collected at the end of the year and summarized. This information provided an essential part of extension programs with growers. He published situation and outlook materials for New York agriculture and the dairy industry.

During the 1940s Maurice concentrated his efforts in making agricultural census data more useful and broadly available to agricultural and rural communities. He published data from the 1935 and 1940 agricultural censuses for individual townships within each county of the state including acreage, production and yields for individual crops, and livestock numbers and output. He continued these efforts for the agricultural censuses of 1945 and 1950. Several publications were authored showing trends in agricultural production over periods up to 100 years. Other studies examined vegetable production in New York and in competing areas of other major states.

Dr. Bond co-authored a widely used book with his colleagues, Hart and Cunningham, entitled, *Farm Management and Marketing*. This book, published in 1942, was written as an introductory text and was generally adopted throughout the Northeast in agricultural schools. More than 36,000 copies were sold with modest profit to the authors. Public service was the major objective in writing the book.

Dr. Bond was project leader for extension programs in agricultural economics during the 1940s and early 1950s. He directed a major expansion in the extension marketing staff and programs during his tenure as project leader. The new work in marketing perishable farm products, including fruit, vegetables, poultry and dairy, and the development of a consumer food marketing information program, were especially important. This latter program, initially developed in Ithaca, was extended to New York City with a special office and program in 1948.

Maurice was appointed Director of Cooperative Extension in 1954. He continued to demonstrate the same creative leadership in this new appointment. He administered the separation of Cooperative Extension from the Farm Bureau shortly after becoming Director. He was able to avoid the difficulties encountered commonly in other states by his openness and skills in communicating with farmers, agricultural leaders and rural communities.

This separation necessitated the formation of new extension structures at both the state and county level. A state advisory council was established representing extension's different clientele groups to review program objectives and plans for the year ahead. Local extension associations were formed in each county. Agricultural, 4-H and home economics programs were brought together under a single county administrator. This organization improved working relationships among the three divisions and simplified the administration of county programs and interactions with county governments. County associations were developed as membership organizations with an elected board to advise county staff and to represent the association in dealing with state and county officials. This structure has proven to be effective over time.

While Director, Dr. Bond opened up the process of selecting candidates to be considered for positions on his staff and at the county level. This made the process more competitive and increased the likelihood that the most qualified individual would be selected for each position. Many of the individuals chosen in this process provided effective leadership for Cooperative Extension in the 1960s and 1970s after he had retired. He also provided leadership at the national level in developing extension programs in marketing. He was a member of the national Extension Committee on Organization and Policy (ECOP). He chaired the ECOP subcommittee on marketing and helped establish new national initiatives in marketing across the country. During his tenure as Director he spent 1956-57 reviewing the Cornell Project in the Philippines and assisting the organization of extension activities in that location.

Dr. Bond was a member of Sigma Xi, Phi Kappa Phi, Epsilon Sigma Phi, and Alpha Zeta. He received the Superior Service Award from the United States Department of Agriculture. He retired in 1964 after more than 36 years of service to the University and Cooperative Extension. His professional activities did not end with his retirement. He spent 1963-64 as a Visiting Professor at the University of the Philippines, Los Banos, and as an Extension Consultant. He continued to travel and consult for more than a decade after his retirement including trips to Peru, Spain, Portugal, Yugoslavia, Turkey, Greece, and Mexico.

He was predeceased by his wife, Flora, a classmate at Thetford Academy, and survived by three sons: Philip, Bradford, and Robert. He had fourteen grandchildren and fifteen great grandchildren at the time of his death. During his residence in Ithaca, he was active in many local organizations, including the First Congregational Church of Ithaca, the Ithaca Rotary, and the Baden-Powell Council of Boy Scouts. He held a variety of positions in these organizations and received scouting's highest award, the Silver Beaver, in 1969. Other public service activities included the United Fund, Senior Citizens Council, and Friends of the Library. His long-time colleagues

in the Department of Agricultural Economics and Cooperative Extension remember him with great fondness and respect. He was a true public servant, who left an enduring mark on the fields he did so much to fashion and sought to serve with dedication and principle.

R.S. Smith, B.F. Stanton, C.E. Wright, R.P. Story